



Premium SMS - Shared Short Code

What is premium sms

A Premium SMS is an SMS that is sent from a mobile phone to a shortcode (eg. 45633). a short code a 5 digit number.

TechnoGist offers 2 options: **dedicated** and **shared** short codes. The information below refers to a **shared** short code, dedicated short code information is available on request or download from <https://technogist.co.za/services/sms/>

Example of a shared short code using a keyword

Send an SMS to 45633 starting with the word *help*

How it works

- Cellphone users can send an sms message to your short code and keyword.
- The message sent contains a unique keyword to identify the campaign.
- The sender is charged a fee for that message band eg. R2.00 for each message.
- TechnoGist will match the keyword to your account and send back the response message.
- Participants receive a customisable confirmation SMS (Advanced users can use this to query databases and return the result to the sender).
- The confirmation is included as part of the Premium SMS package.
- A revenue share or payout is accumulated everytime a message is received by the system. See payouts section below.

Keyword Based

The Shared short code premium sms service uses a keyword to identify your traffic on the shortcode. The short code is shared amongst multiple TechnoGist customers using a unique keyword of your choice.

Why is it called SHARED

The short code is shared amongst multiple TechnoGist customers using a unique keyword of your choice. Another TechnoGist customer cannot use your keyword, but can use the same short code.

What can I use it for

- Competitions
- Collect information
- Vote lines
- Donations
- Collect Orders
- Content Hosting

Message Bands (Cost of the Premium SMS)

The sender of the premium sms will pay the cost of the premium sms based on the band chosen during signup and/or order form.

There are 11 bands available (each band is registered to its own short code):

1. R1.00 (Competition sms)
2. R1.50 (Competition sms)
3. R2.00
4. R3.00
5. R5.00
6. R7.50
7. R10.00
8. R15.00
9. R20.00
10. R25.00
11. R30.00

Cellphone users will be charged the above sms fee when sending a message to your short code keyword combination (free sms's and discounted rates as per the contact or prepaid contact dont apply). If the keyword is not matched the cellphone is still charged by the network. If there is not enough funds/airtime on the cellphone account, the sms will not be received by TechnoGist.

Confirmation SMS

A confirmation sms message is automatically sent in response to a premium sms received on the TechnoGist system. The confirmation sms message can be customised, via the website, at any time.

Pricing

- R300 (ex VAT) per keyword for 1 month rental paid in advance + R800 ex VAT) setup fee paid once off.
- Unlimited incoming sms messages
- Keyword will expire when not renewed

There is no obligation to renew expired keywords. Expired keywords will be returned into the public pool and may be used by other TechnoGist customers.

This fee does not limit the number of premium sms messages you can receive.

Payouts

The following payout per message per network (includes confirmation message) is provided:

	Vodacom	MTN	CellC	Telkom Mobile
Band	Ex VAT	Ex VAT	Ex VAT	Ex VAT
Std Rate*	R 0.00	R 0.12	R 0.00	R 0.00
R 1.00	R 0.05	R 0.04	R 0.05	R 0.05
R 1.50	R 0.39	R 0.25	R 0.15	R 0.27
R 2.00	R 0.60	R 0.47	R 0.22	R 0.50
R 3.00	R 1.10	R 0.94	R 0.44	R 0.99
R 5.00	R 2.52	R 2.07	R 0.85	R 2.16
R 7.50	R 3.73	R 3.28	R 1.42	R 3.10
R 10.00	R 5.49	R 4.28	R 1.94	R 4.47
R 15.00	R 9.12	R 7.44	R 3.08	R 7.72
R 20.00	R 11.18	R 9.11	R 3.92	R 9.49
R 25.00	R 13.99	R 11.38	R 5.06	R 11.25
R 30.00	R 16.07	R 13.75	R 6.20	R 14.30

*SMS Cost as per senders contract/prepaid agreement. 1 credit for each response message. Positive balance required. 13c (excl. Vat) is paid for mtn only, which is offset towards your response messages. Terms and Conditions apply. Errors and omissions excluded. VAT inclusive amounts will only be paid out to a valid VAT registered company with a VAT number and Tax Invoice.

When comparing different payouts by different service providers check to see if the provider charges for the confirmation SMS (we dont charge for the confirmation message).

How do I claim a payout?

Payouts are not paid automatically and must be requested via the website. A payout report is provided online under the Premium SMS - Payout Report menu.

Payouts can be viewed online per month. The Payout Statement will show the status of all previous and/or current payouts.

To claim, please login to your account and request a payout online and send us the invoices required. We will then process and send back any adjustments, if required. We may contact you requesting information.

When are payouts paid?

There is an initial 90-99 day wait period and thereafter a payout can be paid every month.

Early Payouts

If you would like to receive a payout earlier, we can payout 60-69 days. 10% of the payout will be deducted for an earlier payout.

Payout Deductions

Any payout that has a total of less than R300.00 (three hundred rand), TechnoGist will deduct R20 banking fee.

To avoid the banking fee, TechnoGist will request the payout to be carried over from month to month until the total payout is larger than R300.00

Payout Expiry

Payouts have a lifespan and expire if not paid to you. A payout will start to attract an expiry 6 months after the message was received.

Expiration can be avoided if a payout request is paid to you within 6 months of the message being received. A payout request does not pause or cancel the expiration.

Competitions (sms and win)

Competitions (sms and win) can only be run on the R1.00 or R1.50 band. Payouts become void if a competition is run on any other band.

Premium SMS Inbox

All incoming messages from cellphone users wishing to participate in your campaign, will appear in your Premium SMS Inbox in real time under your online profile on the website.

Advanced message forwarding is available on request or via the website.

Getting Started

Getting started is very simple,

if you dont have a TechnoGist account,
simply signup by completing the signup form and you will be emailed your username and password and proceed to the steps below

If you have a TechnoGist account,
simply login to your profile and proceed to the steps below

Ensure you have enough credits, as above, to order a keyword, then click on the Premium SMS - Order Keyword menu and complete the form on the page.

If you experience any problems, please contact the call center by telephone or email.

How to customise my confirmation message?

Login, Click on the Premium SMS - Setup Keyword menu and edit the message under "response message" and then click on the save changes button.

How to do I add the numbers received into a bulk sms group?

Login, Click on the Premium SMS - Setup Keyword menu and tick the AUTO GROUP option and then click on the save changes button.

Contact Details

TechnoGist can be contacted at 031 109 0525 or
support@TechnoGist.co.za

Office hours: Monday to Friday 8:30am to 5:00pm

Website address: <http://www.TechnoGist.co.za>

After hours support

Email: support@TechnoGist.co.za We will get back to you.

WASPA