



boommmail
email 2 sms
Powered by Boomerang Messaging

Service Administrator Guide Boomm Mail UI r2.0.0

Document version	1.0
Date	12 th October 2017

Contents

1	Purpose	3
2	Scope	3
3	Introduction	3
4	What to do next	4
4.1	Account activated and set-up.....	4
4.2	Account activated but not yet set-up.....	4
4.3	Account not active	4
5	Boommail User Interface	5
5.1	Dashboard	5
5.2	Configuring your account - System Settings.....	5
	Add users.....	6
	Outbound Messages	7
	Responses.....	8
	Voice messages	9
6	Sending 2-way messages.....	10
6.1	SMS Conversation threads	11
6.2	Responding to voice calls	11
6.3	Delivering voice messages to automated systems.....	11
7	Sending a 1-way SMS message.....	12
8	Reporting.....	13
9	Service Support	14

1 Purpose

This guide is designed for Boommail Service Administrators, in order to:

- Set up your Boommail account
- Provide directions regarding use of your online Boommail account to help configure and manage the relevant service settings
- Send and receive messages using Boommail
- Report on Boommail messaging activity

The configuration and management of the service is undertaken via a website located at www.boomerangui.com. A Service Administrator has access to this website and this guide provides instructions regarding accessing and using it.

2 Scope

This guide applies to the Boommail (Email-2-SMS messaging) and the Boommail user interface located at www.boomerangui.com, it does not apply to any other Boomerang services (documentation for other services is available on request). As this guide is written for Boommail Service Administrators, a separate guide ('Boommail User Guide') is available for Service Users and describes how to send SMS and voice messages from an email client.

3 Introduction

Boommail is an Email-2-SMS messaging gateway that enables a widespread user base to quickly engage in 1-way or 2-way SMS and voice messaging. Requests are submitted from an email client (such as MS Outlook) and the service manages both single requests to individual recipients or bulk requests to contact / distribution groups. Boommail also pushes Recipient replies directly back to the originating Service User's email client inbox.

4 What to do next

As a registered Boommail Administrator, you will have been provided with access to our online user interface which helps you manage your Boommail account. Refer to the options below, based on the current status of your account.

4.1 Account activated and set-up

If you have previously activated and configured your account, this guide will assist with any changes you may wish to make to the service configuration. It also provides information relating to sending SMS and voice messages via Boommail and reporting on messaging activity.

4.2 Account activated but not yet set-up

If you have activated the Boommail online account using the activation code provided by SMS as part of the registration process you should have already logged into the account and set-up a password for the user interface (if you did not do this, refer to the section 'Account not active' below). To access the user interface, go to www.boomerangui.com and follow the steps below to set up the account and start using the service:

- Provide access for other users
- Configure your service settings
- Start sending messages
- Report on your messaging activity

These steps are covered in more detail in this guide.

4.3 Account not active

If you have not yet activated the online account, this must be done before accessing the user interface. To activate the account, please refer to an email that was sent to the address provided during the registration process. This email is sent from 'Boomerang Support Team' with the Subject 'Welcome [AccountName]' and contains a link that must be selected to proceed with the activation of your account.

After selecting the link you will be directed to the login screen and an activation code will be sent to the mobile number provided.

After entering the activation code, you must accept terms and conditions relating to use of the service and set up a password before gaining access to the account. Use the steps below as a guide to setting up and using the service:

- Configuring your account – System Settings
- Sending messages (2-Way and 1-Way)
- Report on your messaging activity

These steps are covered in more detail in this guide.

5 Boommail User Interface

After completing the trial set-up you will have continued access to the Boommail online user interface. It is used to manage your account settings and access reporting data. If you wish to store the URL for future reference it is www.boomerangui.com and you can log in using the email address and password created during the trial set-up. If you do not have these, your username is the email address provided during the registration process and the 'Forgot Password' option enables the password to be reset.

5.1 Dashboard

The dashboard is your account 'home' page containing information widgets that provide a summary of your account status and messaging metrics.

