



boommmail
email 2 sms
Powered by Boomerang Messaging

User Guide for Boomm Mail r1.3.0

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1 Purpose

This guide is used to help a Boommail service user to start sending 1-way and 2-way SMS and voice messages.

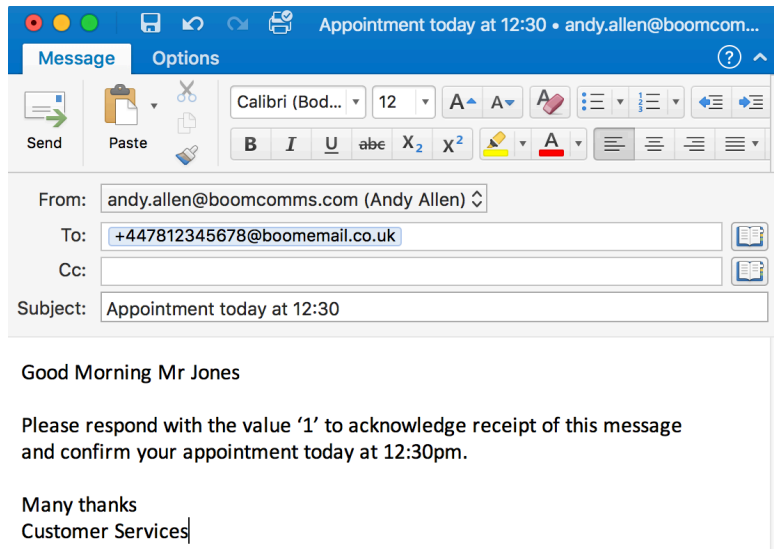
2 Scope

This document applies to users of the service. Users are able to send message via Boommail but are not responsible for the any aspects of account configuration / management. A separate user guide is provided for the service administrator.

3 Introduction

Boommail enables a widespread user base to quickly engage with Boomerang for 1-way or 2-way SMS and voice messaging. Requests to the service 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 user's inbox and provides access to status reports (summarising the processing status of requests to the service).

4 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

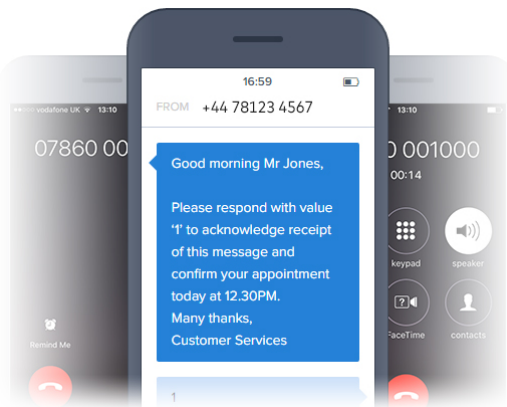
2. Type your message content in the body of the email message

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

Subject: Order 123243

Please contact me regarding your order, reference 123243
##

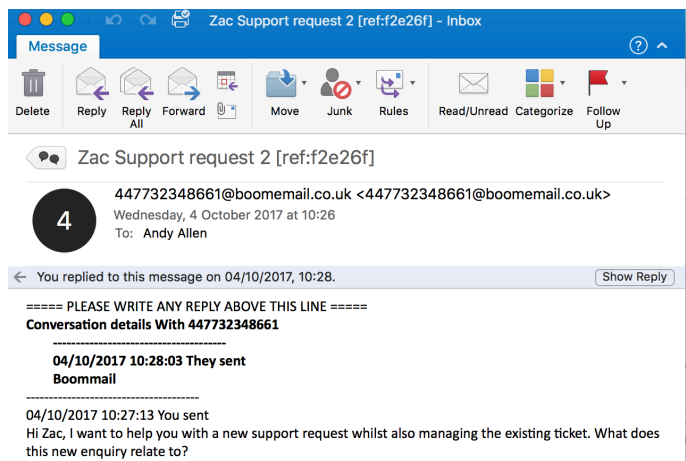
B Jones | Order Processing | Company 123 | Tel: +44 (0)20 345 6789 |



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



4.1 SMS Conversation threads

Adding a subject in the Subject field of the email message, creates a conversation 'thread' based on the value entered. All messages and responses are grouped by that value in your email client 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 thread for that conversation.

