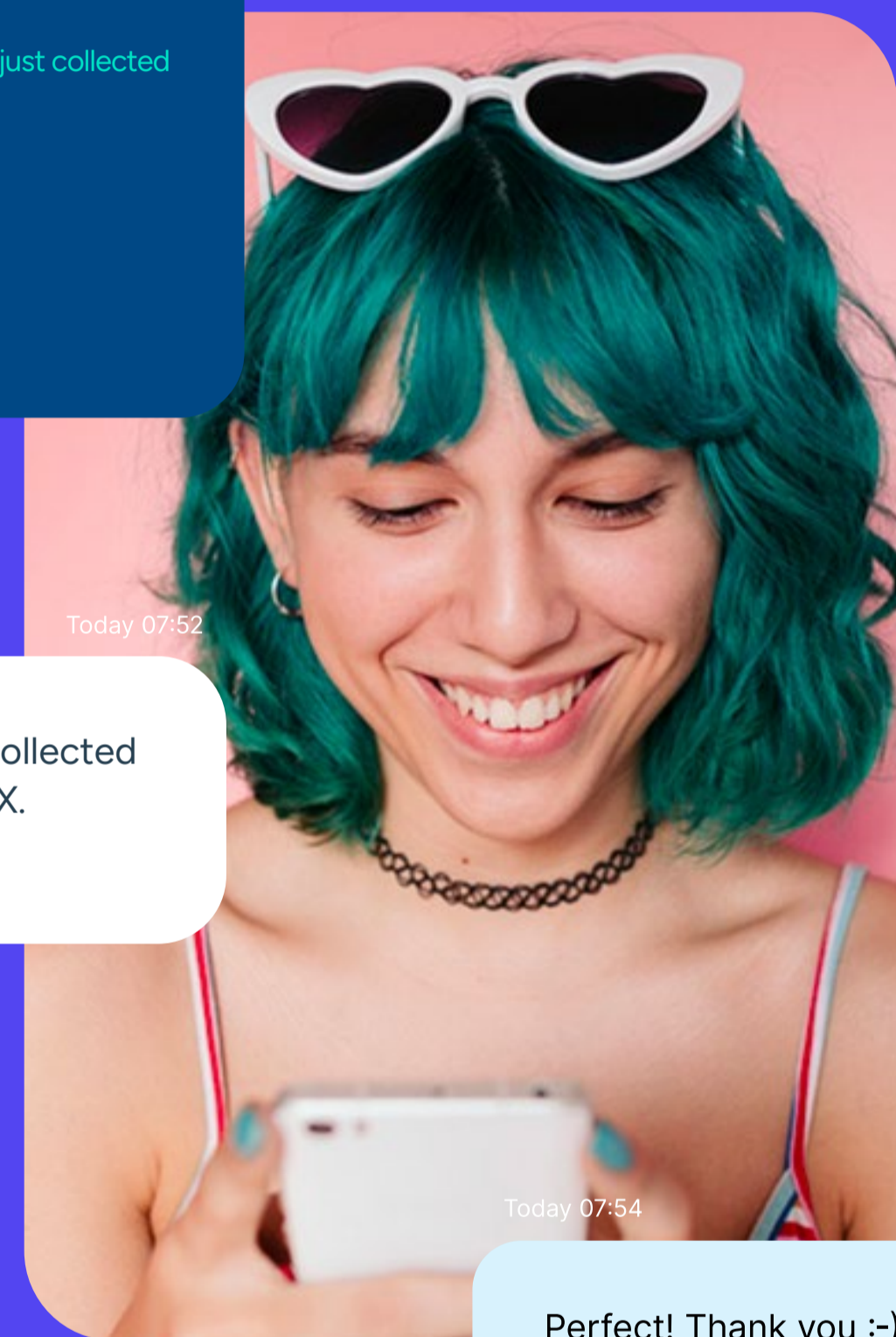# Transactional SMS

The Complete Guide

```
1   {
2     "cost": 1.0,
3     "remainingBalance": 91.0,
4     "eventId": 2235442184,
5     "sample": "We have news! 🎉 We have just collected
         your order #1234 from CompanyX.
         We will send an update shortly",
6     "costBreakdown": [{
7       "quantity": 1,
8       "cost": 1.0,
9       "network": "Local"
10    }]
11  }
```

Schedule reply

Now ⌄   Today ⌄

Today 07:52

We have news! 🎉 We have just collected your order #1234 from CompanyX. We will send an update shortly.