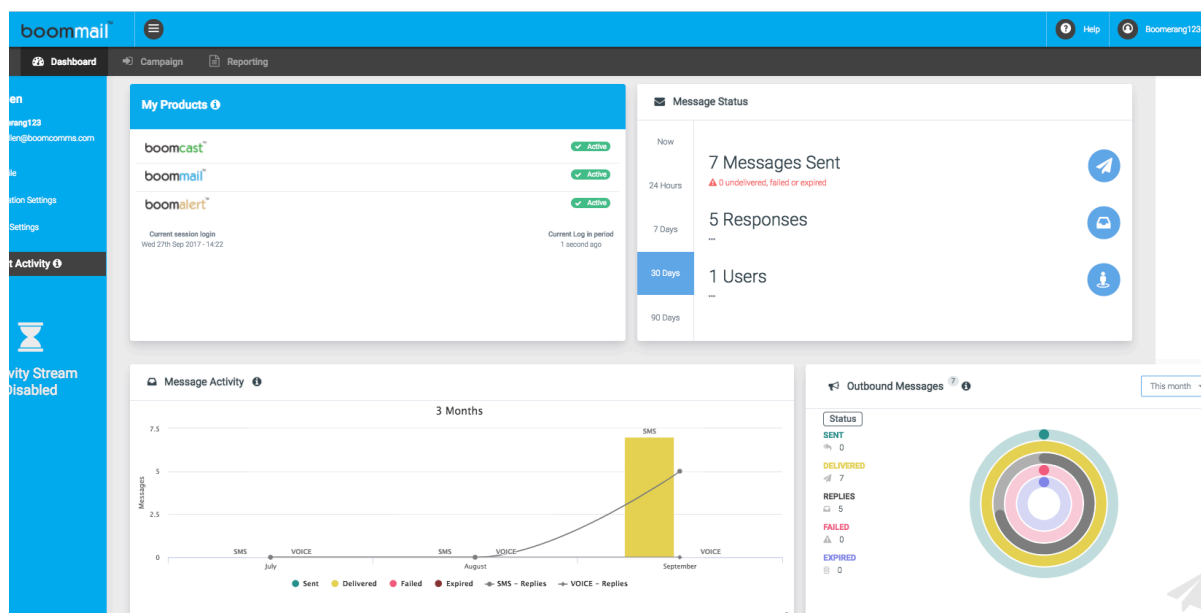


Figure 1 Boommail Dashboard

5.2 Configuring your account - System Settings

Access to the **System Settings** menu option is provided either from the left-hand sidebar in the **Dashboard** view or from **Company Admin** section by selecting the icon in the top right-hand corner of the page.

