SMS and Company Messaging FAQ

Q: HOW IS COMPANY MESSAGING DIFFERENT FROM STANDARD SMS (TEXTING) WITHIN THE UNITE APPLICATION?

A: Unite is already set up to communicate via SMS (texting) and MMS (pictures) from within the Unite application from a user's personal business number. This is considered person-to-person texting. Company Messaging is SMS and MMS communication from a company's main business number or toll-free number. This allows customers to receive immediate and informed responses from an individual or a group of individuals tied to that Company Messaging number. Both standard SMS and Company Messaging are bound to an SMS Acceptable Use Policy and require Campaign Registration if sending A2P/outbound bulk messaging.

Q: WHAT IS THE DEFAULT USE FOR UNITE SMS?

A: Unite's SMS features, including Company Messaging, are designed and provisioned for person-to-person (P2P) messaging, meaning sending/receiving one message at a time with two-way (back and forth) communication between two human users. This is different than Application-to-Person (A2P)/bulk texting.

Q: WHAT IS A2P OR BULK TEXTING?

A: A2P/bulk texting consists mostly of outbound texts where the ratio of inbound messages is lower than 45%. This includes bulk campaign texting, marketing communications, one-way appointment reminders, notifications, etc. Businesses using this A2P/bulk texting are required to be registered with The Campaign Registry.

Q: WHAT IS THE CAMPAIGN REGISTRY?

A: The Campaign Registry is an entity created by mobile network operators to help companies work within regulatory best practices for texting. Campaign Registration is an industry-wide initiative to prevent spam and improve your texting deliverability. [Click here](#) for guidelines, information, and best practices for registering with The Campaign Registry.

Q: IF A BUSINESS IS NOT REGISTERED WITH THE CAMPAIGN REGISTRY BUT IS A2P/BULK TEXTING, WHAT WILL HAPPEN?

A: New regulatory [guidelines](#) (effective 3/26/24) from the Federal Communications Commission (FCC) require enforcement of a zero-tolerance policy for A2P/outbound bulk texting without Campaign Registration. This means if a business needs to send bulk outbound text messages, they will be required to register with the Campaign Registry. Without Campaign Registration, any phone numbers associated with A2P/bulk outbound texting traffic will be immediately disabled for any text messaging until the business registers with the Campaign Registry.

Q: IF A CUSTOMER IS ON THE DO NOT CALL (DNC) REGISTRY, WILL A BUSINESS BE ABLE TO A2P TEXT THAT CUSTOMER?

A: As of 3/26/24, the FCC also codifies that the National Do-Not-Call (DNC) Registry's protections extend to A2P text messages. Businesses attempting to send A2P SMS messages to a number on the DNC list will be rejected, returning an error message when attempting to send. If a customer would like to be removed from the DNC list for texting, please follow these instructions.

Q: IS COMPANY MESSAGING AVAILABLE ON ALL UNITE LICENSES?

A: Company Messaging is an account level add-on. Company Messaging group members/agents have to be on Unite Pro, Enterprise or With Teams licenses.

Q: WHAT IS COMPANY MESSAGING?

A: **Company Messaging** is the ability to text (SMS) or picture (MMS) enable any of your *main business phone numbers* including auto attendants and hunt groups.

Company Messaging *groups* of one or more users can respond/send messages from that main business phone number through the Unite® desktop and mobile apps to customers.

Company Messaging allows any user of a group to instantly respond to customers' texts, providing optimal customer service.

Q: WHY WOULD A BUSINESS NEED COMPANY MESSAGING?

A: Company Messaging allows customers to text directly to a business' main phone number (SMS/MMS) or toll-free phone number (SMS only) and seamlessly be connected to subject matter experts at that business. This helps:

- Drive customer engagement by enabling customers to communicate with businesses the way they want (90% of customers prefer a texting option).

- Provide fast and customized responses.

Q: IS COMPANY MESSAGING LIMITED TO A SPECIFIC NUMBER OF MESSAGES PER MONTH?

A: Company Messaging is subject to Intermedia's fair use policy. Under that policy, use of the Company Messaging service is limited to a maximum of 1,000 outbound messages per assigned number, per month. Initially, customers will not be charged for any reasonable overage beyond the outbound 1,000-message limit, but Intermedia reserves the right to begin charging customers for overages at any time, with notice, at a market competitive rate. For further information, please refer to the Product Schedule for the Intermedia Unite service (available at https://www.intermedia.com/legal).

Q: CAN SEVERAL COMPANY MESSAGING GROUPS BE CREATED?

A: Yes. Each group would need to have a unique business phone number (DID) assigned to it. Each phone number would be a new company messaging charge.

Q: CAN A USER (OR AGENT) BE A MEMBER OF MULTIPLE COMPANY MESSAGING GROUPS?

A: Yes, a user may be a member of multiple groups. An end user is also called an "agent" in Company Messaging.

Q: HOW CAN AN AGENT KNOW IF SOMEONE ELSE IS WRITING A REPLY TO A CUSTOMER'S MESSAGE?

A: Agents can see the typing status of other agents. If multiple agents are writing a reply at the same time, they can connect using our Chat feature and coordinate the response to the customer. Agents can see replies sent by other agents in each conversation, so it will be clear if another agent already replied.

Q: WILL OTHER AGENTS IN THE GROUP SEE NEW CONVERSATIONS INITIATED BY AN AGENT?

A: Yes, the new conversation will be created in the Company Messaging tab, visible to all agents of the group.

Q: CAN AN AGENT LEAVE THE CONVERSATION OR MUTE NOTIFICATIONS?

A: It is not possible to leave a conversation, but any conversation can be muted. Agents can also configure pop-up or sound notification settings in the app settings.

Q: IS THERE A MESSAGING LIMIT AT THE GROUP LEVEL?

A: There is a fair use policy of 1,000 outbound messages per number (equivalent to a group) per month.

Q: CAN I USE COMPANY MESSAGING WITH OUR MAIN TOLL-FREE NUMBER?

A: Yes, Company Messaging can be enabled for main local phone numbers or toll-free numbers. There is an additional charge for toll-free numbers. Also, you will need to complete and sign a Verified Sender Program form located: [Here](#)

Q: ARE SMS OR COMPANY MESSAGING INTERNATIONAL?

A: Currently it is only applicable to send and receive SMS and MMS within US and Canada.

Q: IS COMPANY MESSAGING REQUIRED TO FOLLOW THE SMS ACCEPTABLE USE POLICY?

A: Yes, both user texting from the Unite app as well as Company Messaging must adhere to the [SMS Policy](#).

QUESTIONS? CONTACT US TODAY!

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