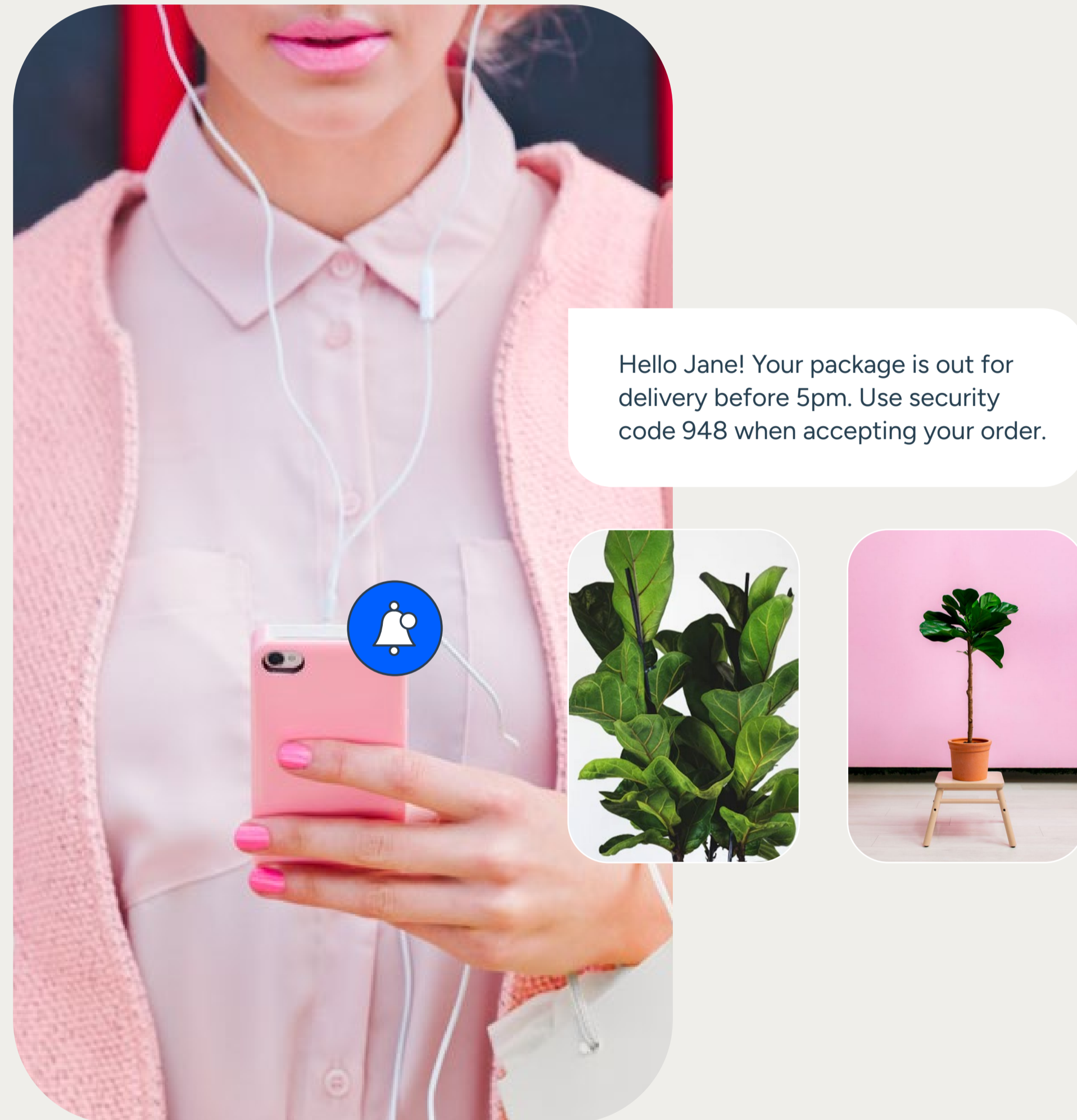Today 07:54

Perfect! Thank you :-)

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Content

Transactional SMS: The Complete Guide
Version 1.0

Introduction

Transactional messaging represents a specific category, that focuses on sending actioned or automated, non-marketing communications to customers.

Hello Jane! Your package is out for delivery before 5pm. Use security code 948 when accepting your order.

These messages typically include:

🛒 Order confirmations
📦 Shipping notifications
📅 Appointment reminders
🔒 Security alerts (2FA & OTP messages)

