



# BULK-SMS

## Instructions for Use of Web Application

Application	Elisa's Bulk-SMS Application
Issuer	Elisa Eesti AS
Date of preparation	05.02.2018
Version date	30.01.2018



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# 1. OVERVIEW

## 1.1 Service description

The Bulk-SMS web application makes it possible to send large quantities of text messages to the clients of all operator networks in Estonia.

For example, the service is suitable for sending advertisements to one's customer base, informing them about discounts, for internal communication, also for informing customers about the expiry of their credit cards or contracts, debts, orders, etc.

## 1.2 Overview of Application

The web application allows Elisa's customers to send bulk-SMS (also mass-SMS) without requiring separate software or interfacing with the SMS centres of operators (SMSC).

## 1.3 Software Requirements

The bulk-SMS solution works with all newer internet browsers. We recommend using Google Chrome version 56.0 and upwards for the best experience.

## 1.4 Access and Login to Application

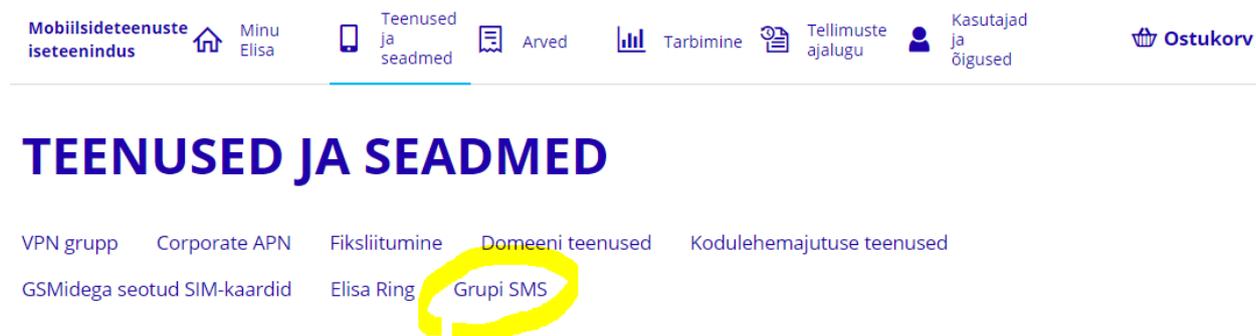
The web application can be accessed in Elisa Self Service. Before the application can be used, the Client Manager or the company's main user must define the user of the service (add their name and ID code) in Elisa's customer management environment and grant them access to the bulk-SMS interface.

Elisa Self Service is at <https://pood.elisa.ee>.

