

iQRetail



A Kerridge Commercial
Systems Company



ACCOUNTING



POS



PAYROLL



CRM



HOSPITALITY



ERP



MOBILE



ECOMMERCE



BI

SMS MARKETING

(ENTERPRISE, BUSINESS, POS)

SMS MARKETING.

IQ SMS allows you to send SMS's to your clients from within your IQ system.

You can use this to inform your clients of Order Collection, Job card Status, Birthday Notices, Events, Promotions, Competitions, Special offers.

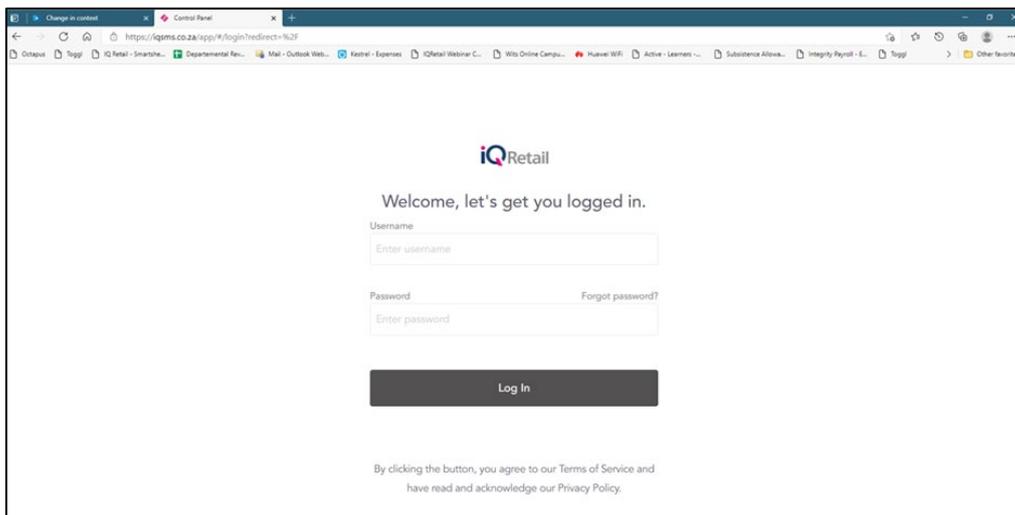
Bulk SMS bundles can simply be purchased online via Credit Card.

With almost a cell phone per person in South Africa, there isn't a more effective way to reach any target market SMS message.

PLEASE NOTE: Internet access is a requirement.

A few reasons why SMS Marketing:

- Immediate
- Mobile-friendly
- Eco-friendly
- Simple



The screenshot shows a web browser window with the URL <https://iqsms.co.za/app/#/login?redirect=162F>. The page features the IQRetail logo at the top center. Below the logo, the text reads "Welcome, let's get you logged in." The login form consists of two input fields: "Username" with the placeholder text "Enter username" and "Password" with the placeholder text "Enter password". A "Forgot password?" link is positioned to the right of the password field. A dark grey "Log In" button is centered below the form. At the bottom of the page, a small disclaimer states: "By clicking the button, you agree to our Terms of Service and have read and acknowledge our Privacy Policy."

You can use this to inform your clients of Events, Promotions, Competitions Special offers.

Bulk SMS bundles can simply be purchased online via Credit Card.

SMS MARKETING SUMMARY WEBSITE

- Register Now
- Login
- Enable the API & FTP Keys
- Online Payments
- Billing Summary
- Credit Card Details

MODULE PARAMETERS

Setup Details

- Template

DEBTORS MAINTENANCE

- SMS Marketing enable.
- Cell phone Number

SMS MARKETING

- Filters
- Templates
- Process
- Reports

HOW TO PURCHASE SMS BUNDLE'S

Login to www.igsms.co.za. Create an account and password.

The password must be 12 characters minimum and use at least one numeric, one lower case and one uppercase character (avoid using characters like #, <, >, &, ~, \ in your password)

You may now purchase your bulk SMS's. Prices may change, all prices displayed on website is exclusive of Vat.

Select the Buy Now option and then specify the number of credits to buy.

Choose between 500 and 100000 to purchase.

Once you have completed your purchase, simply go to the SMS Marketing module in your IQ system and setup the website detail.