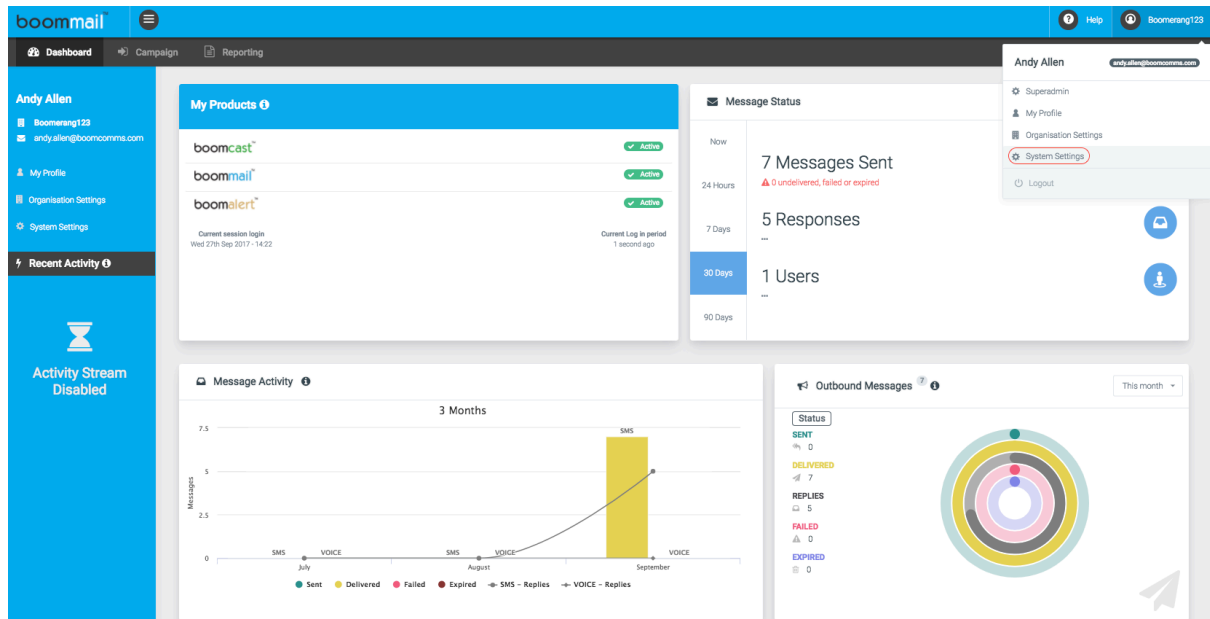


Figure 2 Access to System Settings

Add users

Your new account is initially configured to accept message requests from the email address provided during the registration process. To extend the service to other users, select the **Security** section

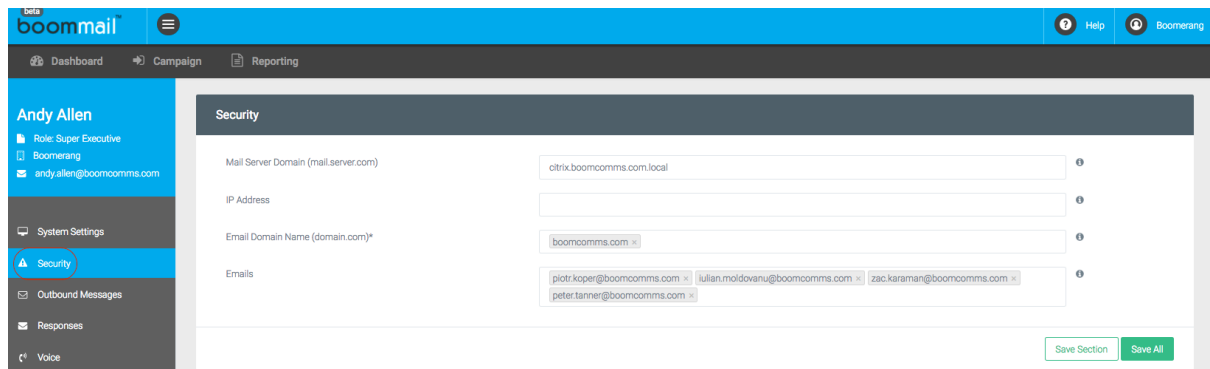


Figure 3 Controlling access to Boommail

Adding more users can be done by either:

- Entering a list of email address in the field **Emails**. Email addresses can be typed directly into this field or pasted from a separate document (ensure email addresses are comma separated when pasting). Requests to the service are then accepted from any registered email address. Selecting the button **Send Welcome Email** will send an email to all users just added, providing instructions regarding use of the service.
- Typing the organisation's email domain e.g. 'company123.com' (do not include the @) in the **Email Domain Name** field. A request from any email address including this domain will be accepted.

Please note that at least one of the above fields must be completed.

If you are using domain based authorisation, a Quick Start Guide for service users was attached to the email received confirming activation of the account and can be distributed manually as required.

To ensure that requests to the service cannot be spoofed, please ensure that a mail server address or an IP address is provided in the relevant fields.

- Where an IP address is entered, only requests originating from the specified IP address will be processed
- Where a mail server address is entered, only requests originating from the specified email server address will be processed

Please note that at least one of the above fields must be completed.

Outbound Messages

Select Outbound Messages to configure the settings relating to all outbound messages processed through Boommail.

