



ROCKETTXT INTEGRATION MANUAL

A guide on how to send messages directly from ROCKET



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1. ROCKETTXT Interface

1.1 Overview

This built-in functionality allows a **ROCKETTXT** subscriber to send SMSs directly from various screens inside **ROCKET**.

There are three types of SMSs that can be sent:

1. Ad hoc – single SMSs to a member on a one- by-one basis
2. Specific task SMSs based on a certain event, such as a reservation now being available
3. Bulk SMSs directly from a **ROCKET** mailmerge to the **ROCKETTXT** website

1.2 Ad hoc SMS

These can be sent from within the following screens:

- *Bulk Returns*
- *Chasings*
- *Members*
- *Transactions*

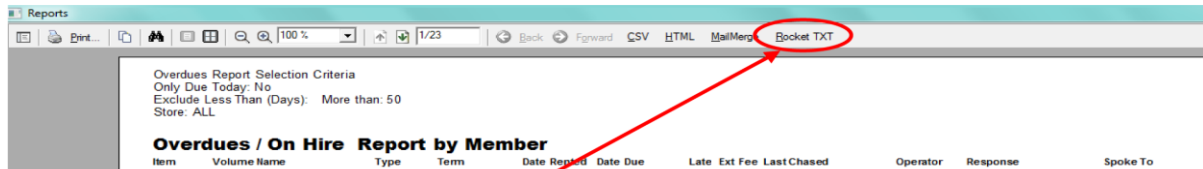
1.3 Specific Task SMS

These can be sent from the following screens:

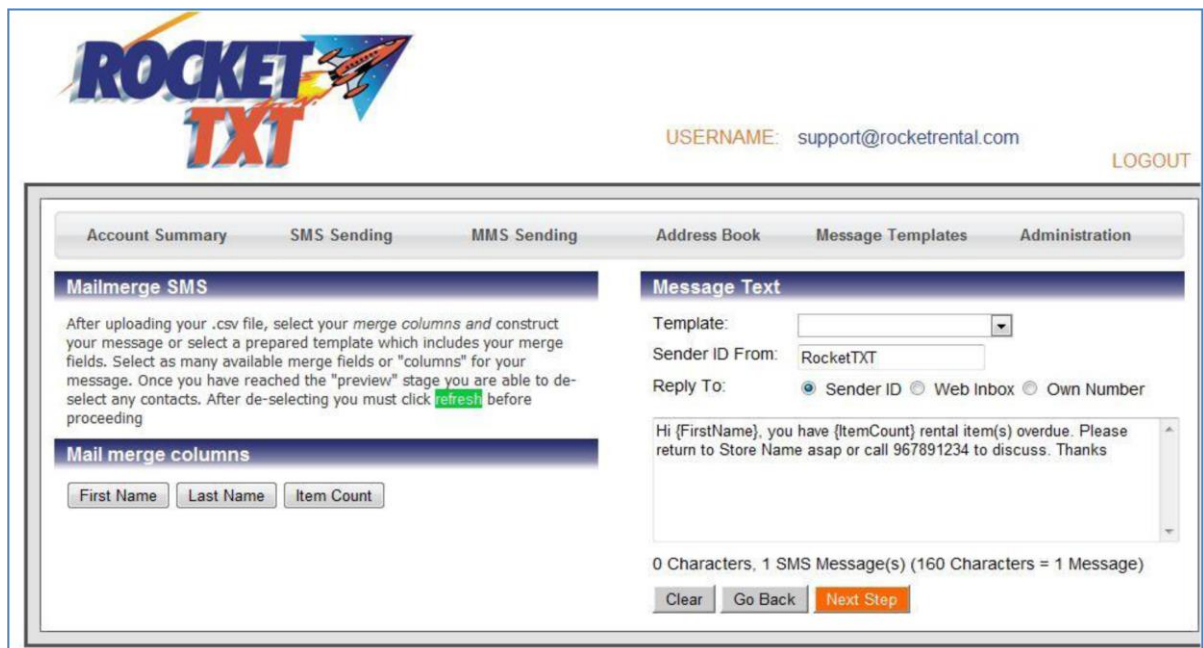
- *Transactions, Chasings, Members, Bulk Returns*
to send a message about late items to a single member
- *Bulk or Standard Returns*
when a reservation is available for a single member
- *Reservations Report*
to all members who have a reservation for a certain ex-rental
- *Stock Receipts*
when *Customer Orders* match the retail products you've receipted
- *Customer Orders report*
to all members who have an order that can now be supplied 2

1.4 Bulk SMS

Bulk SMSs can be sent from within **ROCKET** with this functionality without having to save the file as a mailmerge, log onto the **ROCKETTXT** website, browse and attach the file, etc. From *Members* reports, *Marketing* reports and the *Overdues* report, you can send the resulting mailmerge file directly to the **ROCKETTXT** website (screen below, from *Overdues* report).