Primarly these messages are sent via APIs (Application Programming Interfaces), which facilitate the automatic sending of messages from a business's software systems to a customer's mobile device.
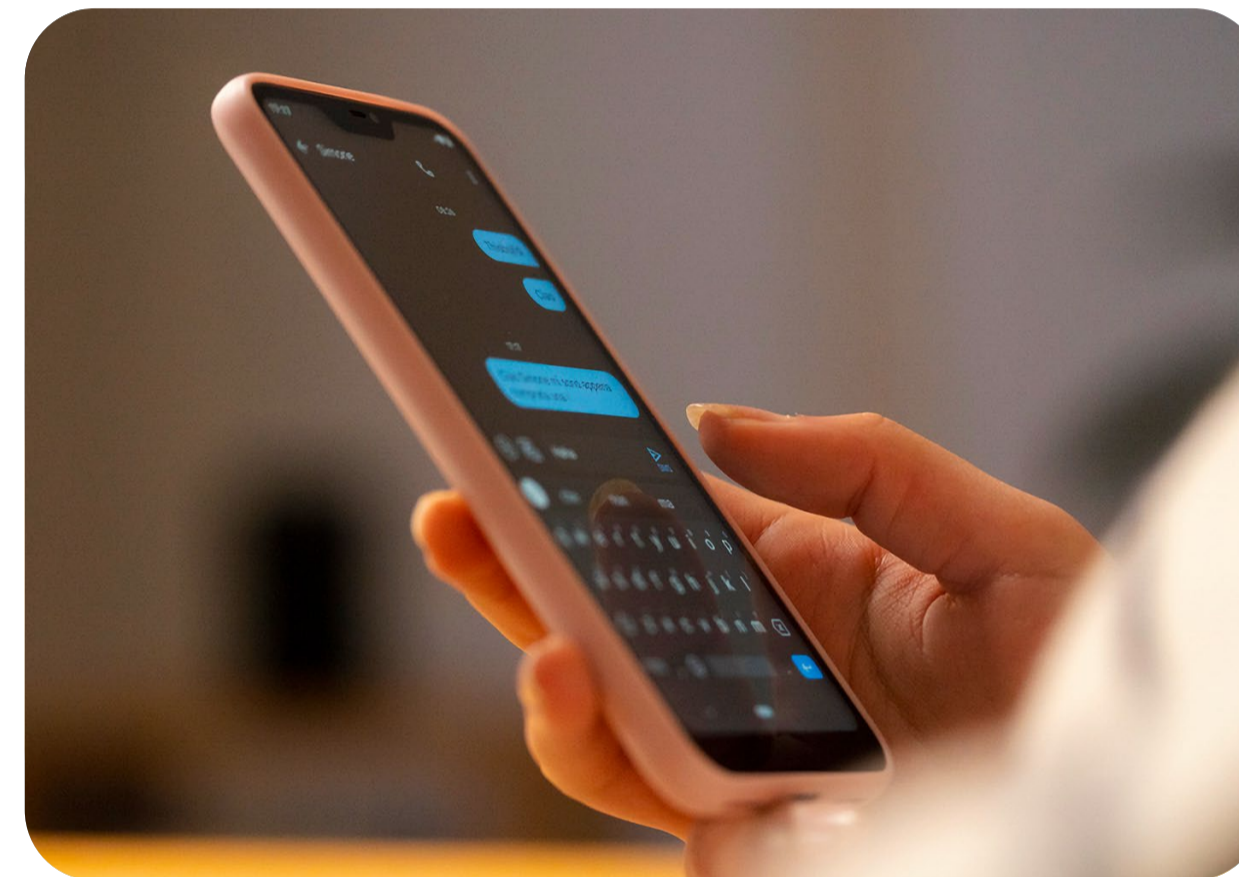
View our API Docs

