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by sinch

Voyant Business Messaging

FAQ for Partners

What is Business Messaging?

Business Messaging is a service that allows Private Label Partners to message-enable existing numbers for your UC business customers. The service will allow business customers to:

- SMS-enable lead telephone numbers – main telephone numbers, sales and support numbers, and other numbers important to their business customers, their employees and end-customers/community members.
- Centralized messaging: enable multiple users to monitor SMS-enabled numbers for incoming messages, respond to incoming messages, view historical messaging, all from an easy-to-use web interface.
- Send outbound SMS to contact lists they have curated to engage end users.

SMS is mentioned above, is MMS supported?

MMS messaging will be supported in a future release prior to end of year.

Is Business Messaging available for any number associated with a UC service? How about numbers not on UC?

Business Messaging is only available for numbers that are provisioned for UC services at this time. We anticipate adding messaging capabilities to additional private label services in the future including Connector products (Private Label Operator Connect for MS Teams and Private Label Cloud Connect for Webex Calling).

Are there compliance requirements that we as partners or businesses need to know about?

All 10DLC messaging (messaging to 10 digit local telephone numbers) by any business is considered Non-Consumer/A2P and is highly regulated.

Businesses need to have their Brand registered, and any outbound messaging needs to be associated with a Campaign that matches their usage, which can include business purpose and quantity/velocity of outbound messaging.

Brand and Campaign registration is done via The Campaign Registry. Voyant is providing partners a simplified process and will handle brand and campaign registration given the proper business information is provided during onboarding. Any fees or surcharges incurred related to Brand and Campaign registration are passed through as part of the service. See our Business Messaging onboarding

process documentation for what information is required from end customers during onboarding.

When utilizing Non Consumer/A2P messaging, businesses have legal obligations to use messaging services appropriately as defined by federal or state statute, FCC rules/order, industry standards, and carrier specific standards. These obligations include but are not limited to:

- Obtaining end-user opt-in/consent to receive messages
- Blocking messaging from users that have opted out
- Only messaging during permissible timeframes
- Content, age-gate restrictions, and other limitations for specific types of Non Consumer messaging, including SHAFT (Sex, Hate, Alcohol, Firearms, and Tobacco) related content.

See our Business Messaging Compliance Overview for related information.

Do we as a Private Label Partner have any requirements?

Yes. You are indemnifying us as an upstream carrier for your end-customer use of the service. Best practices, partners should vet customers (Know Your Customer processes) prior to onboarding them, educate them regarding messaging compliance requirements, and pass through messaging terms and conditions in end user agreements, as well as appropriate Acceptable Use Policies for messaging services.

Are there any key end customer requirements?

Customers will need to go through The Campaign Registry brand and campaign registration process. As part of that registration, the end customer will need to provide links to their Privacy Policy and Terms and Conditions. This means they need to have a business website where these are posted. Voyant has sample AUP and Privacy policies available for review. This does not consist of legal nor regulatory advice, Partners and end customers should always do their own due diligence.

Can I, as a private label partner, message-enable all numbers for one of our UC business customers?

This depends on the use case. If the business customer is SMB, and has just a couple external lines (sales, support for example), that may be ideal.

If the customer has 5,000 users, and wants to message enable each number individually, that is not a fit with the current service offering at this time.

Business Messaging is focused on delivering a centralized messaging experience for businesses, where messaging to lead numbers can be monitored and responded to by multiple people, messaging to customer curated lists (built with proactive opt-ins) can be sent to multiple people, with auditability/centralized access to message

history. Message-enabling 5,000 end users does not fit that product story, and would increase the difficulty of maintaining messaging compliance for a business.

What is the supported profile for a business that wants to use Business Messaging?

The initial use case that will be supported will be Low Volume Mixed, supporting up to 49 numbers and 2,000 messages per day. The number of users for the business can obviously exceed 49, that is just the limit on numbers from which you can message.

Additional use cases will be supported in the future. If you (as a private label partner) have a custom request in the interim, reach out to support and we can discuss.

If you submit business information for Brand and Campaign registration, but the business subsequently needs to message-enable additional numbers, is this supported?

Yes. Submit a ticket into customer care and we can add numbers to an existing campaign, typical lead time is several business days. In the future, we anticipate adding this feature to the portal.

Can I move numbers from nCommand Plus/officeXtend to Business Messaging?

Previously, partners would have created their own TCR account to manage Brands and Campaigns for their customers. This means those numbers are currently on a different TCR account. In order to use those with Business Messaging instead, the numbers should be removed from the existing Brand and Campaign as a new Brand and Campaign will need to be completed through our account vs using your own TCR account. When you move the messaging to the Business Messaging product, those numbers can no longer send SMS/MMS messages from the nCommand Plus client.

Is this available as a Private Label Solution?

Yes. See our onboarding documentation for more information on provisioning processes with this product.

What is pricing and contract terms for these services?

This is a new product with its own pricing and terms and conditions. Contact your sales representative for a pricing overview and an agreement to add Business Messaging to your service portfolio.

High level, the product is structure includes a bundle of messages usable each month, with messages sent or received in excess of the bundle charged per message (sent and received).

Brand and campaign registration are facilitated by Voyant, with and Brand, Campaign, or other related fees (specific messaging class, vetting, or other similar fees and surcharges passed through. Any fees for brand, campaign registration, carrier

surcharges per message, or other ecosystem-related fees are subject to change with notice.

The service agreement for Business Messaging does require partners to pass on substantially similar terms and conditions to their end users, particularly regarding acceptable use policies, so please review carefully and update your end user agreements accordingly.

The Business Messaging UX is browser based. Do you have a roadmap of enhancements in mind for the product?

Absolutely, we have a number of iterative enhancements already planned, this is merely an initial release. Enhancements will include features such as MMS support, greater admin controls/user permissions, and much more.

Do you plan any advanced features for Business Messaging such as CRM integrations, API support, or similar?

We will provide periodic updates on new feature updates, but at least initially, we will not be focusing on complex application integrations. Other options are available that can support more complex customer requirements:

Contact Pro is Voyant's private label contact center for partners. This contact center product is omni-channel, supports voice, messaging, and email channels, and does support specific application/CRM integrations as well as customer facing APIs.

Sinch Engage is another option. Not available as a private label offering, but it does support any numbers used with private label UC services and has over 80 built in application integrations and customer facing APIs.

Reach out to your sales representative for more information.

The Business Messaging section in CAP. Can I use that to enable messaging services in nCommand Plus?

No. That is a completely separate product and has its own onboarding processes and billing.

Are there plans to support Business Messaging with nCommand softclients?

Yes, we are planning to extend the Business Messaging UX/UI in nCommand Plus

Existing messaging services in nCommand Plus. Is this service being discontinued?

We are not providing an end of life notice at this time, but we will be in the future. The new Business Messaging service will be where development will be focused.