By clicking on the **ROCKETTXT** button, you will be taken to the following page of the **ROCKETTXT** website. You'll automatically be logged in with your account, the *Overdue* file (or *Members mailmerge* file) will be loaded, and all you have to do is choose the template you want to use.



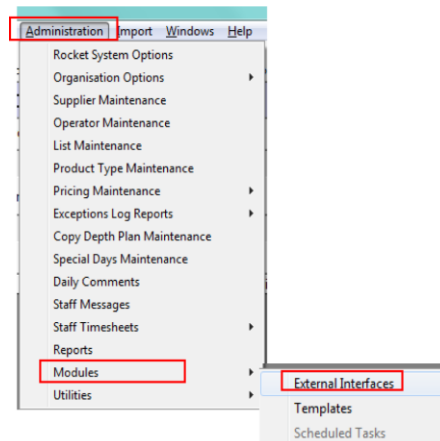
Whilst the messages are being sent you can ALT+TAB and continue in **ROCKET**. Or alternatively, wait for the messages to be sent then close the site.

2. How to Setup your SMS Gateway

First, you need to tell **ROCKET** the details of your **ROCKETTXT** account, and send yourself a test message. To do this, go to *Administration*, *Modules*, then *External Interfaces*.

When you open *External Interfaces* you will be presented with the screen below.

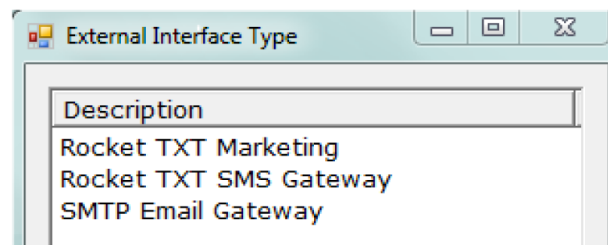
NOTE: In this example all gateways are shown already set up.



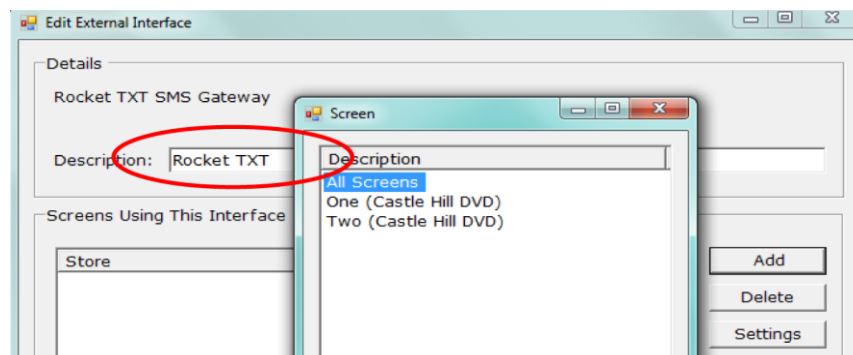
You need to set up two interfaces: One for **ROCKETTXT** (direct access from within **ROCKET**), one for bulk SMS via the web.

2.1 LET'S SET UP YOUR SMS GATEWAY

Start by clicking *Add* on the screen above. The screen at right will appear. Choose one of the interfaces to set up, then click *OK*.