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Core Principles of Transactional SMS
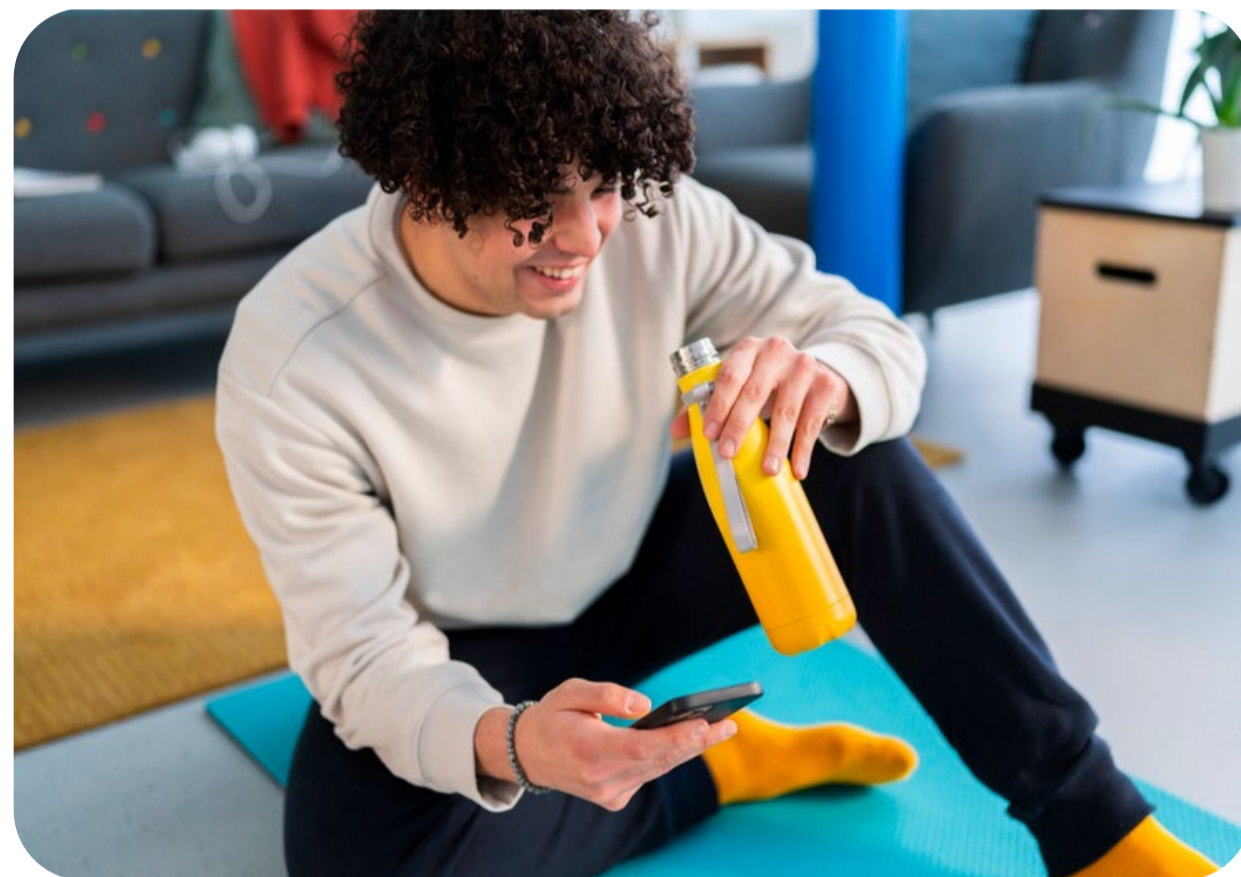
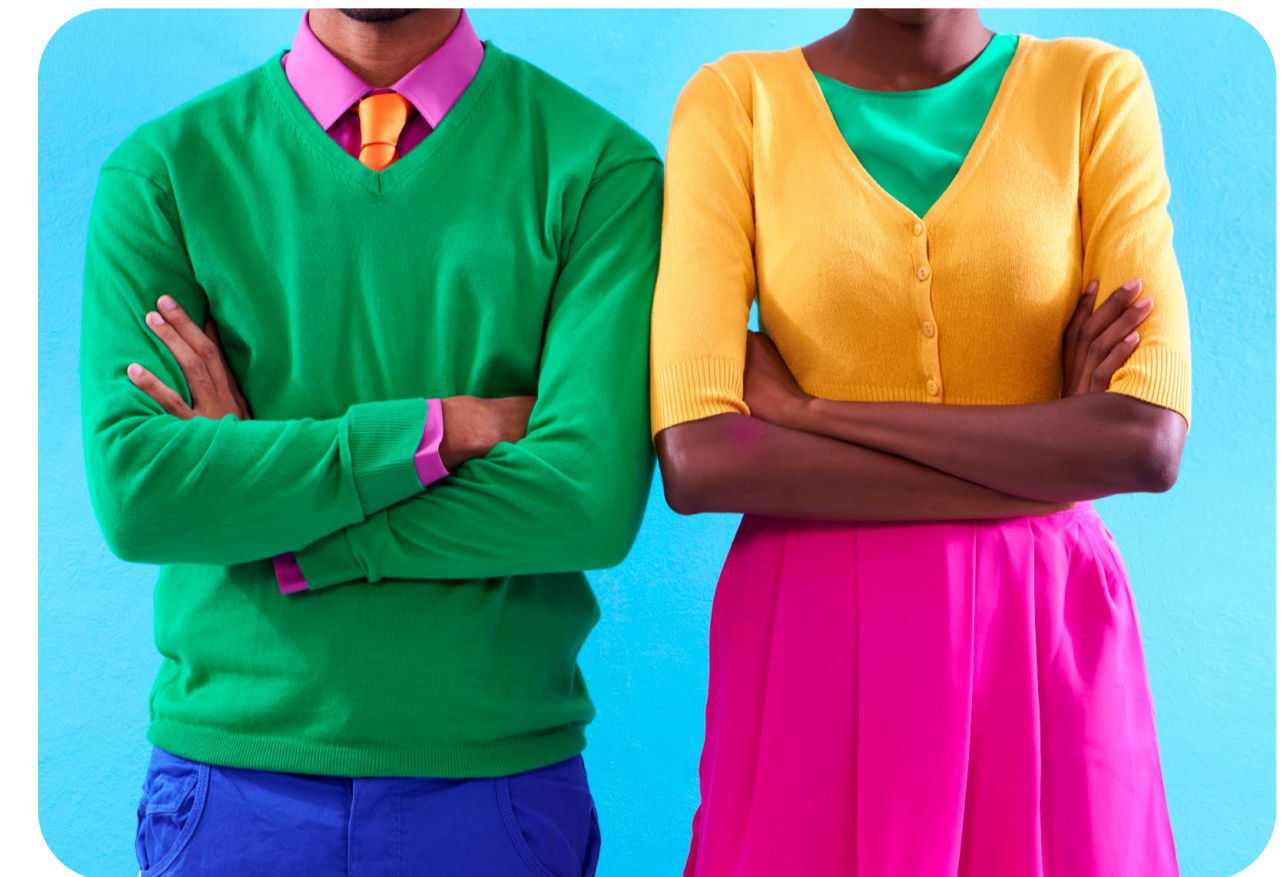## ✓ Timeliness and Relevance:

Transactional messages should be sent in real-time and be highly relevant to the recipient.