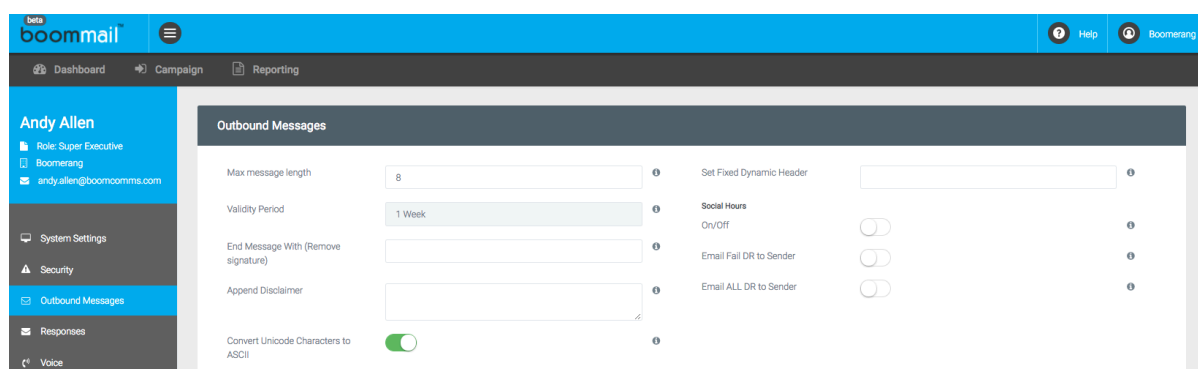


Figure 4 Settings for outbound messages

The table below contains a description of the optional service features along with the default setting for each option.

Name	Description	Account Default
Message Validity	Account setting that determines the period over which a response will be matched to the originating message. Responses received outside of the validity period are not included in the message / conversation string between a user and a recipient	1 Week
Fixed Message Originator	Bespoke 'sender Id' (message originator) that is applied to all messages sent via Boommail. This feature is used for 1-way messaging and it is not possible to send 2-way messages if applied. A maximum of 11 characters are contained in the fixed originator	Not Set
Append Disclaimer	Customisable content that is appended to all outbound messages (e.g. a company disclaimer)	Not Set
End Message With	Customisable value allowing a service user to denote the end of their message	##
Social hours	Allows an organisation to control the times between which outbound messages will be sent by Boomerang	Not Set

Max Message Length	Customisable limit on the number of characters a user can send in any one message. If exceeded, the user receives an email notification advising that their message has not been sent	2 Messages (306 characters)
Delivery Status updates	The service user will receive an email notification: 1. For all messages sent via Boommail OR 2. If status of 'Failed' or 'Undeliverable' is returned by the Recipient's network operator	Failed / Undeliverable

A detailed description of each option is also provided within the 'Info' buttons next to each field.

Responses

Select **Responses** to configure the settings relating to all response messages processed through Boommail.

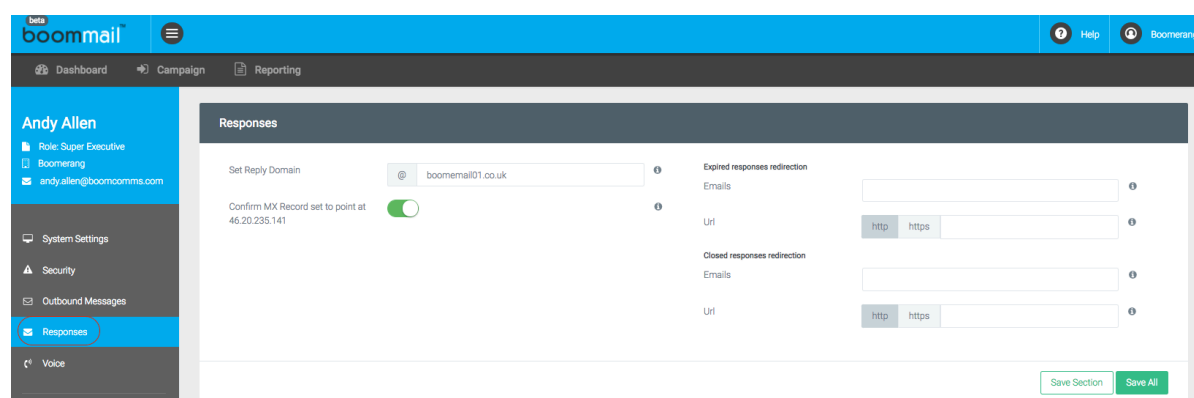


Figure 5 Settings for response messages

The table below contains a description of the optional service features for response messages:

Name	Description	Account Default
Set Reply Domain	Overrides the standard service domain from which reply messages are sent. For example, if company123.com is entered in this field, the reply message would arrive from [mobilenumber]@company123.com rather than [mobilenumber]@boomemail.co.uk. To ensure that replies can be processed by Boomerang, point the MX record associated to the domain to Boomerang's IP address. This option is normally used where a bespoke service domain has been created for your organisation	Not set
Expired responses re-direct	Email address and / or URL to which unmatched expired responses are pushed. Expired responses are not matched if the response arrives after the validity period associated to the message has been reached	Not Set
Closed responses re-direct	Email address and / or URL to which unmatched closed responses are pushed. Closed responses cannot be matched if a responses has already been received and matched to the originating outbound	Not Set

	message	
--	---------	--

A detailed description of each option is also provided within the 'Info' buttons next to each field.