The screenshot shows the 'Buy Now' interface. At the top, there are navigation links: 'Credit Amount', 'Billing Details', and 'Payment Method'. Below this is a form for 'Credits *' with a text input field containing 'Enter amount of credits' and a red error message 'Credit amount required'. To the right is an 'Order Summary' box with the following details:

Order Summary	
Credits	0
Cost of Credits	R0.00
VAT 15%	R0.00

TOTAL	R0.00

Below the input field is a table for selecting a package:

Package	Price (ZAR)
500 - 5,000	0.40
5,001 - 250,000	0.30
250,001 or more	Contact daphne.jacobs@kerridgecs.com

At the bottom right of the order summary is a 'Proceed to Billing' button.

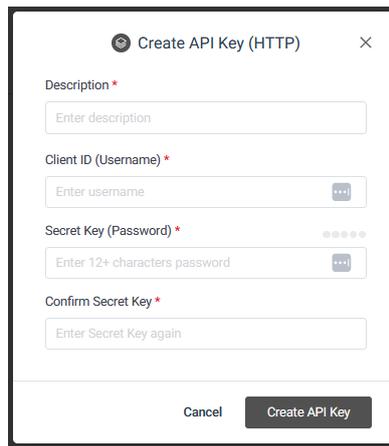
ENABLE THE API & FTP KEYS

The steps on how to enable the API keys are listed below *Remember to keep the credentials for both APIs the same:

- Log in and click on 'Settings' in the left-hand side menu.
- Click on 'API Keys'
- Click '+Create API Key' and select the 'HTTP' option (The HTTP API is the channel you have been using for the other users).

The screenshot shows a dialog box titled 'Create API Key (HTTP)'. The text inside asks: 'Would you like to **choose your own** set of credentials, or have secure credentials **auto-generated** for you?'. At the bottom, there are two buttons: 'Choose your own' and 'Auto-generate credentials'.

- You will be prompted to create credentials and given two options: 'Choose your own' and 'Generate new credentials'.
- (HTTP API Key)



Create API Key (HTTP)

Description *

Enter description

Client ID (Username) *

Enter username

Secret Key (Password) *

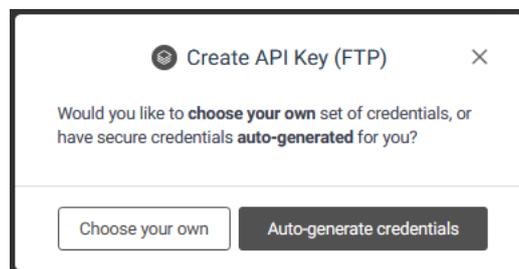
Enter 12+ characters password

Confirm Secret Key *

Enter Secret Key again

Cancel Create API Key

- F. These credentials will not affect the login credentials of the account – they will apply to the API only.



Create API Key (FTP)

Would you like to **choose your own** set of credentials, or have secure credentials **auto-generated** for you?

Choose your own Auto-generate credentials

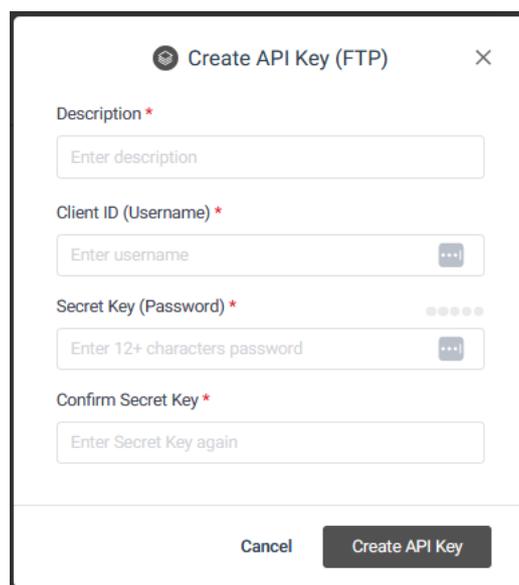
Select 'Choose your own', then set a custom username and password for the API.

The password must be 12 characters minimum and use at least one numeric, one lower case and one uppercase character (avoid using characters like #, <, >, &, ~, \ in your password)

Click "Update Credentials" to save the changes.

Next, click "+Create API Key" and select the 'FTP' option then refer to steps 4 above and ensure you use the same username and password as the HTTP API.