✓ Security and Privacy:

Always ensure sensitive customer information is handled with the highest security and privacy measures.
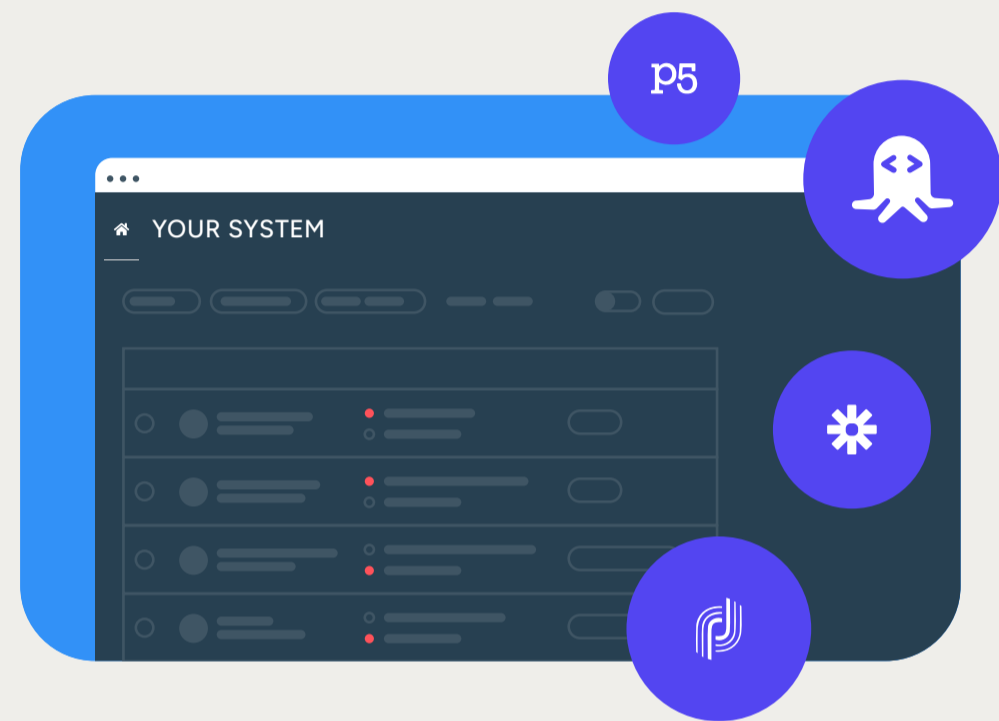
✓ Compliance:

Adhering to legal and regulatory requirements, such as GDPR in Europe, TCPA in the United States and POPIA in South Africa.
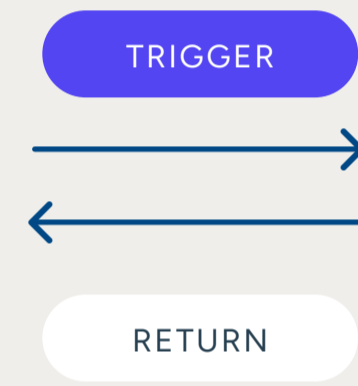
API Integration

By integrating an SMS API into your system, you can automate the process of sending real-time messages directly from your application to your customers.

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Integration Flow

SMSPortal API

TRIGGER

RETURN

SMS SENT

REPORT BACK

Once a trigger event occurs, your system makes an API call to the SMS API provider. This call includes all necessary information for the SMS, such as the message content and the recipient's phone number.

View our API Docs

Your System

Your internal system or any third-party software you use operates as the initiator of SMS communications. It's configured to detect specific events or conditions that trigger the need for sending an SMS.
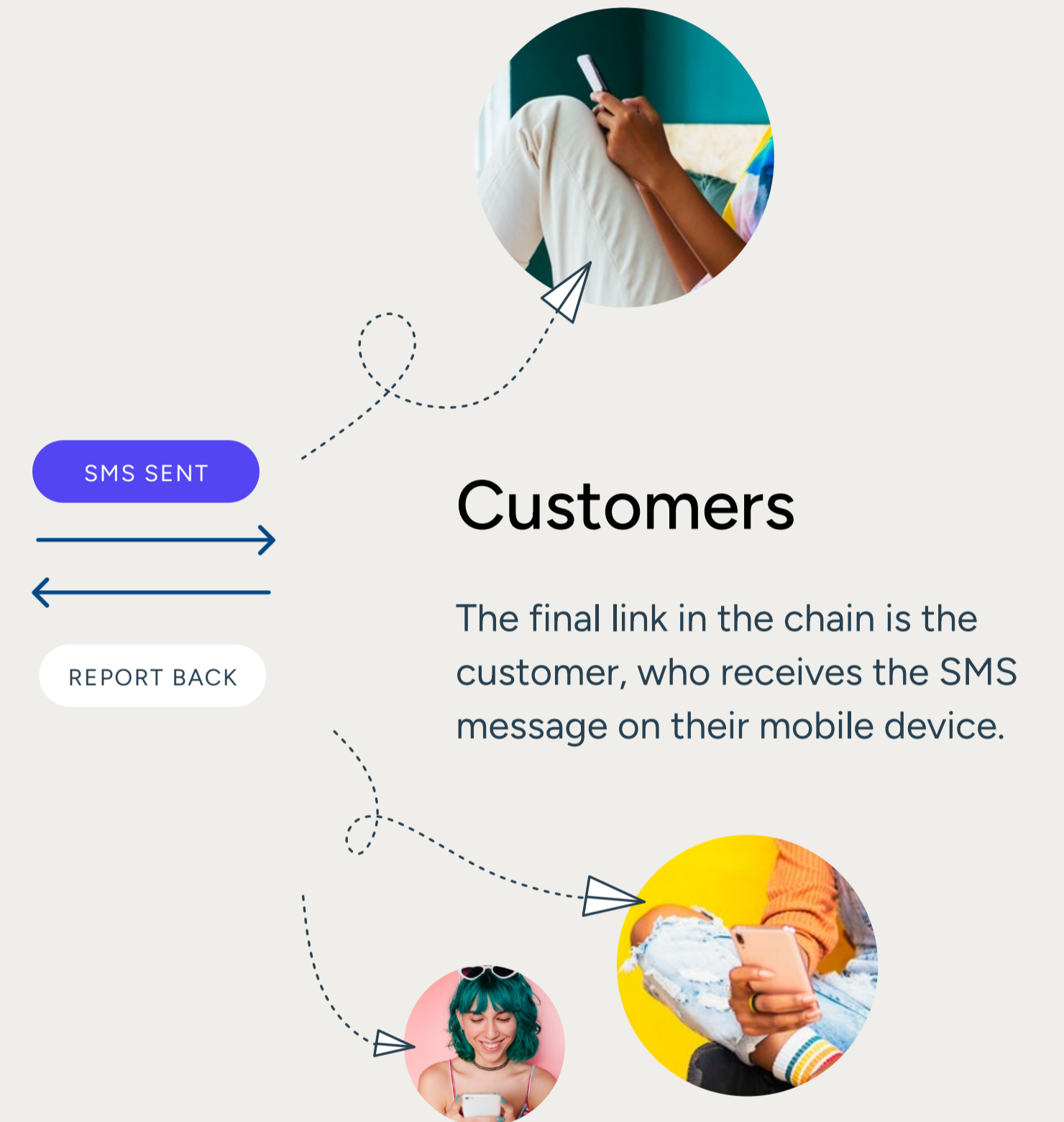
Customers