Voice messages

Select Voice Messages to configure the settings that relate specifically to sending Email-2-Voice messages via Boommail.

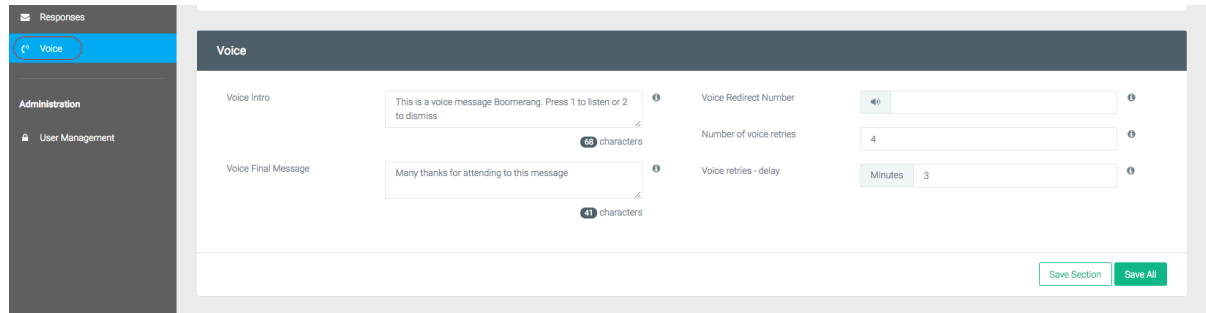


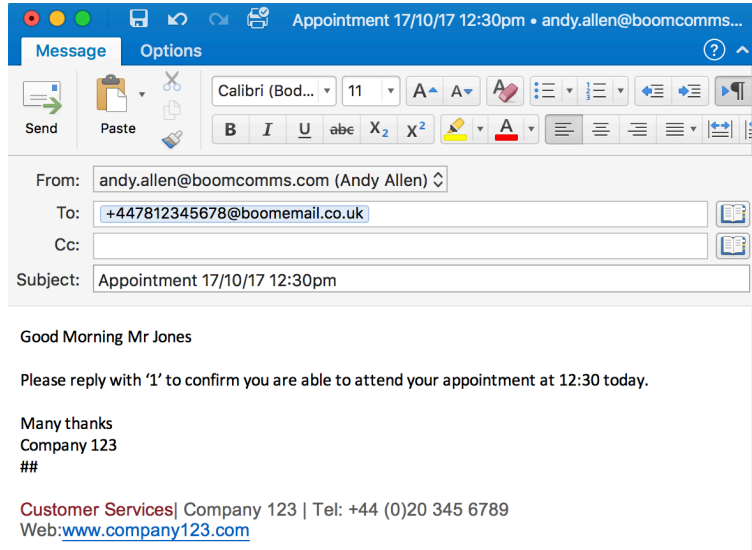
Figure 6 Settings for voice messages

The table below contains a description of the optional service features for response messages:

Name	Description	Account Default
Voice Intro	The message played to the recipient immediately on answering a voice call. This should always contain the default text "press 1 to listen to the message or 2 to ignore it" as options 1 and 2 are default commands within the Intro message. Any additional content can be added to the Intro message where required	"This is a message from [Company_Name]. Press 1 to listen to the message or 2 to ignore it"
Voice Final Message	The message played to a recipient after listening to the main message content (composed in your email message)	"Many thanks for attending to this message"
Divert number	The number to which voice messages are re-directed when a selection of '9' is made during a voice call	Not set
Divert message	The message played to the recipient when making the selection of '9' to divert the call	Not set
Number of retries	The number of delivery retries attempted if a call is not answered or if the Intro message is not acknowledged	2
Voice retries - Delay	The period of time between delivery retries	3 minutes

A detailed description of each option is also provided within the 'Info' buttons next to each field.

6 Sending 2-way messages



1. Insert the recipient's number with an international prefix followed by @boomemail.co.uk to send SMS messages or @boomvoice.co.uk to send voice messages e.g.

