Bulk SMS: MiAalo.com

Purpose of this document is to explain requirement specifications in as detail as possible. We use this as a starting point. More details will be filled at a later stage.

Governance

This project requirement is raised by Aniruddha Pimpalkhare for Fair Share IT Services. Aniruddha will be responsible for timely testing, approvals and payments to the Fair Share team. This is an internal Fair Share project.

Benefits of the project to business

Fair Share supports many clients as their IT back office. Clients need to send Bulk SMS to their leads and current customers. This will be a value addition to current

services provided to them. This could also potentially help reaching out to new clients.

Background

SMS is still less noisy since it remains a paid service. It has a clear cut legal stand about to whom you can and can not send promotional and transactional SMS (DND). It is difficult for small businesses to integrate their operations with third party systems. They also do not want to deal with unknown vendors. Fair Share will like to develop its own product and hand hold clients to avail SMS facilities.

Current situation: None of our clients uses bulk SMS so we will be introducing it to them.

User Story of a Typical Client

Fair Share needs to ensure that only registered and pre-approved clients should be able to use this portal.

"Japanese classes in Pune" receive many queries everyday. These are from various channels:
1. From website
2. From our marketing partners
3. From word of mouth from our teachers and students
4. After viewing our Youtube videos

We need to ensure that there is no lead's leakage. So whenever our new batch is about to start we need to inform them via SMS.

Depending on the lead channel class should be able to create different groups so that they can send SMS with different contents if needed. They should be able to add contacts to a group one by one since they might get calls and need to ensure those are added. They also should be able to import existing lead's excel sheet in one go to this portal.

Many times the message is almost the same. So a facility to create message templates would be handy. For example, we want to send an office address to our lead then we should not need to type again and again. Also, clients should be able to

send messages to one or more groups. Some of the messages are promotional and some transactional SMS. Clients should be able to decide that before sending to avoid violating TRAI norms. Transactional SMS should have opt-out features for the same reason.

The lead information from the website is in the digital form already so there should be the ability to integrate with the website enquiry form so that contact database is automatically created also we should be able to notify those contacts easily.

User story converted to screens

Top level flow diagram
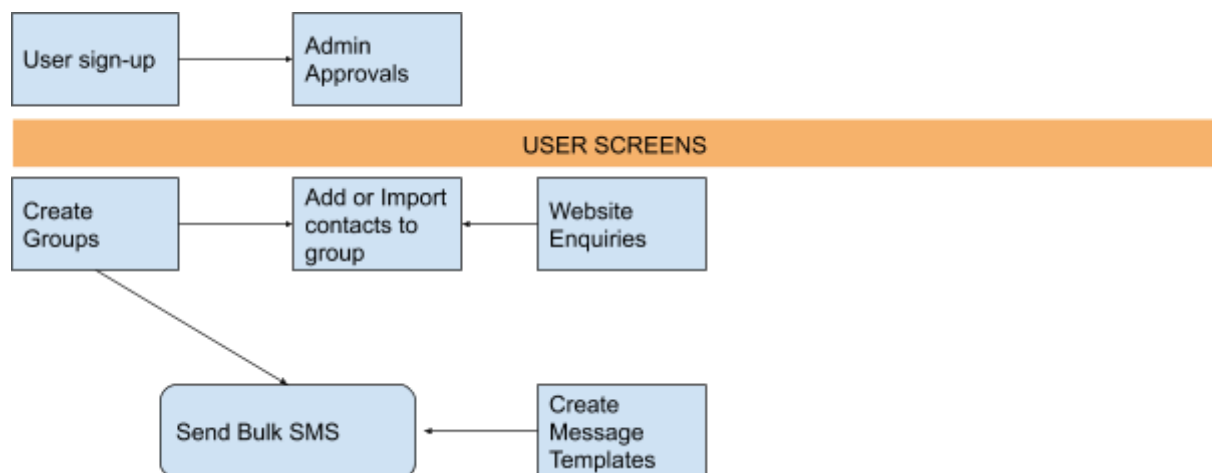
User Sign-up

Register

Name	
Mobile	
E-Mail Address	
Password	
Confirm Password	

Register

Admin Approval

Manage users

Click to manage user data

Users

Actions	#	Name	Email	Credit	Sender Id	Primary Purpose	Transa SMS Allowe

FAIR SHARE
IT SERVICES PVT LTD

Edit user ×

Email	nikhil@fairshare.tech
SMS Credit	10
Sender ID	FAIRIT
Key to publish user groups	
Transactional SMS allowed (1=yes, 0=no)	1
Primary pupose (P=Promotional, T=Transactional)	P

☑ Is Email Verified

Update **Cancel**

User Login

Reset Password

Add Group

Add Group

Group Name:

Group Type
- ● Private   ○ Public

[Add]

Group List / Edit

No.	Group Name	Group Size	Status	Action		
1	-PN5SEvwW58aATMwkNQXxWchAW4	23	Private	Contacts	Edit	Delete

Add contact to Group

Add Contact

Contact Name:

Contact Number :

Contact Email:

[Add]

Contact list / Import and Export

Message Templates

No.	Title	Message	Action	
1	initial	Visit https://japaneseclassesinpune.com Watch all videos. Both branches are close to each other. Check address page, also payment link. Fill enquiry form.	Edit	Delete
2	address	Pimpalkhare, A5, Hillock Residency, Behind Mirch Masala, Kothrud, Pune-38	Edit	Delete

Integration with Website Enquiry forms

Home   About Me   Jobs   Address   Enquiry   Class Details   Micro Learning   Pay Online

To learn
JAPANESE
l a n g u a g e

Japanese Classes in Pune Enquiry

Name:(Required)

Phone Number:(Required)

Email:

Message:(Required)

0/160

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

Submit

Send bulk SMS to one or more groups

Send SMS message

Please select groups to notify (Required)

```
3QXU7Zzit2Z7opuWLTxsogKknz0 (4)
3WS2Z4QJ (1)
41DEOVGR (0)
4V2QICSR (0)
4XM9TA7C (0)
```

Campaign (Required)

```
JPINTRO
```

SMS Type

◉ English   ○ Unicode

Sender ID

```
FAIRIT
```

Message Templates

```
initial
address
next-n5-batch
Intro Japanese Class
```

Notification Message (Required)

```
Introduction to Japanese (7PM). Online 10 sessions of 30 mins. Fees: Rs.500. Register: https://yepim.in/h8cL5le-
dDO4SCLvMaOVTUavd4Y
Watch video in above link.
```

0/160

☐ Transactional SMS

Send Notification

Report

9:58 PM   ...1.0KB/s

< **QP-JAPANS**

Thank you for being Japanese-Classes-In-Punes valued user. If you wish to opt-out please click: https://miaalo.com/opt-out/919604372278/12/9150

4-10 4:52 PM

Introduction to Japanese (kids and adults). Online 10 sessions of 30 mins. Total Rs. 500. More details: https://yepim.in/pCJdWa_XzKvnKsEcsckff6q_78Y

4-14 5:59 PM

Japanese 4th Batch (kids and adults) starts 20th-APR. Online 10 sessions