AT&T Landline Texting
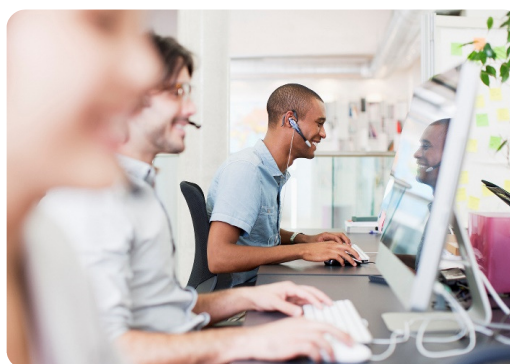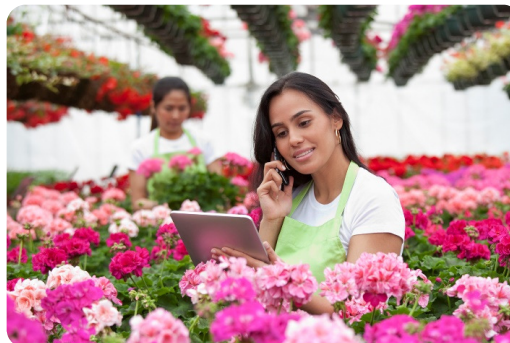
Texting with your Customers from
your Business Landline

State of Wisconsin TCM Meeting

February 28, 2017
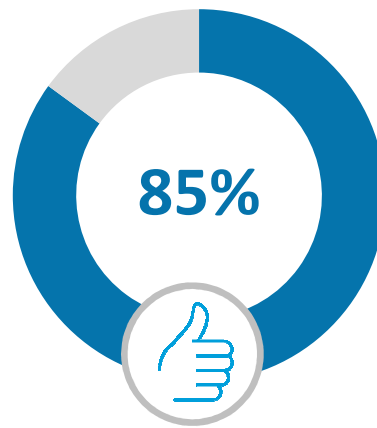
Business texting trends

98%

85%

98%

10%

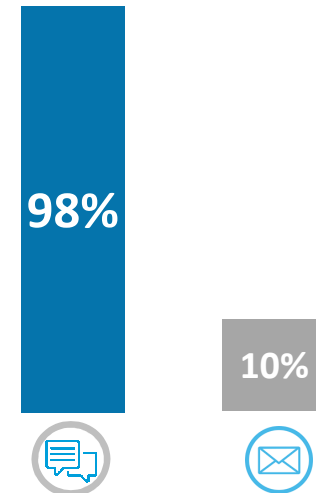**98%** of smartphone users use text messaging on a regular basis.

85% of customers prefer to receive a text over a voice call or email.

98% of text messages are read. Only 10% of emails are even opened.

Source: AT&T Market Survey. "Connecting with text: The shift to landline and toll-free business texting." January 2016
Tier-1 Wireless Carrier data 2015.

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What is AT&T Landline Texting?

AT&T Landline Texting enables existing toll free and landline numbers to send and receive texts.
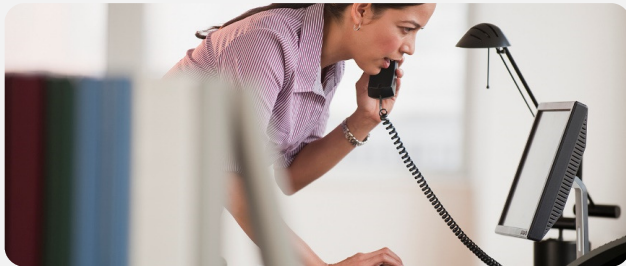
Businesses can now engage customers through their preferred channel – texting.
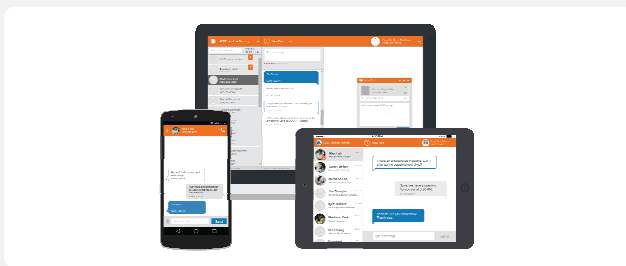
Access via web, desktop and mobile apps or API.