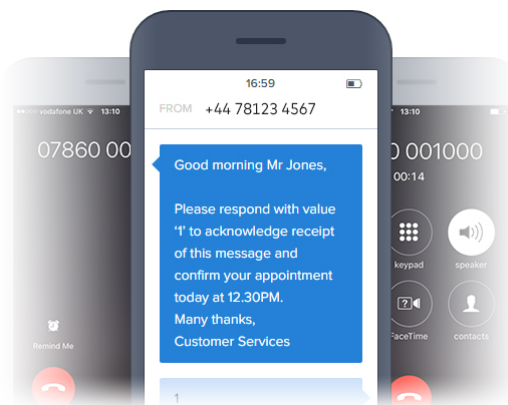
+447812345678@boomemail.co.uk / +447812345678@boomvoice.co.uk

2. Type your message content in the body of the email message

3. Insert two hashes '##' directly below the last line of your message content to automatically remove your email signature.

Many thanks
Company 123
##

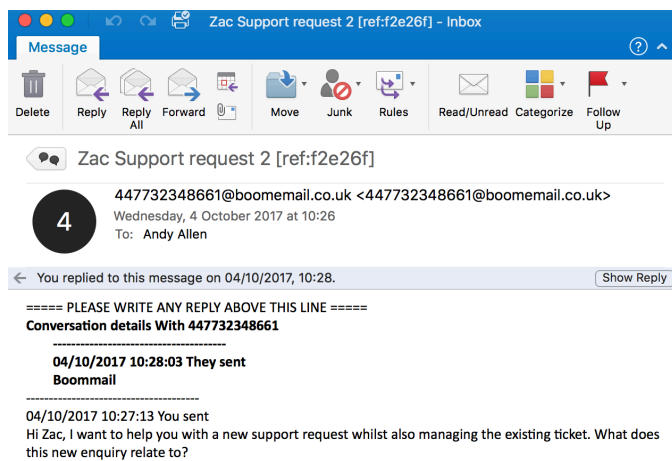
Customer Services | Company 123 | Tel: +44 (0)20 345 6789
Web: www.company123.com



4. Send your email and the recipient will receive the message on their phone from an SMS reply number

5. Any replies to the message via text will arrive to your email Inbox with the subject “Inbound Message From [Sender Number]”

Clicking ‘Reply’ to this message opens a new email enable a further SMS message to be returned back to the end user



6.1 SMS Conversation threads

Adding a subject in the Subject field of the email message, creates a conversation ‘thread’ based on the value entered. Replying to that ‘thread’ from your email client means that all messages and responses will be grouped by that conversation and all messages you send will be updated against the relevant conversation thread in the end user’s device. Sending a message with a different value in the Subject field will create a separate conversation thread.

If a user is creating a new message (i.e. not replying to an existing conversation thread) and does not enter a value in the Subject field, Boomerang will automatically insert one, to ensure that all messages within that conversation thread are grouped together. This guarantees the integrity of each conversation, when running multiple conversations with the same end user.

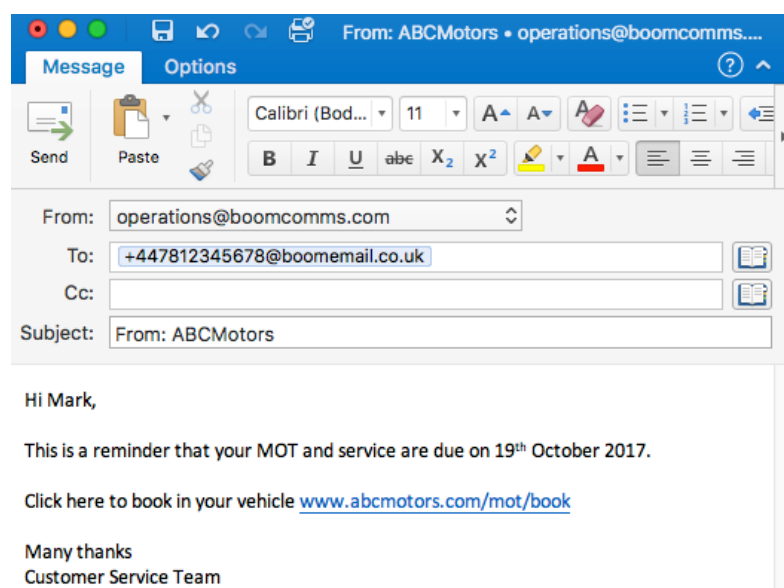
6.2 Responding to voice calls

All responses to voice message calls are returned via a keystroke from the Recipient’s device. Any keystroke between one and eight can be used as a response option and this response option is returned within an email that is sent to the originator’s email inbox.