The final link in the chain is the customer, who receives the SMS message on their mobile device.

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Use Cases

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Improving Customer Service with Transactional SMS

Scenario: A leading courier service implemented transactional SMS notifications to provide customers with real-time updates on their order status, from collection to delivery.

Results: The courier brand saw a reduction of over 40% in customer service inquiries, as customers no longer felt the need to reach out to support for updates.

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We have news! 🎉 We have just collected your order #1234 from CompanyX. We will send an update shorty.

Hello Susan! Your package with tracking number #123456789 is on its way! 📦 ETA: 12/04/2024.

Hi Susan, your package #1234 is with our trusted driver John Edward. He will be at your address within the next 10 minutes. Will this time work for you?

Great thanks!

We are outside! Please provide the OTP 1003 to John.

Package Delivered!
📦🎉

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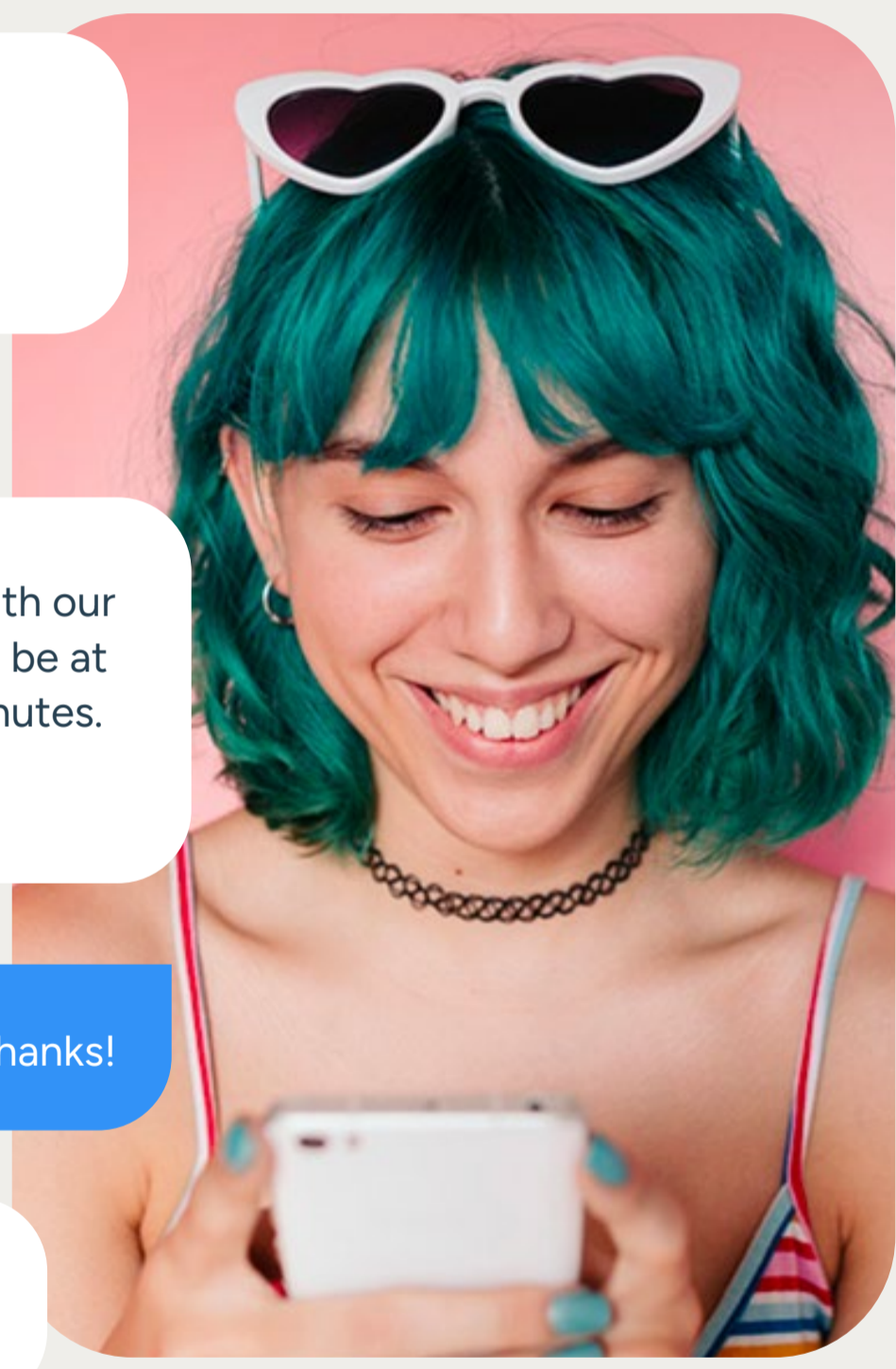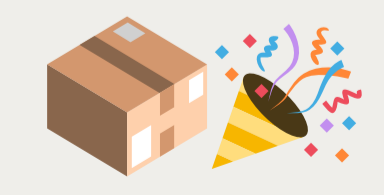
Enhancing User Security with 2FA