How does AT&T Landline Texting work?

1 Consumer sends text as usual

Your business number
Tel 800.777.2340

2 Messages are received in your account on the platform

Web

Desktop, tablet or smartphone apps

3 You manage your messages from a connected device
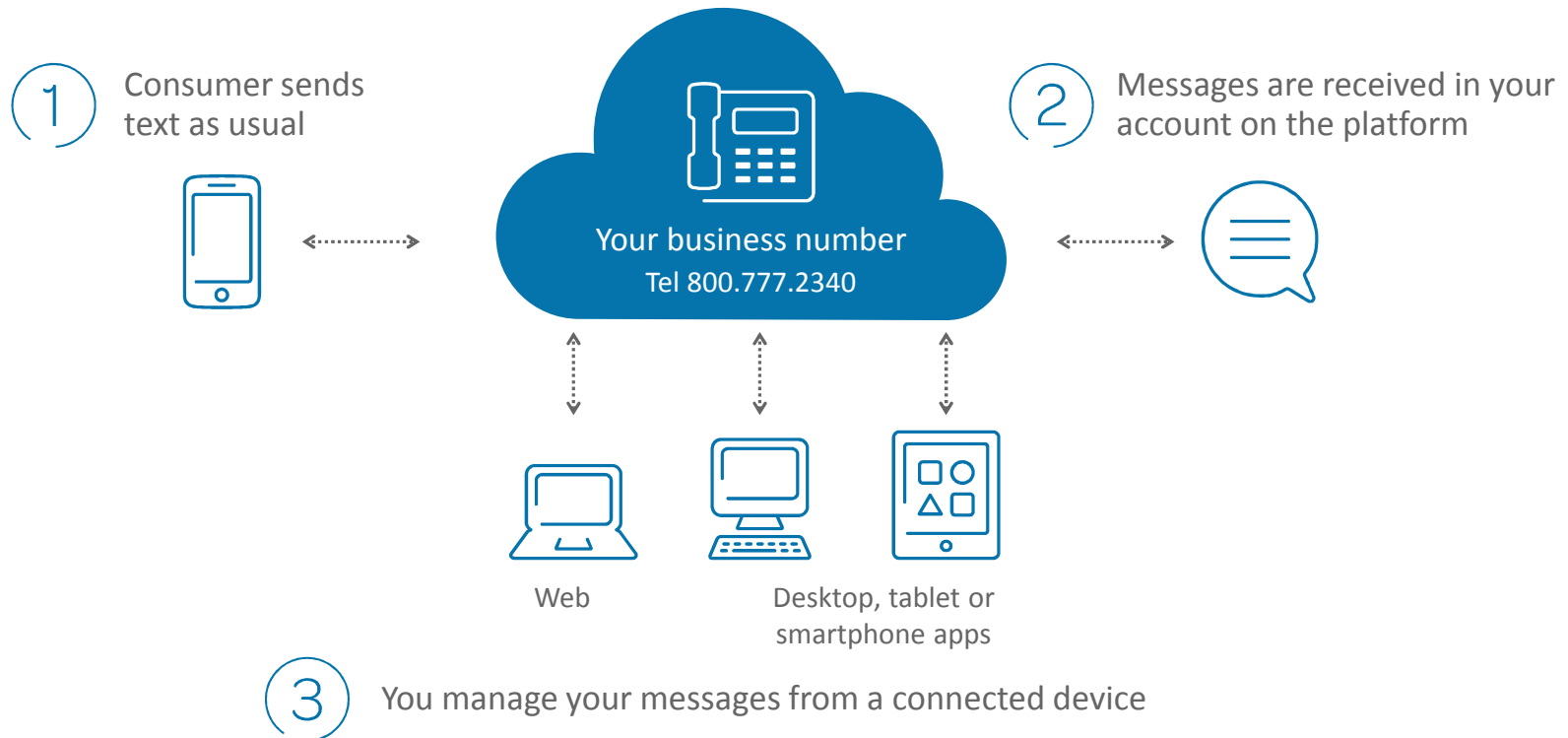
Worthy of Note

- AT&T Landline Texting is Saas / cloud service.

