



Baseline Management PLAYBOOK

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Messaging

Setting Expectations

SMS Expectations (SIPTRUNK.com)



Request Messaging feature email (to billing@siptrunk.com) or create a Support ticket from your customer portal, indicating telephone numbers that need to be enabled for Business Texting, as well as the type of Texting needed.

 **Step 1**

Support team will **respond with the appropriate JOT form** based on the type of Messaging feature requested from Step 1. (Expect +1 business day)

 **Step 2**

Customer/Dealer **completes JOT form**.

 **Step 3**

Support Team will respond with **identified errors or missing items** on the jot form that need resolution by the requesting customer/dealer. (Expect +2 business day)

 **Step 4**

Support Team **performs Brand and Campaign 10DLC Registration** for requested telephone numbers (see 6B for Toll-free numbers). (Expect +5 business day)

 **Step 5A**

Telephone number **Ports and Toll-Free ROC** are expected to be complete at this stage in the process

 **Step 5B**

Upon successful Brand and Campaign registrations AND the completion of port-in for DIDs, **Support Team completes the remaining 10DLC Registration** steps with the appropriate providers. (Expect +1 business day)

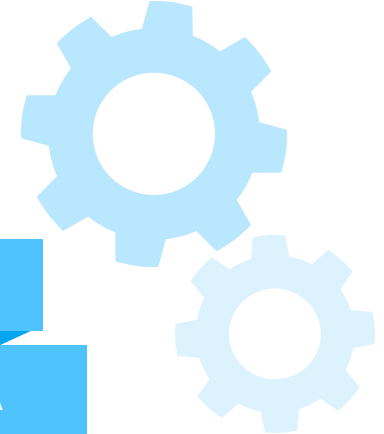
 **Step 6A**

For Toll Free numbers only, upon completion of RespOrg change (ROC), Support Team **completes Toll Free Verification with the appropriate providers**. (Expect +6-8 weeks)

 **Step 6B**

Support Team **enables associated Messaging pricing package** and **sends notification that telephone numbers are now ready** to be used for sending and receiving SMS and MMS messages. (Expect +1 business day)

 **Step 7**



10DLC Registration

Steps to request 10DLC registration:

1. BCM One will help you register for 10DLC and enable SMS messaging. Work with your account team to start Messaging and 10DLC registration by emailing billing or create a support ticket from your portal to kick off your 10DLC Campaign Registration
2. Gather your business information. You will need to provide BCM One with the following information:
 - Your company name
 - Your legal business address
 - Your EIN (Employer Identification Number)
 - The type of messages you plan to send (marketing, transactional, etc.)
 - Your consent practices (how you will obtain consent from recipients to receive messages)
3. Submit your registration. BCM One will submit your registration to The Campaign Registry (TCR). TCR is the reputation authority for business messaging on 10DLC.
4. Wait for approval. The brand and campaign will undergo verification and vetting process that could take 1~2 weeks.
5. Start sending messages. Once your registration is approved, your 10DLC number will be assigned to the campaign. Once completed, you can start sending messages using your 10DLC number.

Here are some additional things to keep in mind when requesting 10DLC registration:

- The 10DLC registration process can take up to 1 month.
- There is a one-time brand registration, campaign vetting fee and a monthly campaign fee.
- Resubmission of brand and campaigns also entails an additional fee.

10DLC What Is It?

10DLC (10-digit long code) is a new industry-led solution for North American application-to-person (A2P) business messaging. It is designed to combat spam and fraud, improve deliverability, and give businesses more control over their text messaging campaigns.

The importance of 10DLC is twofold:

- **To protect consumers from spam and fraud.** 10DLC registration requires businesses to provide more information about themselves, such as their contact information, website address, and privacy policy. This information is used by carriers to screen out businesses that are likely to send spam or fraud.
- **To improve deliverability.** 10DLC uses a two-step verification process to ensure that messages are only sent to people who have opted in to receive them. This helps to reduce the number of messages that are marked as spam, which improves the deliverability of legitimate messages.

Registration for 10DLC is controlled by the following organizations:

- **CTIA:** The Cellular Telecommunications Industry Association is a trade association that represents the wireless communications industry in the United States. CTIA is responsible for developing the 10DLC standard and overseeing its implementation.
- **Mobile Network Operators:** - AT&T, T-Mobile, Verizon Wireless, US Cellular, Interop and ClearSky) are responsible for enforcing the 10DLC regulations. They will block messages from businesses that are not registered or that violate the 10DLC guidelines.

If you are a business that sends text messages to customers, you should register for 10DLC as soon as possible. This will help you to protect your customers from spam and fraud, improve the deliverability of your messages, and comply with the latest regulations.

Here are some of the benefits of registering for 10DLC:

- **Increased deliverability:** Messages sent through 10DLC are more likely to be delivered to the intended recipient.
- **Reduced spam:** 10DLC helps to reduce the amount of spam that is sent to consumers.
- **Improved customer experience:** Customers are more likely to trust businesses that use 10DLC.
- **Increased compliance:** Businesses that register for 10DLC are more likely to comply with the latest regulations. If you are not sure whether your business needs to register for 10DLC, you can contact your wireless carrier for more information.

10DLC Timeline

The time it takes to register a 10DLC campaign can vary depending on the completeness of your registration information. In general, it can take anywhere from a few days to a few weeks to register a 10DLC campaign.

Here are some factors that can affect the registration time:

- **The completeness of your registration information**: If you provide all of the required information in your registration request, the process will be faster.
- **Accuracy of information provided**: To increase chances of your brand and campaign getting approved, you must provide accurate information in your registration and must adhere to the carriers' codes of conduct.
- **The volume of 10DLC campaign registrations**: If there is a high volume of 10DLC campaign registrations, the process may take longer.

10DLC Registration Rejections

Most common 10DLC rejection campaign attributes are:

- **Prohibited content**. This includes content related to sex, hate, alcohol, firearms, tobacco, and cannabis.
- **Inaccurate registration information**. This includes providing incorrect or incomplete information about your company, website, or contact information.
- **Mismatch between campaign description, attributes and sample messages**. The campaign attributes that you provide must match the content of your sample messages and your company website.
- **Incomplete sample messages**. You must provide at least **two** sample messages when registering your campaign.
- **Failure to age-gate content**. If your campaign is for content that is not suitable for minors, you must age-gate it. This means that you must prevent minors from receiving your messages.
- **Reseller or non-compliant KYC**. If you are a reseller, you must be compliant with the carrier's Know Your Customer (KYC) requirements. This means that you must verify the identity of your customers before sending them messages.
- **Insufficient Call to Action (CTA) or Message Flow**. This section should contain a clear and concise description of how an end user consents to receive messages.
- **Lead generation**. Lead generation and affiliate marketing are not allowed over 10DLC.

By following these tips, you can help to ensure that your 10DLC campaigns are approved and that you avoid rejections.



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