Scenario: A well known financial services company introduced SMS-based two-factor authentication (2FA) for all customer transactions. This measure was implemented to add an additional layer of security.

Results: The introduction of 2FA via SMS significantly reduced fraudulent activities on their platform. Customers felt more secure conducting transactions, knowing that any transaction attempt would require verification through a code sent to their mobile device, which only they had access to.

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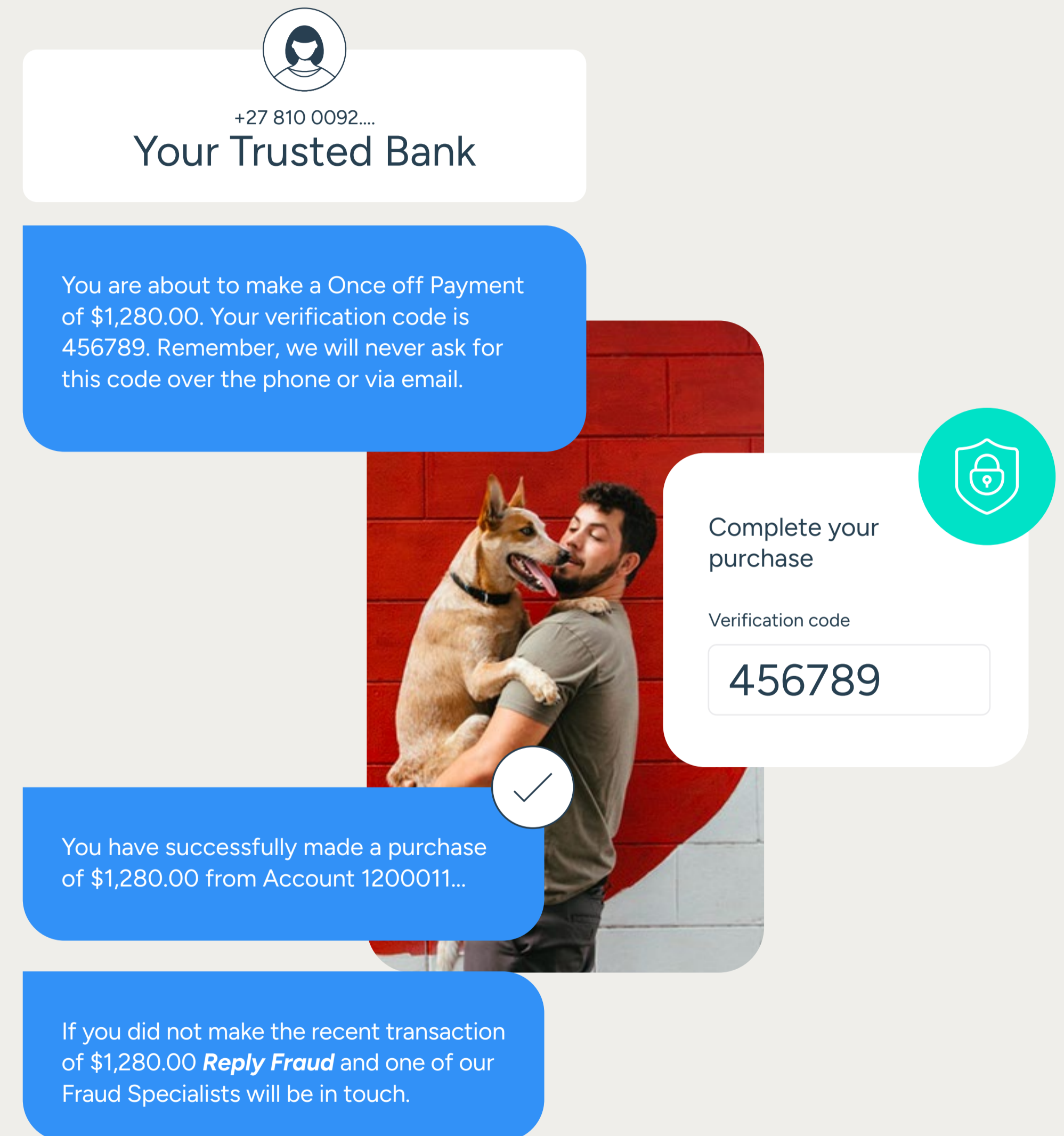
Optimizing Appointment Scheduling for Healthcare