Repeat Step D (FTP API Key)



Create API Key (FTP)

Description *

Enter description

Client ID (Username) *

Enter username

Secret Key (Password) *

Enter 12+ characters password

Confirm Secret Key *

Enter Secret Key again

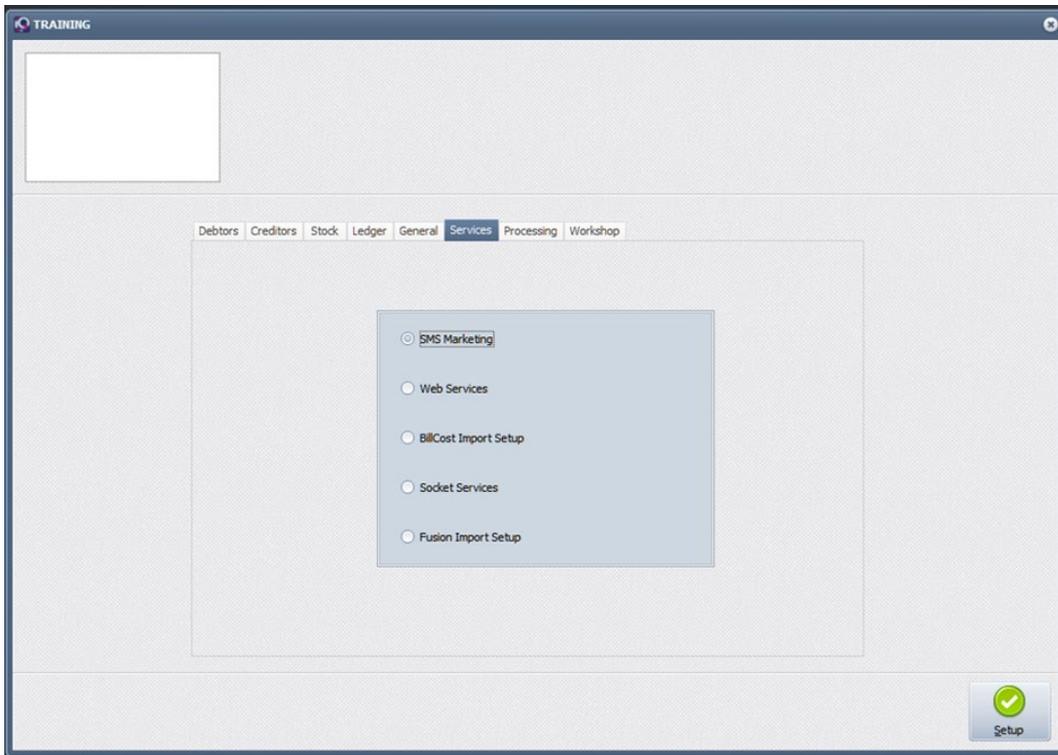
Cancel Create API Key

SETUP IN IQ ENTERPRISE

From the Main menu → Utilities → Setup → Module Parameters → Services.

Select SMS Marketing and select Setup.

MODULE PARAMETERS

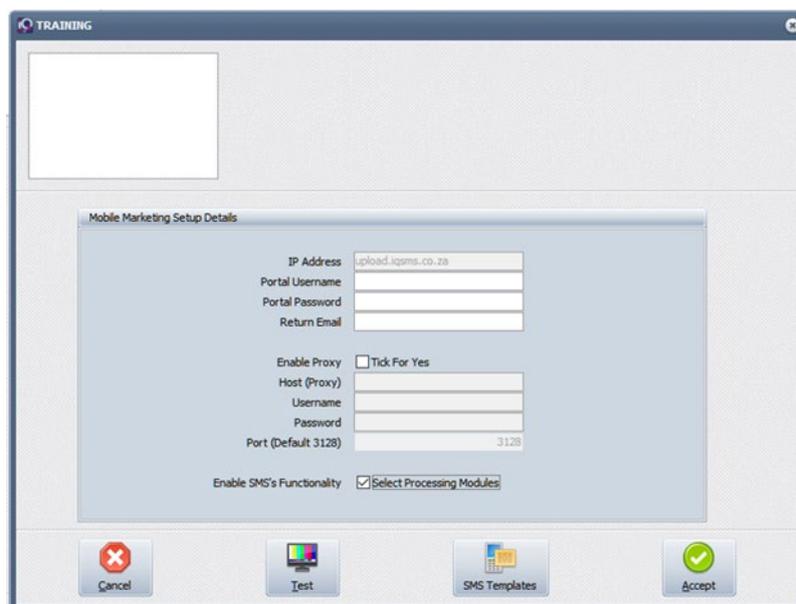


Selecting the setup option allows one to configure and set up the SMS marketing option.