- Works with existing telecom infrastructure.

- No on premise equipment or integration required.

- It is a cross carrier solution.

- API - Integrate and automate your systems to send and receive text messages

Demonstration

Use Cases for College & University

Department	Use Case
Admissions	Efficiently engage students in 2-way conversation with text for admissions.
Financial	Assist with student loans and send payment reminders with 2-way and scheduled text.
Student Advisors	Engage students more efficiently and gain better response rates via 2-way text.
IT	Address IT questions efficiently via auto reply, keywords, and 2-way text.
Security / Campus Police	Promote "If you see something, say something – call or text security."
Professors & Instructors	Engage students with auto reply, keywords, MMS, and group text regarding office hours, assignments, and answers to questions about a lecture.
Alumni	Communicate with alumni about events and donations using keywords, auto reply, and custom signature.
Athletics	Efficiently communicate with coaches, student athletes, and recruits with auto reply, keywords, MMS, and group text.
Housing	Handle student inquiries with auto reply, keywords, MMS, and group text.
Medical Clinics	Students can text in to schedule appts. Clinics can send appt. reminders.
Radio & Media	Enhance listener engagement with texting plus keywords and custom signature.
Registrar	Discuss changes to class schedules in the registration process.

Government Opportunities

Department	Use Case
Dept. of Health	• Schedule appointments and provide texting as means of outreach & awareness.
Dept. of Licensing	• Automated text reminders for license renewals. • Answer FAQs about licensing process via text.
Dept. of Revenue	• Communicate with constituents and businesses to answer questions and perform audits.
Dept. of Transportation	• For public transport service use texting for maintenance, staffing, and security. • Text in bus # and get automated response with bus schedule. • Allow constituents to text in problems with roads (e.g. pot holes)
Legislature	• Enhance engagement with constituents and community with text.
Lottery	• Provide winning numbers updates via text. Run keyword campaigns.
Elected Officials	• Enhance engagement with constituents and community with text.
Social Services	• Communicate with foster children and foster parents. • Communicate updates on benefits.
Parks & Rec Department	• Use texting for customer service, maintenance, and security.
Libraries	• Text enable each library to better communicate with patrons.
Fire & Police	• Text enable local numbers to answer question, encourage tips, and foster community engagement.

Indian River State College

Problem

- IRSC has many students seeking guidance on the course requirements and current communication methods (phone & email) is not an effective way to reach students.

Cause

- 80% of phone calls go straight to voicemail & only about 10% of emails are read. For inbound calls, students were experiencing long delays due to high call volume on existing phone lines and looking for alternate ways to engage the university councilor

Solution

- With AT&T Landline Texting, IRSC can send and receive texts using their existing landline or toll-free number.

Benefit

- IRSC is now more productive by handling multiple queries at a time, increasing their responsiveness to the student population.

What's in it for police departments?

"Our department is constantly striving to enhance communication with the public and make police services more accessible to everyone in the City of Middleton, and based on citizens initial response to this new service that's exactly what we're seeing."

-Middleton Police Chief Brad Keil

Benefits to text enabling the department include,

- Enables better access to non-emergency services for citizens

- Reduces call volumes. Fewer time-consuming phone calls for things such as power outages, parade times, and curfew hours, freeing up limited resources to respond first to more pressing matters.

- Shorter 'on-hold' times for callers.

- Increased citizen engagement.

- Safer, silent way for citizens to report suspicious activities or provide information about an incident -- such as a robbery or hit-and-run.