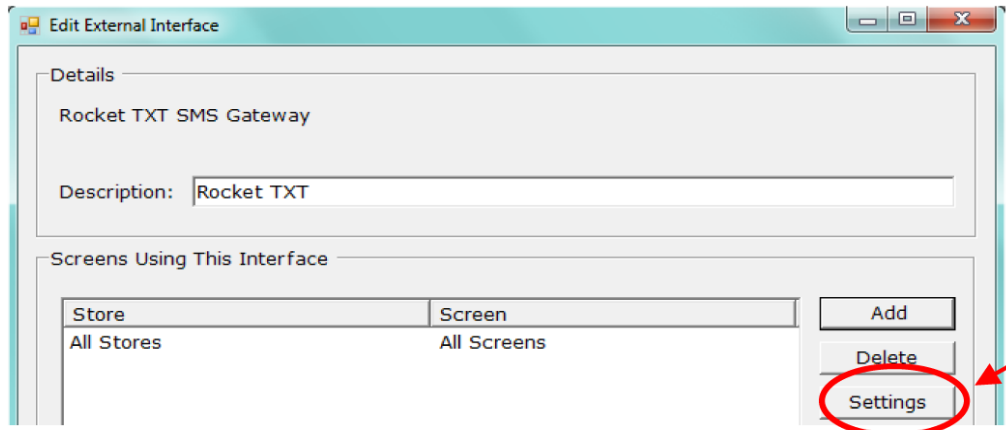


We will start with the **ROCKETTXT** SMS gateway.

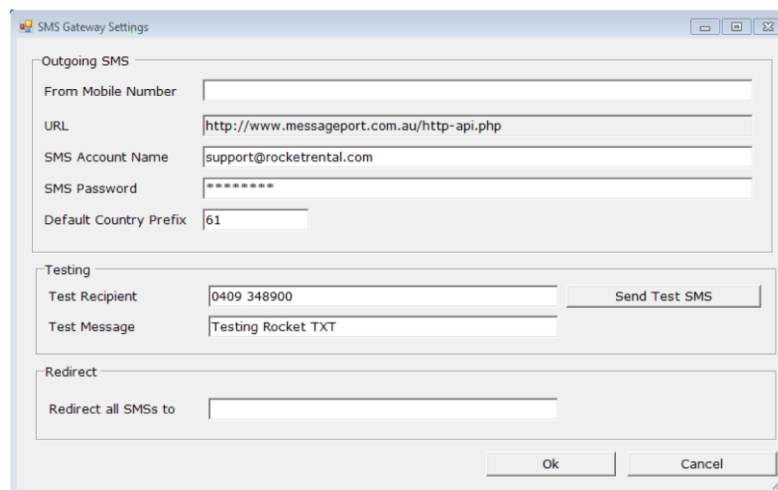


Give this interface a name (say, **ROCKETTXT**) then click Add. **ROCKET** will now ask which screens can use this service. We suggest *All Screens*, then click OK.

Now that you've set up which screens can use this service, choose *Settings*.



The screen below will appear. Fill in as described below.



From Mobile Number: This is what you want displayed on the recipient's phone when they receive an SMS from you. It can either be a mobile number, the name of your store or you can leave this space blank to allow customers to reply to your messages.

Note: Max digits Alpha = 11. Max digits Numeric = 12. Minimum is 5 digits. No spaces or symbols allowed.

If left blank, replies will be routed to your store email address.

URL: Leave as is

SMS account name: Your user name with **ROCKETTXT**

SMS Password: Your **ROCKETTXT** account password

Default Country prefix: Eg, if you are an Australian client, leave this as 61. For New Zealand, change this to 64.

Testing: Send yourself a test message to make sure the service is working (screen at right).

Redirect all SMS to: Leave blank. Only used for testing with bulk messages. 5

2.2 How to Use

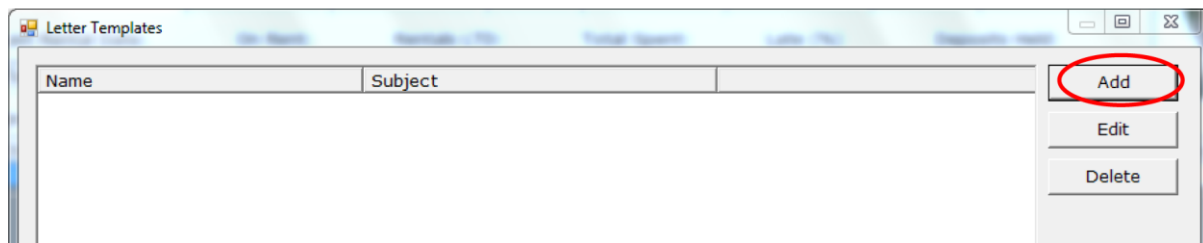
To make the most of this module you should set up templates for the messages that you will use regularly. Whenever you wish to send an SMS you will have the opportunity of either choosing a template, or type in a message. All templates, except in two areas, are for sending a message to a single customer.