SMS MARKETING SETUP DETAILS

Mobile Marketing Setup Details

Fill in the Portal Username and Password.



IP ADDRESS	The IP address field displays the server name or IP address of the SMS marketing server or host name. The default IP address or server name is www.iqsms.co.za.
PORTAL USERNAME	The portal username field is where the user name must be entered for the authentication against the host server of the SMS marketing.
PORTAL PASSWORD	The portal password field is where the password must be entered for the authentication against the host server of the SMS marketing.
RETURN EMAIL	The return email is the email address that will be used when a reply is generated from the SMS that was sent.
ENABLE PROXY	The enable proxy option allows one to configure a proxy server if there is one located on the network.
HOST (PROXY)	The host proxy is where the proxy server's details are entered. This means that the specific proxy server's IP address or name must be entered.
USER NAME	The username field is where the username must be entered for the authentication against the proxy server.
PASSWORD	The password field is where the password must be entered for the authentication against the proxy server.
PORT (DEFAULT 3128)	The port field indicates the port number that will be used for the proxy server to communicate when trying to access the internet. By default, with most proxy servers the default port number is 3128.
ENABLE SMS'S FUNCTIONALITY	Choose which module must have the SMS option available. Choose from: purchase orders, sales orders, quotes, job cards, debtors credit control, debtors receipts, creditors payments, debtors enquiries, creditors enquires.

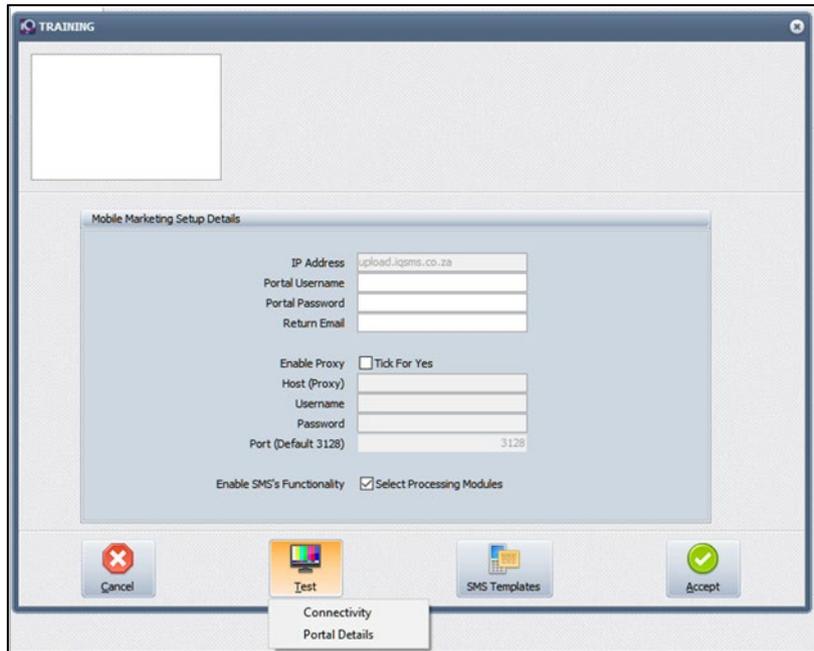
SMS FUNCTIONALITY



Select F10 Accept to close the screen.

TEST OPTIONS

Once the portal username and password have been entered select the Test button.



CONNECTIVITY

The connectivity will check that you are able to communicate with the website.



