



13SMS Products - Feature Matrix

PRODUCT FEATURES	13SMS BASIC	13SMS ADVANCED
NUMBER TYPES		
Available for 1300 Numbers	✓	✓
Available for 1800 Numbers	✓	✓
Available for 13 Numbers		✓
MESSAGE MANAGEMENT		
Forward SMS to email	✓	✓
Forward SMS as HTTP		✓
Daily forward of SMS response file (.csv format)		✓
Auto-reply SMS capability	✓	✓
Messages routed based on keywords	✓	✓
Automatic generation of marketing databases from SMS respondents	✓	✓
Send SMS marketing messages to campaign response databases	✓	✓
Automatically manage opt-out requests	✓	✓
Create automated interactive SMS responses	✓	✓
Define after hours auto-reply logic	✓	✓
Route SMS response to email addresses based on postcode		✓
Generate unique auto-reply SMS based on postcode		✓
24/7 Emergency Technical Support		✓



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REPORTING		
Content Report: Download or view online content of SMS responses, including sender number, message content, time and date of receipt.	✓	✓
Campaign Response Report: Summary statistics of SMS responses received over a specified time period. View response volume as a function of the hour of the day, the day of week or the month of the year. View results in table or as graph. Filter by keyword/medium or compare all keywords/media in one graph.		✓
Campaign Success Report: Provides detailed metrics on the success of a campaign. In particular it ranks the cost per lead for the different media (or keywords), the response rate per exposure and ad performance. Results are displayed in table or chart format.		✓
Outbound SMS Campaign Report: Provides detailed reporting on outbound campaign activity including message volumes and opt-out response statistics.		✓
Daily Campaign Progress Report: Automated response reports delivered to a specified email address on a daily basis.		✓
Customisation Capability: Ability to customise 13SMS features, e.g. integration into proprietary contact centres or auto-fulfilment (required professional services to be quoted on request).		✓
CUSTOMISATION EXAMPLES (PRICING ON REQUEST)		
Automated email fulfilment to designated email address of SMS respondent.		✓
Automated direct mail fulfilment to postal address as designated by SMS respondent.		✓

FURTHER INFORMATION

Optus 1300 SMS products are part of a range of integrated business messaging solutions provided by redcoal. **For more information, call or SMS your name and the word "1300SMS" to 1300 139 509 or email info@redcoal.com**

*Standard SMS Carrier charges apply to customers who send an SMS to your 1300/13/1800 numbers. Currently only Optus and Telstra mobile phones (which account for approximately 80% of the total handsets in Australia) can send SMS to enabled 1300/13/1800 numbers.