## 2. USE

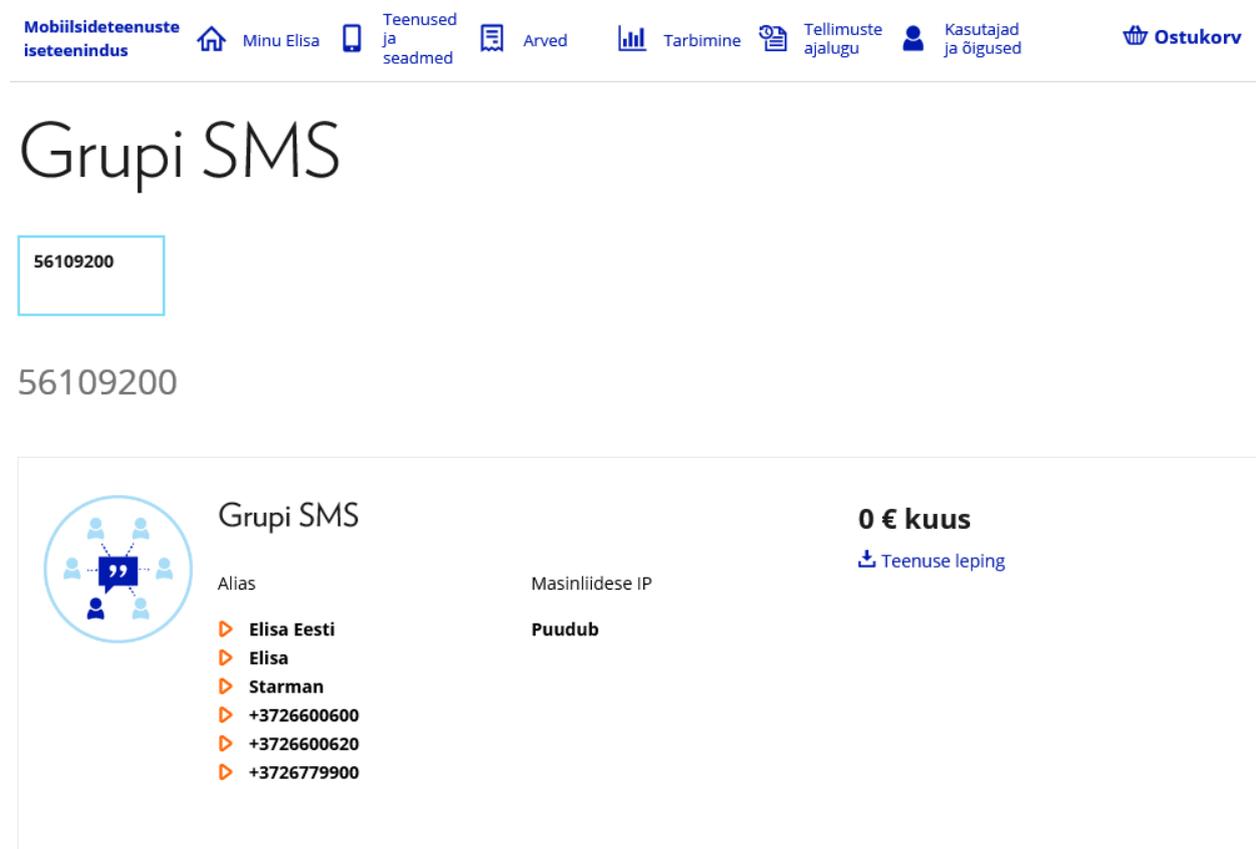
### 2.1 Home Screen

Select "Bulk-SMS" under "Services and Devices" to use the web application.



The screenshot shows the top navigation bar with the following items: **Mobiilsideteenuste iseteenindus**, **Minu Elisa**, **Teenused ja seadmed** (highlighted), **Arved**, **Tarbimine**, **Tellimuste ajalugu**, **Kasutajad ja õigused**, and **Ostukorv**. Below the navigation bar, the main heading is **TEENUSED JA SEADMED**. Underneath, there are several service categories: **VPN grupp**, **Corporate APN**, **Fikslitumine**, **Domeeni teenused**, and **Kodulehemajutuse teenused**. In the second row, there are **GSMidega seotud SIM-kaardid**, **Elisa Ring**, and **Grupi SMS**, which is circled in yellow.

The information of the previous bulk-SMS sent by you is displayed by tasks is displayed on the opening page of the application.



The screenshot shows the 'Grupi SMS' page. At the top, there is a navigation bar identical to the previous one. Below it, the heading is **Grupi SMS**. A box contains the ID **56109200**, which is repeated below it. The main content area is a card with a group icon (a circle of people with a speech bubble) and the title **Grupi SMS**. To the right, it says **0 € kuus** and [Teenuse leping](#). Below the title, there are two columns of information: **Alias** and **Masinliidese IP**. The **Alias** column lists: **Elisa Eesti**, **Elisa**, **Starman**, **+3726600600**, **+3726600620**, and **+3726779900**. The **Masinliidese IP** column shows **Puudub**.