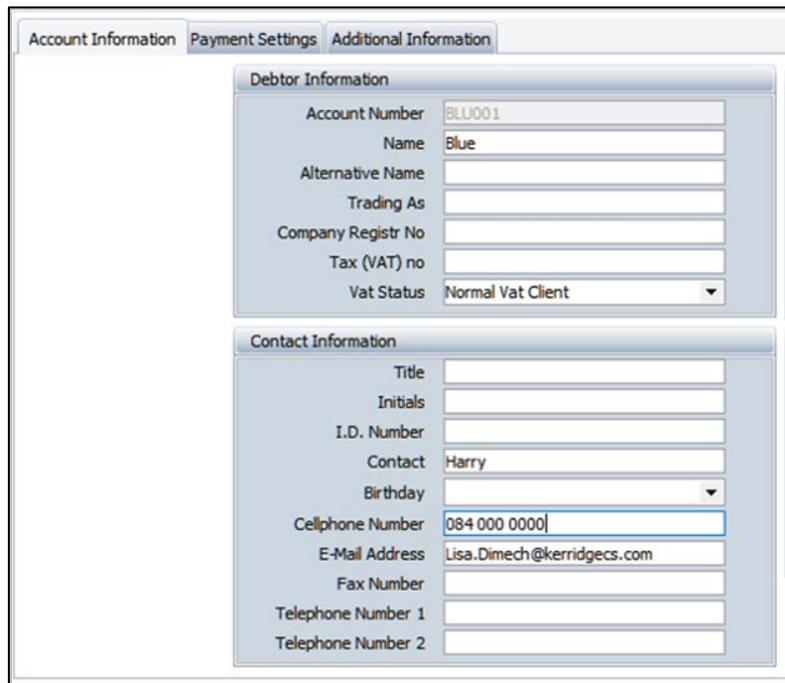
PORTAL DETAILS

To Test the portal detail will check the credit availability.

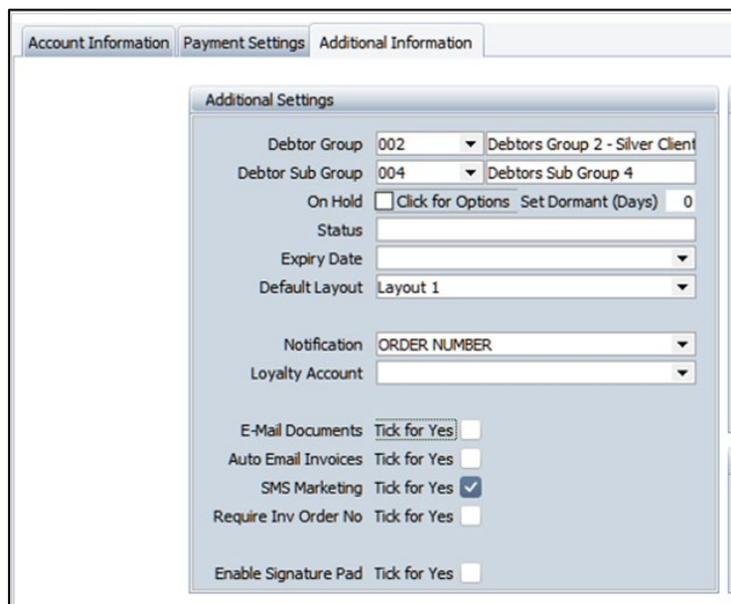


SETUP SMS MARKETING FOR DEBTORS MAINTENANCE

From the Main menu → Debtors → Maintenance → Select a Debtors → Edit fill in a Cell phone number under the Account Information Tab.



Select SMS Marketing under the Additional Information Tab.



Select Accept to close and accept details.