- Ability for police to send a single outgoing text message to a group of staff members -- instead of contacting each person individually -- which could increase the department's communication efficiency during an investigation.
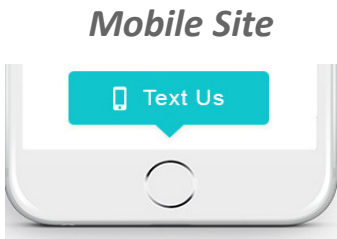
Don't Call Me, TEXT Me

Click-to-Text is Happening Right Now

Click-to-Text is an explosive shift in consumer engagement which brings efficiency and effectiveness of messaging to search ads.

By setting up a Google message extension, you'll give users an easy way to text you and start a conversation.

Mobile Site

Text Us

AT&T Landline Texting - Wireless
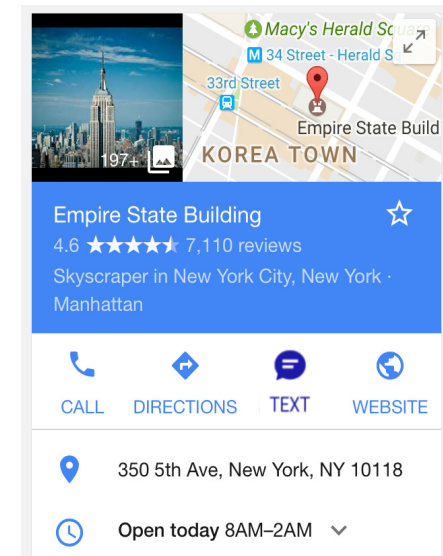AT&T › wireless

AT&T helps businesses send and receive text messages through their current landline or toll-free number. Read the ...

TEXT   CALL

Google AdWords

Google
My Business

Empire State Building
4.6 ★★★★☆ 7,110 reviews
Skyscraper in New York City, New York · Manhattan

CALL   DIRECTIONS   TEXT   WEBSITE

350 5th Ave, New York, NY 10118

Open today 8AM–2AM

Click-to-Text is Revolutionizing Digital Ads

As the mobile market matures, it is increasingly important to ensure that searches convert to sales.

65% of consumers say they'd consider using messaging to connect with a business to get information about a product or service, or to schedule an in-person appointment.*

By adding Click-to-message to Google AdWords and mobile sites, you are ensuring that the consumer will stay on the path to purchase.

- Consumers search for businesses on their mobile phones

- They click 2 text on the business landline or toll-free number

- They stay on the path to purchase with the business

*https://adwords.googleblog.com/2016/10/click-to-message-ads-bring-new-and-easy.html

Software packages

|	Standard	Premium
Price	$25.00/month	$100.00/month
Features	• Unlimited SMS • Customizable signature • Auto reply (single)	Includes Standard plus: • Unlimited SMS & MMS – picture messaging • Option to add additional users ($25/user/month) • Auto reply (multiple) • Scheduled texting • Group texting • 5 Keywords • Inbound Forward

Thank You

For more information visit:

www.att.com/landline-texting

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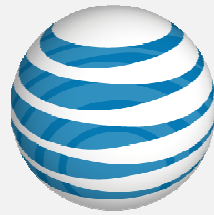
API overview

What is it?

- Integrate your systems with the AT&T Landline Texting platform to send and receive text messages
- Utilize both platform connectivity and functionality
- Sample use cases:
  - Integrate call center software to manage text queries
  - Send high volume service messages

Features

- HTTP or SMTP
- Send: Post messages for delivery
- Receive: Use web hooks or short polling
- Authenticate with a session key to send messages
- Delivery receipts
- Toll-free throughput:
  - 30/SMS/second
  - 1/MMS/second
- Landline throughput:
  - 1/SMS/second

Solution Advantages

- Text enable existing toll-free or landline numbers
- High throughput on toll-free numbers
- MMS picture messaging
- Quick to establish

API architecture

AT&T Landline Texting Solution

Business Customers

Internet

HTTPS
Internet

SMTP
Email

Landline Texting Cloud
(encrypted)

VPN

VPN

Wireless Carriers

Messaging Aggregators