<b>Kuupäev</b> Alates: <input type="text"/>  Kuni: <input type="text"/> 		<b>Staat</b> <input type="checkbox"/> Saadetud <input type="checkbox"/> Ootel <input type="checkbox"/> Saatmisel <input type="button" value="Otsi"/> Tühjenda otsing	
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<input type="checkbox"/>	Olek	Kuupäev	Kasutaja nimi	SMS-ide arv	Numbrid	Töödeldud	Töötlemata
<input type="checkbox"/>	✔ Saadetud	2018-03-21 08:30	Kristo Lehiste	120	30	30	0
<input type="checkbox"/>	☀ Saatmisel	2018-03-21 08:30	Kristo Lehiste	4881	1627	1627	0
<input type="checkbox"/>	☀ Saatmisel	2018-03-21 08:30	Joosep Rooso	1056	264	264	0
<input type="checkbox"/>	✔ Saadetud	2018-03-20 10:01	Kristo Lehiste	252	63	63	0
<input type="checkbox"/>	✔ Saadetud	2018-03-20 10:00	Kristo Lehiste	909	303	303	0

## 2.2 Sending a bulk-SMS

Click the button to send a new bulk-SMS

Koosta uus SMS

**Firstly, select the sender.**

The sender is a freeoriginator or alphanumeric value, which is displayed to the recipient as the sender. The Client Manager has pre-defined the sender's name and the sender can choose it from the drop-down menu. Please note! The user cannot enter a freely selected value.

### Grupi SMSi saatmine

1 Saatja:

Elisa Eesti

1

+3726600600  
 +3726600620  
 +3726779900  
 Elisa  
**Elisa Eesti**  
 Starman

**Secondly, enter the phone numbers of the recipients of the bulk-SMS.** Separate them from each other with punctuation marks (. , : ; #) or by writing each number on a separate row.

Please note! The application does not recognise a space as a separator of phone numbers.

Thousandths may be separated by spaces in the entered phone numbers, the system will remove these spaces before sending the SMS.

## 2 Sisesta käsitsi või impordi saajate numbrid:

Impordi numbrid

+37256123456,372 56 123 123:56456456  
56111111  
56222222

✓ Kontrolli numbrite õigsust ⓘ

The sender can check that the phone numbers are correct.

✓ Kontrolli numbrite õigsust ⓘ

The following text will be displayed if all of the numbers are correct:

✓ Kõik numbrid on korrektsed!

Examples of the rules of checking that the phone numbers are correct:

- a phone number is considered incorrect if it doesn't consist of 7-12 numbers;
- if there is a space, bracket or hyphen in the phone number, they will be selected and the number will not be considered incorrect; and
- it is not possible to send SMS to special rate numbers and such numbers are considered incorrect. In Estonia, these numbers start with 1 or 9 and consist of 3-7 digits.

**Thirdly, enter the text of the SMS.**

## 3 Sisesta sõnum, mille soovid saata:

113 tähemärki / 1. sõnum ⓘ 🔍 Eelvaade ⓘ

Hea klient! Parimad pakkumised vaid meie poest!

The counter above the content field calculates the characters that can still fit in the SMS and the number of the SMS the message consists of.

**Please note!** The charge for the SMS is calculated per unit, i.e. if the message is sent out as two SMS, then the sender will be charged for two SMS.

The system will change the length of the SMS automatically depending on the alphabet used. The length of an SMS is 160 characters if the standard GSM character set is used. The length of an SMS is automatically 70 characters if other characters are used (such as õ, €, etc.).

## 2.3 Importing Number of Recipients and Additional Information

The phone numbers of the recipients of the SMS and the related information can also be imported from a data file. The application supports the following formats: **XLSX**, **XLS**, **CSV**.

Impordi numbrid

Find the spreadsheet you want to import on your computer.

The **second** row of the spreadsheet will be identified and displayed after you upload it.

**Please note!** The application treats the first row of the spreadsheet as the headings of the columns. If this row includes a recipient's number and the values related to them, then no SMS is sent to that number.

Choose the column separator and **"Import"**.



