



*“Mobile messaging, a smarter way to engage your customers”*

## PROPOSAL AND OVERVIEW

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## ENTERPRISE MOBILE MESSAGING SOLUTION



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# ABOUT US

PRP Services Private Limited has focused on the cloud telephony and bulk messaging solutions to help businesses to receive phone calls and send SMS from anywhere and anytime without any hardware equipment setup.

PRP Services Private Limited was incorporated in the year 2013 in Delhi, India with a vision "Moving the World" (Things that historically never moved, are now moving). Realizing the demand of services in new market; we have formulated strategies that help our clients to develop big with the help of our innovative offerings.

## OUR SERVICES

- MOBILE MESSAGING SOLUTIONS
- PRP MOBILITY - A cloud-based Hosted PBX & call management platform for SMEs.
- IVR & CALL ROUTING SOLUTIONS
- MISSED CALL SOLUTION
- VOICE MESSAGING/OBD SOLUTIONS
- CONFERENCING SOLUTION
- TOLL FREE NUMBER
- CLICK-TO-CALL SOLUTION
- SMARTALERT SYSTEM



# MOBILE MESSAGING

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Bulk messaging is used to send messages to a large volume of targeted audience in a single click. It is considered one of the most affordable methods for sending information, promoting business, brand, products and services etc. It creates new customers for your company and boosts lead generation, ROI growth and provides a cost-effective interaction with your clients.

## ADVANTAGES OF MOBILE MESSAGING SOLUTION

- Instant deliverability
- Instant Opt-in and Opt-out
- High open rate - 97.5% of SMS messages are read within 5 seconds of being received
- High conversion rate
- Short messages
- Limitless market potential
- A constant source of communication
- Available on every mobile
- Cheaper, faster & instant results
- Cost-effective communication mode

It has been categorized into two different categories-

- Enterprise Promotional SMS
- Enterprise Transactional SMS



## BULK MESSAGING

- Faster, economic, efficient
- Send lakhs of SMS in single click
- Instant delivery
- High open rate.

# ENTERPRISE PROMOTIONAL SMS SOLUTION

Promotional SMS is generally used for advertisement of any product & services. By using this solution, businesses can reach lakhs of people in just one click. Sending notifications, news, exclusive offers, order details, bills, promotional advertisements and greeting messages are just some of the few examples.

## BENEFITS OF OUR PROMOTIONAL SMS SOLUTION

- Multiple gateways' connectivity across country
- 6 char numeric sender ID
- Instant delivery on all operators
- Online credit & support
- Free DND scrubber while sending SMS
- Support long SMS upto 500 character
- Lifetime validity
- Real time delivery report
- Flexible SMS platform.

## USE OF PROMOTIONAL SMS

- Send coupons, exclusive discounts or offers
- Generate new leads to build your database
- Customer loyalty programs and rewards.

## ENTERPRISE TRANSACTIONAL SMS SOLUTION

Transactional SMS are also known as informative SMS. These messages are generally meant for sending important information such as alerts, notification, and information to the registered customers.

Transactional SMS (based on content white list) works with template based messaging. Template pattern should be approved under the guidelines of TRAI and customer will get option to change the variable field (Example #Name#, #Date#, #Amount#, #Address#).

- ✓ The template content must be informative in nature.
- ✓ Transaction accounts have sender ID and it should be of 6 alphabets representing the brand/service/industry of client.
- ✓ Sender id cannot have any special character and it should be of 6 digit alphabets only.
- ✓ Send Transactional SMS around the clock 24X7 all the 365 days.

## BENEFITS OF OUR TRANSACTIONAL SMS SOLUTION

- Multiple operators' connectivity.
- Message gets delivered to DND & Non-DND numbers
- Applicable on 24x7x365 days
- Six character custom sender ID
- Template based
- Schedule SMS – Send it later
- No monthly rental, free set up.

## USE OF TRANSACTIONAL SMS

- Ensure clients against fraud
- Secure individual or sensitive information
- Facilitate on-the-go transactions
- Arrangement or booking updates
- Alerts for security, service disruption or disaster tracking
- Confirmation message relating to order/purchases.

# BULK MESSAGING API/URL HELP

## SMS API PARAMETER SPECIFICATION

This guide provides specifications of the HTTP/HTTPS based API provided by PRP SERVICES PRIVATE LIMITED for the automated sending of SMS via the Internet. This guide is intended for developers planning on integrating their systems with PRP's SMS service. It also provides the information about sending the Unicode, Binary and WAP messages.

## SAMPLE SMS API / URL FORMAT

<https://www.prpsms.co.in/API/SendMsg.aspx?uname=xxxxxxx&pass=xxxxx&send=xxxxxx&dest=xxxxxxx&msg=xxxxxxx&priority=1&sctm=xxxx-xx-xx xx:xx>

## DETAIL OF QUERY PARAMETERS

uname = user id /login id given to in the time of account creation

pass = password of your respective user account

send = Sender id approved for your account if your account is of promotional type you have to give PROMO as sender id.

dest = it contains mobile no to which you want to send message

msg = it contains message which you wish to send on mobile no

priority = The SMSC will process it based on the priority value.

sctm = It contains the system date and time in which you want to send SMS, it must be greater than or equal to current system date and time.

## SMS DELIVERY API / URL FORMAT

<http://www.prpsms.co.in/API/SmsDlrStatus.aspx?uname=20120003&pass=123456&type=plain>

## DLR API XML

<http://www.prpsms.co.in/API/SmsDlrStatus.aspx?uname=20130199&pass=123456789&type=xml>

<http://www.prpsms.co.in/API/SmsDeliveryStatus.aspx?uname=XXXXXXXX&pass=XXXXXXXX&msgid=XXXXXXXXXXXXXXXXXXXX&istoday=1/0>

## DETAIL OF QUERY PARAMETERS

uname = user name/profile id given to in the time of account creation

pass = password of your respective user account

istoday=it is a flag value it should be either 0 or 1. 1 for today submitted message, 0 for other day.

type = format you want response it is either in text or xml

## DEMO DETAILS OF BULK MESSAGING

SMS ACCOUNT TYPE	URL	USER ID	PASSWORD
Promotional	<a href="https://www.prpsmsc.o.in">https://www.prpsmsc.o.in</a>	20130910	senderdemopro
Transactional	<a href="https://www.prpsmsc.o.in">https://www.prpsmsc.o.in</a>	20130069	demotrans
OTP SMS	<a href="https://www.prpsmsc.o.in">https://www.prpsmsc.o.in</a>	20170240	prpotpdemoaccount

## DOCUMENTS REQUIRED FOR ACCOUNT CREATION

Client Name(with valid ID proof)	
Company Name (with valid ID proof)	
Address(with valid address proof)	
E-mail ID	
Mobile Number	

## TERMS & CONDITIONS

- Price & specification are subject to change without any prior notice and prices prevailing at the time of delivery of the bulk SMS will be charged.
- 15% tax will be charged on total price.
- Payment is to be made in full before delivery.
- All Payments to be made in favor of PRP SERVICES PVT LTD Payable at New Delhi.



## CONTACT US

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# Thank you!