The template types that can be setup are: *(you can setup as many of each type as you like)*

SMS

- Overdue TXT
- Plain TXT
- Reservation TXT
- Customer orders TXT

To setup your templates go to *Administration, Modules, then Templates*. You will see the following screen. Click *Add*.



2.3 Templates

Plain

Use this type of message when you don't want **ROCKET** to insert anything into the text, apart from the customer's name. This could be used as a welcome, a reminder to bring back a second disk, or any general message you want to send the member.

Customer Order

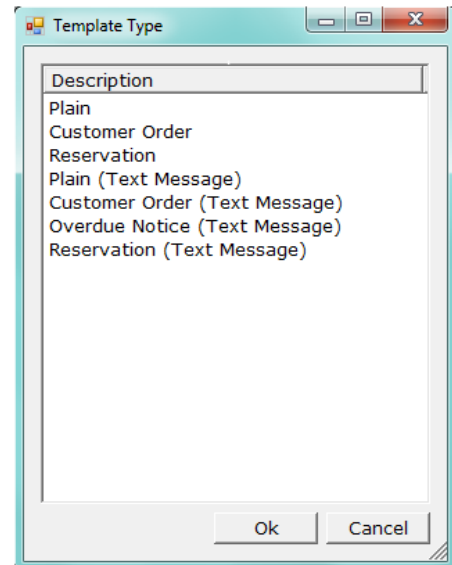
Use this to send an SMS to one or multiple customers when their retail order has arrived in stock. This type of template will insert the name of the product that was ordered, and can be used from the *Stock Receipts* screen (when you get the warning that *Customer orders can now be filled*) or from the *Customer Orders* report.

Overdue Notice (SMS only)

This template can be used on a member-by-member basis, to send an SMS reminding them about overdue items, and will insert the number of late items. This template can be used from the *Member* file, *Transactions* screen, *Bulk Returns* screen and *Chasings* screen.

Reservation Notice

This can be used from *Bulk Returns*, (when you get a reservation warning) or from the *Reservations* report, for contacting multiple members who have an ex-rental available. Use this on a title-by-title basis.



NOTE: When setting up SMS templates, remember to use the character counter to make sure you have no more than 160 characters, including the name of the member and, where applicable, a movie name. If you use more than 160 characters you will be charged for two SMSs.

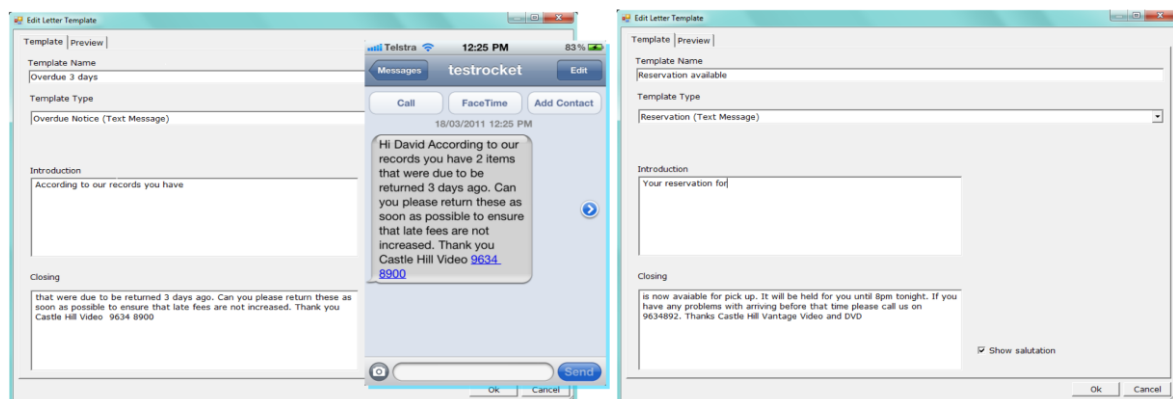
Once you've set up your template, choose the *Preview* button at the top of the screen to see what the message will look like. If you have ticked the *Show Salutation* box (at the bottom of the template screen) **ROCKET** will start the SMS with *Hi (first name)*.

