



# G Cloud Service Definition

# SMS for NHS Services



Registered name: **Esendex**

Registered number: **04217280**

Registered office: **20 Wollaton Street | Nottingham | NG1 5FW**

 0345 356 5758

 [gcloud@esendex.co.uk](mailto:gcloud@esendex.co.uk)

 [esendex.co.uk](http://esendex.co.uk)

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## Overview

Headquartered in Nottingham, UK, Esendex is part of the wider Commify Group which is the largest Application-to-Person supplier in Europe. Esendex operates throughout Europe and APAC and is trusted by over 45,000 companies for enterprise-grade and future-proofed secure, reliable and fast business messaging solutions.

Offering a full range of channels from the core of SMS, Email and Voice to the increasingly relevant OTT (Over The Top) options from Google (RCS/Google Business Messenger), Meta (WhatsApp) and (very soon) Apple (Apple Business Chat).

We pride ourselves on our APIs and developer documentation to allow our customers to build the experiences they need quickly and efficiently. Our rich user web interface also allows teams direct access to set up campaigns and templates, send messages and reply to them - something of particular value for customer-facing teams. We are also able to offer direct integration into 3rd party software platforms such as CRM and marketing software.

**Trusted to deliver 3 billion messages a year by  
45,000 companies**

With over 45,000 customers, and part of the largest business messaging company in Europe, Esendex helps deliver world class mobile messaging solutions to all businesses of all sizes.



## Enterprise-grade Business Messaging

### Security & Performance

Our high-performing, highly secure, multi-national, multi-channel CPaaS (Communication Platform as a Service) platform already supports significant customer and message scale, global communication capabilities and high volumes of transactional outcomes.

Send or receive communications via our user-friendly, cloud-based platform or via integrating with our powerful API. As a business, we're investing over £6m into our platform development in 2022 and 2023 to add even more functionality and capability... Watch this space or ask for a demo to find out what Esendex does now (and will do in the future) that our competitors don't.

### Data and Accreditations

All of your data is encrypted in transit (SSL certificates) and securely backed up with promises dedicated to suit your specific business needs.

- ISO 207001 Certified
- GDPR Compliant
- Advanced Caller ID
- Access Controls
- Penetration testing
- Backups & Business Continuity
- End-to-end encryption
- CSV exchange via SFTP

#### API Platform Redundancy

Our rich content API that provides services for sending SMS, WhatsApp and RCS (with more rich channels planned) is continuously active in two UK Azure regions ('Active-Active'). We have instant redundancy if one of the regions is to become unavailable.

#### Carrier Redundancy Information

As part of our global messaging gateway, we have both regional and global carrier redundancy.

Regional redundancy is achieved through multiple active supplier connections in the form of primary and secondary backup carriers for destination message delivery. If for any reason a carrier redundancy issue occurs that is specific to a particular region, then we can also deliver your messages via our other global gateway instances in other regions to provide an additional level of carrier redundancy.

We only work with quality carrier partners, however, we still ensure all of our routes are quality and deliverability is checked regularly and monitored 24/7.

## Messaging Solutions and Features



### SMS Outbound and Inbound

Send unique one-off text messages to individual customers or send bulk SMS communications to groups of imported contacts in no time at all. Using either a virtual mobile number e.g. 07776665544 or a shortcode e.g. 12345.

Add an SMS sender ID and boost your brand awareness, and your SMS can be as personalised as you like, including names, links and opt out instructions.



### SMS Landing Pages

Add a little extra to your SMS campaigns with a fully branded and personalised landing page. Customise the URL and include handy CTA buttons to utilise mobile apps such as 'add to calendar' or 'get directions'.



### SMS Surveys

SMS Surveys are a way to ask questions and track responses over SMS. Surveys consist of a defined flow of questions that are sent in sequence after the customer responds to each one. Surveys can be set up to follow both a linear or a branched message flow to meet different use cases. In a linear Survey, the user is sent each question in order; branched Surveys can send different questions to users based on the answers that they provide.



### Email to SMS

A simple way to send text messages without the need to access our portal, performing like an API, Email 2 SMS allows you to trigger outbound messages straight from a standard electronic mail from any platform or system, allowing you to control content and recipient by leveraging standard email properties like sender, subject and body.



### Mobile Journey

A Mobile Journey is a micro-website that guides a user to complete a specific task or set of tasks right from their mobile device. Mobile Journeys provide rich messaging features in standard messaging channels. Each mobile journey can be delivered with on brand styling to provide a seamless experience for the recipient of the service. Authentication to access the journey and full journey audit also provides considerable security to the journeys.



### Chatbots

Chatbots allow the automation of in-house processes with the aim to reduce strain on the recipient interacting with the BOT or reduce costs for the business providing the service. Chatbots can be configured against all messaging channels and can handle simple or complex use cases, they can be 24/7 and give customers faster access to information.

## **Rich Communication Services (RCS)**

Next generation of customer communication enhancing the features already in place through traditional SMS. Upgrade your communication without sacrificing performance or reach. The Esendex RCS API brings the familiarity of SMS together with the engagement of rich media, giving your business the power to send branded, interactive messages that drive action.

## **WhatsApp For Business**

Stay connected to your customers with live chat environments, automated alerts, and feature-rich messaging. Our WhatsApp business messaging platform offers reliable delivery, 2-way communication, and the flexibility to connect with customers on an app which they know and trust.

## **Outbound Voice**

Outbound Voice (sometimes called interactive voice messaging or IVM) allows your business to make pre-recorded outbound calls to customers, staff, suppliers etc. When the user receives the call, the pre-recorded message enriched with variable content for the purposes of data playback and personalisation (parameters, e.g. name) is played to the recipient and they are asked to press a key or number to proceed to the next step. Typically the next step is either an acknowledgement of the call or a transfer to a call centre or IVR.

## **IVR**

An IVR is an automated process starting with a pre-recorded message and moving into menu flow, that will allow your customer to interact to complete parts or all tasks before they reach an agent or have to speak to an agent at all or complete a transaction (e.g Payment, Confirmation).

## **Studio & Studio Chat**

Enabling you to host conversations with your customers using multiple channels such as SMS, RCS and WhatsApp and deliver richer content. By using images, videos and call-to-action buttons you'll be able to drive customer engagement and increase your process conversions.

## **API**

We are able to provide integrations into 3rd party software platforms, including popular CRM and marketing software. This is available on request and outside of the pricing provided. Our API documentation alongside a range of SDKs for most languages/environments is available via our dedicated developer portal: <https://developers.esendex.com/>

## Reporting

Each messaging service has reporting as standard and can be accessed either through your web portal, SFTP reports or API depending on your requirements. Esendex can also provide tailored reporting to meet the needs or integration requirements of your business. This is provided by our Professional Services team and can be requested as part of any solutions being implemented.

## Get a free trial now

If you want to see the solution in action for yourself, head to <https://www.esendex.co.uk/action/free-trial/> no credit card details are required. If you get in touch quoting G-Cloud, we'll be happy to allocate you additional free credits that when is usually allocated so that you are able to fully test all of what Esendex has to offer.