From the Main menu → Debtors → Marketing → SMS Marketing

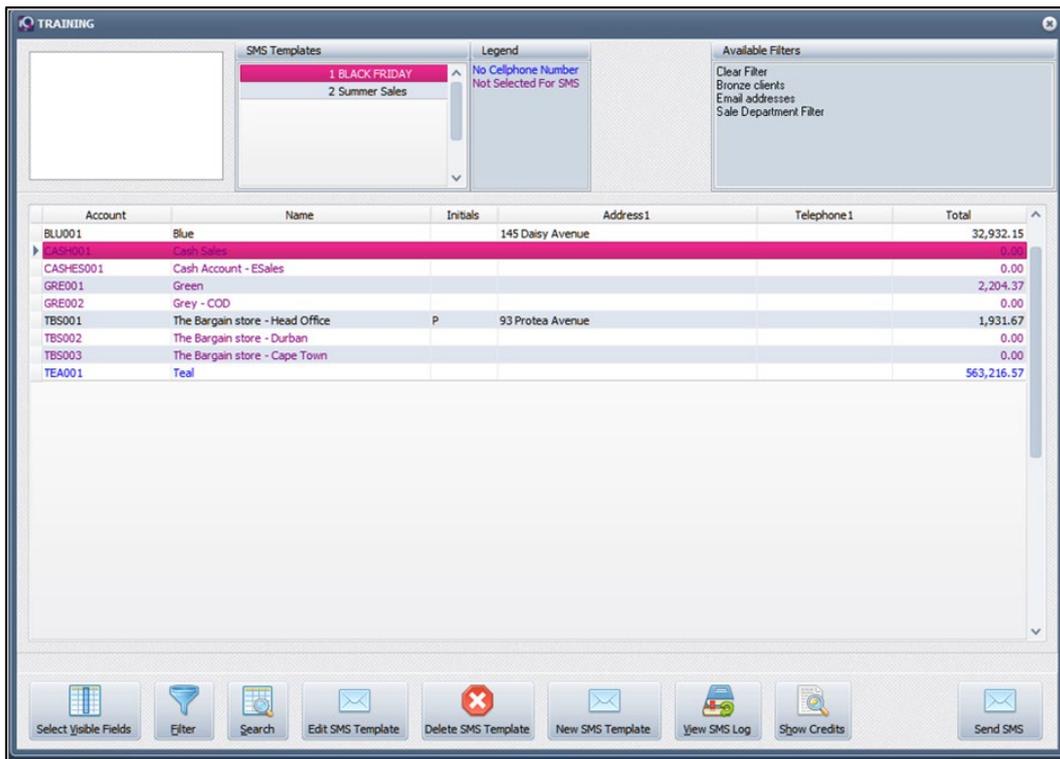


NEW SMS TEMPLATE

Create a filter to select the Debtors list.

Check the Legend colour to ensure that SMS Marketing has been selected and a valid cell number has been entered.

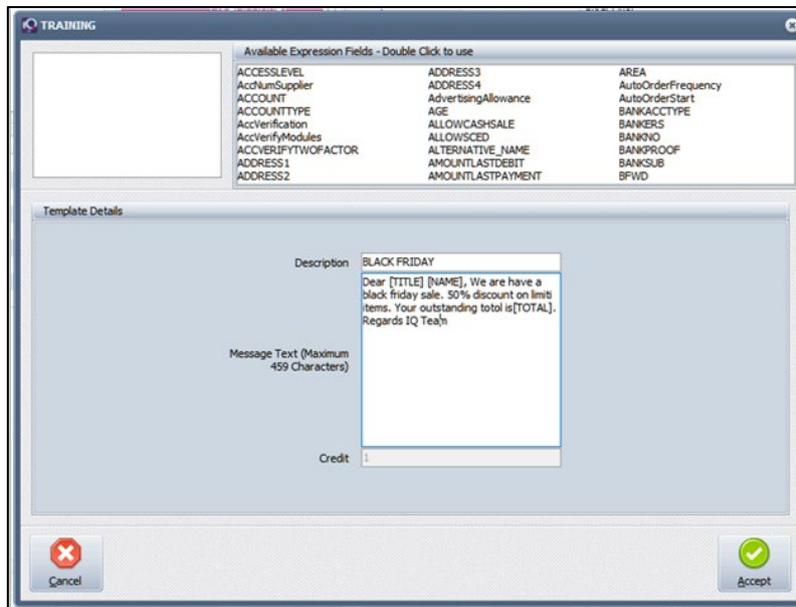
Check your credit by using the Show Credits button.



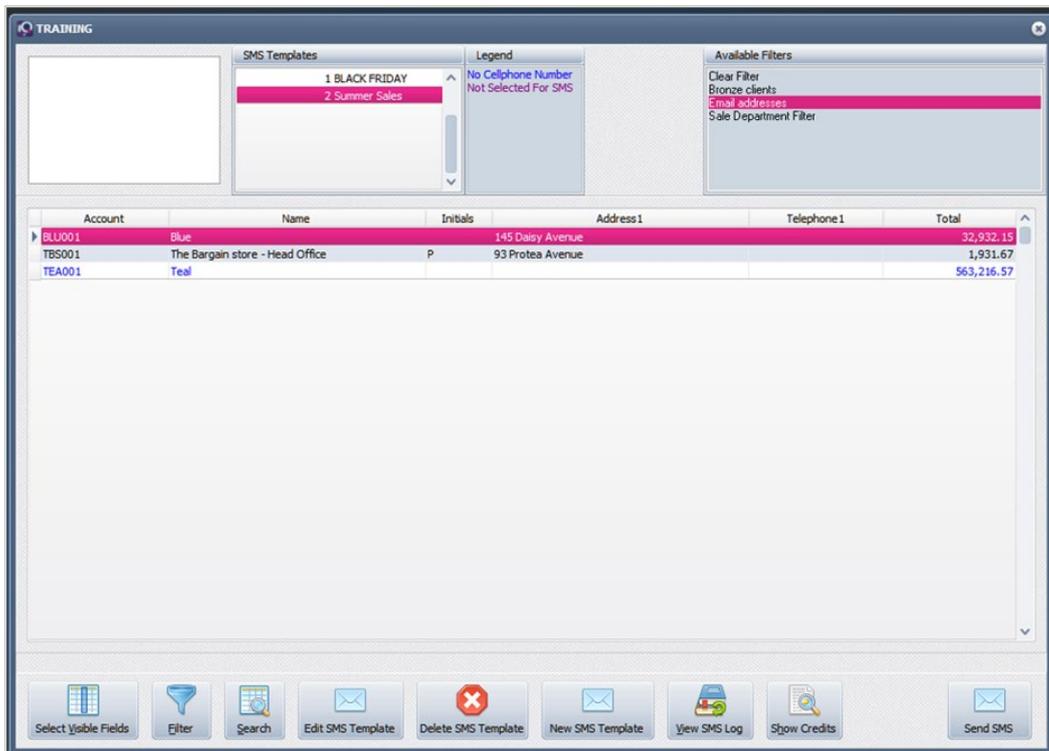
Use the available field (Double Click) to complete your SMS.