Vali viis, kuidas failis veerge eraldetakse:

Esimene andmerida failist:

+37256123456,Kaarel,Mustikas

Koma  Semikoolon

Tühik  Tab

Impordi Tühista

The spreadsheet imported in this example is test.xlsx, where the first row continued the column headings ("Number", "First name", "Surname") and was followed by two data rows. The application displays the names of the columns and the values of the first data row.

## 2 Sisesta käsitsi või impordi saajate numbrid:

Sisesta käsitsi

Choose File test.xlsx

Sisse loeti 2 andmerida, nendest edukalt laeti 2 telefoninumbrit. Näide esimesest numbrist:

Number	Eesnimi	Perenimi	
37256123123	Uno	Maasikas	

The first column of the spreadsheet must include the number, the next columns are freely selected values.

The system only checks the column of numbers. If there is no value in the additional column of a single row, then this is not regarded as a mistake and it will be left blank in the SMS.

The imported values can be used in the content of the SMS (e.g. "Number", "First name" and "Surname"). When you click on the heading of the relevant column, the application adds the value of the column to the location of the cursor in the content cell of the SMS.

Sisse loeti 2 andmerida, nendest edukalt laeti 2 telefoninumbrit. Näide esimesest numbrist:

Number	Eesnimi	Perenimi	
37256123123	Uno	Maasikas	

## 3 Sisesta sõnum, mille soovid saata:

108 tähemärki / 1. sõnum ⓘ Eelvaade ⓘ

Hea {2} {3}! Parimad pakkumised vaid meie poest!

When you click [Eelvaade](#) ⓘ, the content of the SMS will be displayed with the values of the columns of the first row of the spreadsheet. This makes it possible to send a test SMS (preferably to the sender's own number).

### 3 Sisesta sõnum, mille soovid saata:

107 tähemärki / 1. sõnum ⓘ X Eelvaade ⓘ

Hea Uno Maasikas! Parimad pakkumised vaid meie poest!

Saada proovisõnum numbrile:

#### Errors related to spreadsheets

1. The file format is not supported by the application.

FM veebilliides.docx

Vigane fail! Toetatud on XLSX, XLSM, XLSB, XLS, XML, TSV ja CSV formaadid.

2. There was an error in the uploaded spreadsheet. The option ⓘ Näita displays the first 100 incorrect entries and the numbers of the rows in which the errors were found.

ⓘ Dokumentis on 1 vigane sisend. ⓘ Näita

For example, an incorrect phone number (123) was found in the fourth row.

ⓘ Dokumentis on 1 vigane sisend. ⓘ Peida

4. 123 Gunnar Murakas

## 2.4 Timing and Expiry of Messages

The application makes it possible to enter a bulk-SMS in advance and send it automatically at the time determined by the sender. In order to do this, select the date and time when the SMS will be sent in the “**Message sent on**” field. The present time is set as the default.

It is also possible to select the time when the SMS expires. If delivering the SMS fails (e.g. the recipient’s phone has been switched off or outside the area of coverage), Elisa’s SMS centre will try to deliver the SMS within two weeks by default. The user can shorten this time by selecting the date and time of expiry in the “**Message expires**” field. This is good if the duration of the campaign advertised in the SMS is shorter, e.g. one week.

Sõnum saadetakse:

04.02.2017



16 : 5



Sõnum aegub:

18.02.2017



16 : 5



Saada

Click **Saada** after selecting the sending and expiry values.

The application asks the sender to confirm that they wish to send the SMS. The number of recipients to whom the SMS will be sent and the approximate number of the SMS that the messages consists of (if values from a data spreadsheet have been added to the message) are displayed in the confirmation window.

## Kinnita saatmine

Kas oled kindel, et soovid saata 4 numbrile ligikaudu 8 sõnumit?

Saada

Tühista

## 2.5 Delivery Report

The information of each task is displayed separately on the home page of the application. The status of the task, the entry date, the name of the user (sender), the number of SMS, the number of phone numbers and the number of processed and unprocessed SMS are displayed.