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.

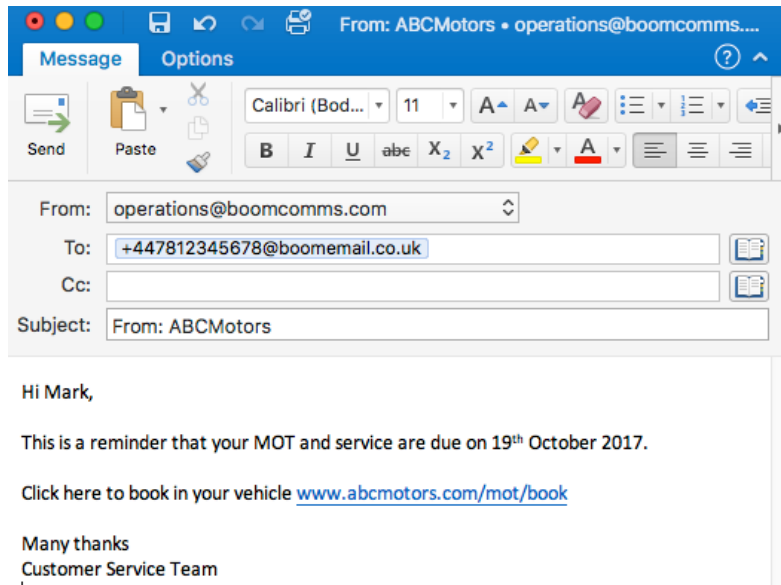
4.2 Responding to voice calls

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.

4.3 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.

5 Sending a 1-way SMS message

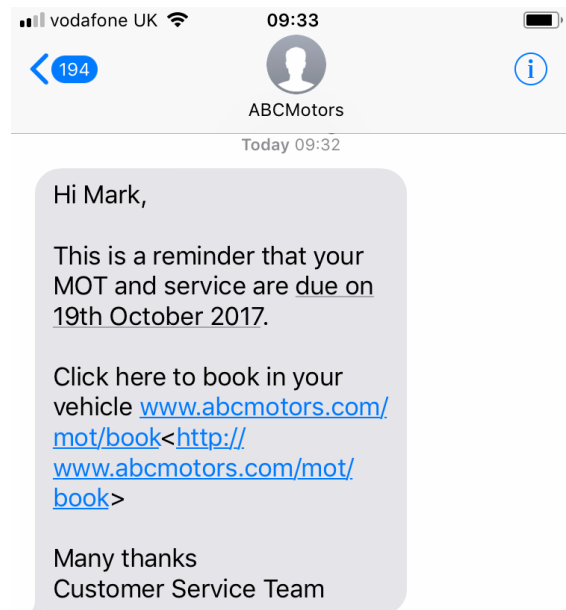


1. Insert the recipient's number with an international prefix followed by @boomemail.co.uk - +447812345678@boomemail.co.uk

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.



6 Default service settings

The table below contains a summary of the default service settings applied when an account is created. If your service administrator changes these settings, you will be notified by email.

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 Originator	Customisable 'dynamic header' originator that will be applied to all messages. This is used for 1-way messaging only. Where this feature is applied it is not possible to send 2-way messages.	Not Set
Disclaimer	Customisable content that is appended to all outbound messages	Not Set
End Message With	Customisable value allowing a service user to denote the end of their message. The service default is two hashes '##'	##
Social hours	Allows an organisation to control the times between which outbound messages will be sent by Boomerang (e.g. do not send between 6pm – 9am)	Not Set
Limit message size	Customisable limit on the number of characters a user can send in any one message. If exceeded the user received a notification advising that their message has not been sent.	2 Messages (306 characters)
Secure Data	Ensures that all message and response content is overwritten and will not be visible in Boomerang's systems.	Not Set
Delivery Status updates	The service user receives status updates into their email Inbox. Notification can be sent for all messages or just to messages that could not be delivered to the recipient.	Failed messages only