Select Accept to complete SMS Template.

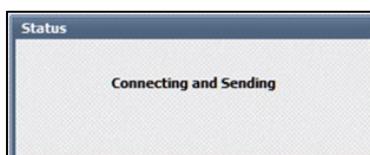
Maximum of 459 Character per SMS.

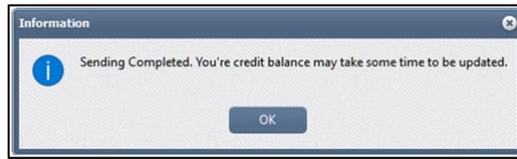


Select the Template and make sure only debtors display that must receive the sms by creating a filter.



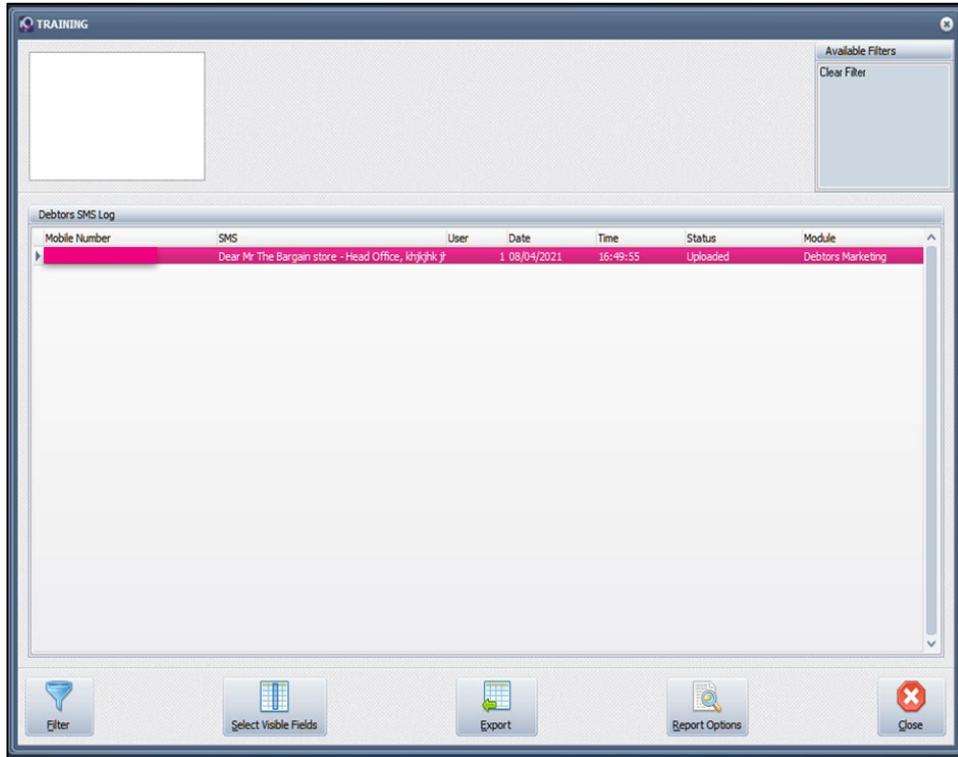
Select Send SMS.





VIEW SMS LOG

The SMS log will display a log of SMS details.



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