Raportid

Koosta uus SMS

<input type="checkbox"/>	Olek	Kuupäev	Kasutaja nimi	SMS-ide arv	Numbrid	Töödeldud	Töötlemata
<input checked="" type="checkbox"/>	Ootel	2018-03-23 08:30	Joosep [redacted]	0	56	0	56
<input checked="" type="checkbox"/>	Ootel	2018-03-23 08:30	Joosep [redacted]	0	3	0	3
<input type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-03-22 08:30	Kristo [redacted]	40	10	10	0
<input type="checkbox"/>	<input type="checkbox"/> Saatmisel	2018-03-22 08:30	Kristo [redacted]	1554	518	518	0
<input type="checkbox"/>	<input type="checkbox"/> Saatmisel	2018-03-22 08:30	Joosep [redacted]	460	115	115	0
<input type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-03-22 08:30	Joosep [redacted]	4	1	1	0
<input type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-03-21 08:30	Kristo [redacted]	120	30	30	0

An order can have four statuses.

**Sent** – the application has forwarded the message to the SMS centre for sending.

**Pending** – the SMS is pending, i.e. it will be sent on a future date. The SMS can be deleted, i.e. not sent, by clicking the cross at the end of the row.

**Sending in progress** – the SMS is being sent to the SMS centre and from there to the recipients.

**Test** – a test SMS.

Select the relevant task to see an overview and report of SMS delivery.

## Raport

### Kokkuvõte

Saatja:	Elisa Eesti	SMS-ide arv:	1056
Sõnum saadetakse:	21.03.2018 08:30	Sõnumi sisu:	Hea klient! Täiustame tänasest Murati, Tõrva, Pühajärve, Põlva, Võru piirkonnas võrku. Sellega seoses võib esineda levi kõikumisi. Tööde eeldatav lõpuaeg on hiljemalt 22.03.2018. Täname mõistva suhtumise eest! Sinu Elisa.
Saadetakse kuni:	21.03.2018 10:00		
Kasutaja nimi:	Joosep [redacted]		
Numbreid kokku:	264		
Saatmisel:	0		
Saadetud:	252		
Ebaõnnestunud:	12		

Sisesta saaja number

Edastamisel     Saatmata     Saadetud   

Ebaõnnestunud

Staatus	Mobiilnumber	Staatus aeg	Saatmise aeg	SMS
✓ Saadetud	3725[redacted]	21.03.2018 08:30	21.03.2018 08:30	
✓ Saadetud	3725[redacted]	21.03.2018 08:30	21.03.2018 08:30	
✓ Saadetud	3725[redacted]	21.03.2018 08:30	21.03.2018 08:30	
✓ Saadetud	3725[redacted]	21.03.2018 08:30	21.03.2018 08:30	

The delivery report can be downloaded in the format of a spreadsheet:

	A	B	C	D	E	F
	GSM number	SMS content	status	SMS status date	count	sent
	3725	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
0	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
1	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
2	372	Hea klient! Täi	ok	22.03.2018 8:30	4	22.03.2018 8:30
3	372	Hea klient! Täi	err	22.03.2018 10:00	4	22.03.2018 8:30
4	372	Hea klient! Täi	err	22.03.2018 10:00	4	22.03.2018 8:30

The spreadsheet includes the phone numbers, the content, status and status time of the SMS, the number of SMS and the times they were sent.

Status “ok” means that the SMS was delivered and the “err” means that the SMS has not been delivered. The status may change from “err” to “ok” if the SMS can be delivered before the expiry.

In order to display the information of several tasks, tick the relevant tasks and click “Download report”.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Proov	2018-02-28 14:16	Jasper	2	1	1	0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-02-27 16:16	Taavi	410	82	82	0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-02-27 16:15	Taavi	10	2	2	0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-02-27 15:57	Taavi	10	2	2	0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Saadetud	2018-02-27 15:50	Taavi	10	2	2	0

Laadi juurde

Laadi raport alla