In the *Preview* button we attempt to advise the maximum characters that **could** be used, based on your SMS template. We have allowed 20 characters in our max character count for the member's first name. If the template is one that will auto insert a movie name (eg, the *Reservation* Template) then the character count will allow up to a maximum of 50 characters for this field.

In the example at left we've set up an overdue notice. **ROCKET** will insert the number of items (and the word *items*) that are currently late between the *Introduction* words and the *closing* words.

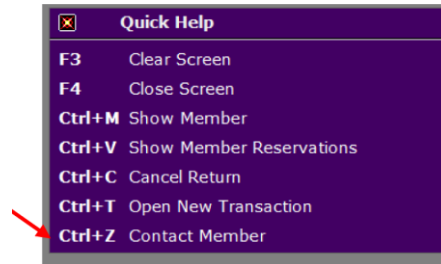
The overlaid screen shows the resulting SMS. **NOTE:** this example is a long message and would be charged as two SMS's.

This screen shows a *Reservation* template. **ROCKET** will insert the name of the reserved movie between the *Opening* and *Closing* paragraphs.

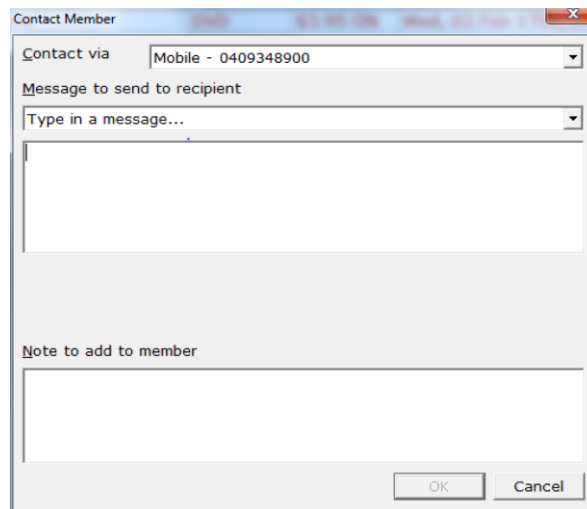


2.4 Now let's see how to use the Templates

In any screen where this function is available, press CTRL + Z for *Contact Member* or choose from the *Quick Help* screen.



You will be presented with the following screen

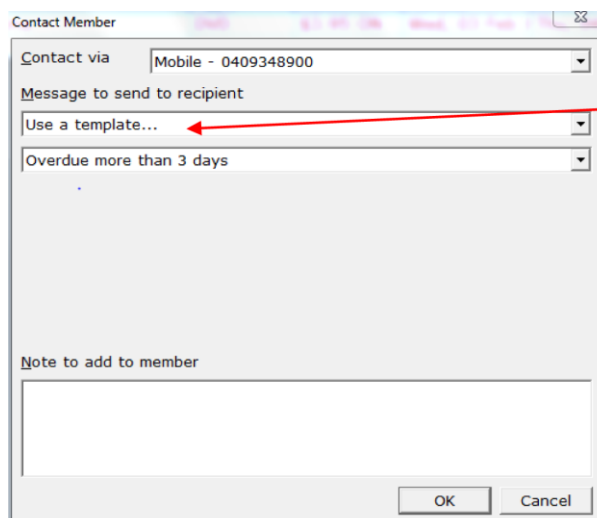


Contact via: Mobile - 0409348900
 Message to send to recipient:
 Type in a message...
 Note to add to member:
 OK Cancel

1. Contact Via – **ROCKET** will show the email and mobile address on file for that member. Choose which one you wish to use. Click on the drop down arrow to see your options.
2. Choose whether you wish to send a *free type message* or use a template. Click on the drop down arrow to see your options.

If you choose to *Use a Template*, **ROCKET** will show you a list of the templates that can be used from that screen. Whether you use a template or a free type message you are able to add a note to the member's file.

Once you've chosen your template or typed your message, press OK and the message will be sent.



Contact via: Mobile - 0409348900
 Message to send to recipient:
 Use a template...
 Overdue more than 3 days
 Note to add to member:
 OK Cancel