6.3 Delivering voice messages to automated systems

Messages delivered to a number that is associated to an automated system such as a switchboard or IVR system, are considered answered but will not reach the intended Recipient. As an automated service would be unable to forward any voice calls, it is recommended that customers only use direct dial number.

7 Sending a 1-way SMS message

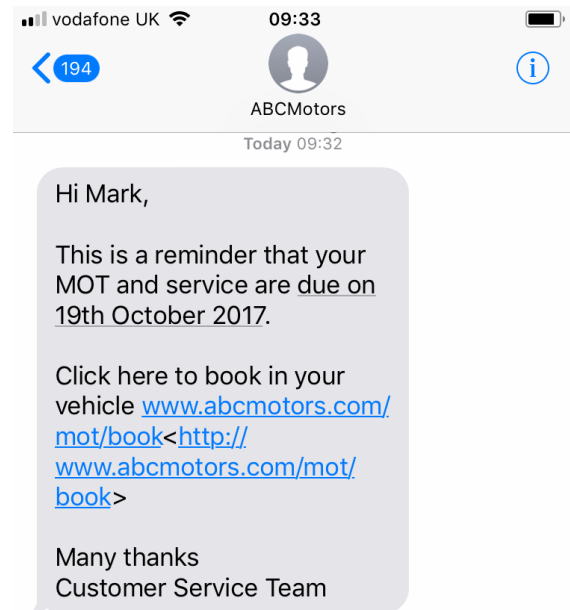


1. Insert the recipient's number with an international prefix followed by @boomemail.co.uk - +447812345678@boomemail.co.uk

2. Insert 'From:' followed by the originator required in the Subject field. This must contain a maximum of 11 characters

3. Type your message content in the body of the email message

The message arrives on the recipient's handset with the originating Id displayed in the inbox of the device.



8 Reporting

To view a history of your messaging activity, select the **Reports** option from the main navigation menu. Set the criteria required for the report you wish to build in the box to left-hand side of the screen.

📄 Reports

Messages

Range Date/Time
Period

1
Days

SMS, VOICE

1 - Way, 2 - Way

Delivered, Failed, Expired, Other

Create report

1. Select from the available criteria:

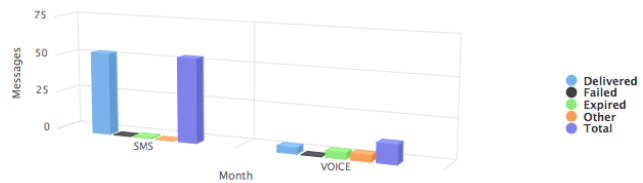
- Date range (from / to) / Period (x Days, Weeks, Months)
- Communication channels (SMS, Voice)
- Messaging solution (1-Way, 2-Way)
- Delivery status (Delivered, Failed, Expired, Other)

2. Select **Create Report** to generated a report based on the selected criteria.

A summary of the message activity data over the period selected is displayed along with a detailed list of the transactional message data.

Boommail messages report for this Month

📄 Messages sent	66
📱 SMS	54
🗣️ Voice	12



Export

Sent Date/Time	Comm	Status	Sent by	Source	Recipient	Response	Message
24th of October 2017 15:31	SMS 2-WAY	Delivered	Peter Tanner	447860001248	447836225222	YES	Test press 1
24th of October 2017 15:31	VOICE	Delivered	Peter Tanner	32460209746	32474468155	YES	Hi this is a test of voice mes ...
24th of October 2017 15:31	SMS 2-WAY	Delivered	Peter Tanner	32460209745	32474468155	NO	Hi this is a test press 1 if y ...
24th of October 2017 13:09	SMS 1-WAY	Delivered	Zac Karaman	ABCLtd	447732348661	NO	Thank you for attending our ev ...
24th of October 2017 13:09	VOICE	Accepted	Zac Karaman	447860001258	447732348661	NO	Hello how are you? Ma ...

Selecting the **Export** button generates an Excel file download containing the transactional message data.

9 Service Support

If you required further assistance configuring or using Boommail, please contact Boomerang Support – technicalsupport@boomcomms.com