Scenario: A network of Healthcare clinics integrated SMS to reduce no-show rates for appointments, by sending automated reminders 24 hours before scheduled appointments.
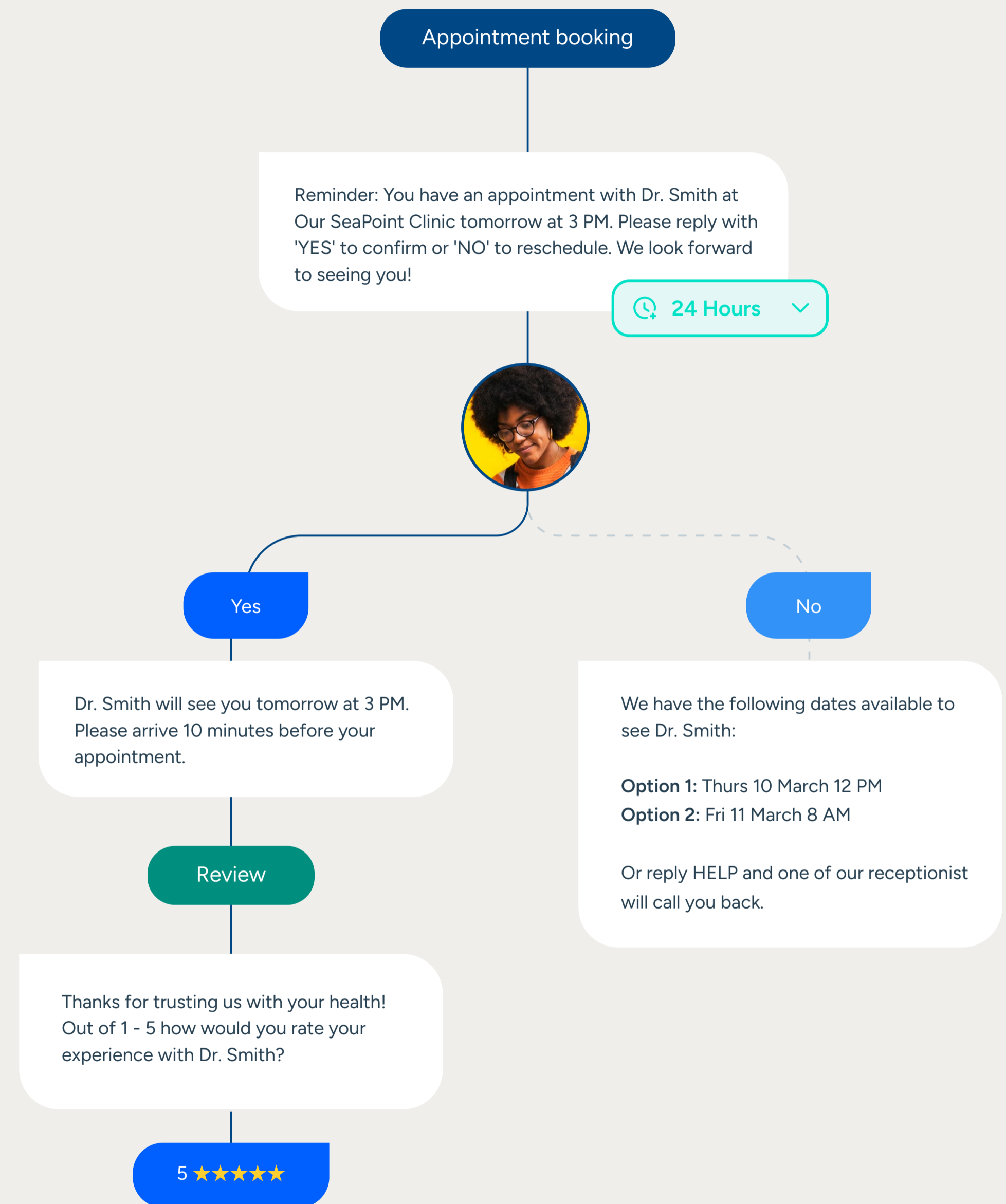
Results: The clinic networks observed a 30% decrease in missed appointments. This improvement not only optimized the clinics' scheduling, but also ensured that patients received timely reminders.

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Appointment booking

Reminder: You have an appointment with Dr. Smith at Our SeaPoint Clinic tomorrow at 3 PM. Please reply with 'YES' to confirm or 'NO' to reschedule. We look forward to seeing you!

24 Hours

Yes

No

Dr. Smith will see you tomorrow at 3 PM. Please arrive 10 minutes before your appointment.

We have the following dates available to see Dr. Smith:

Option 1: Thurs 10 March 12 PM
Option 2: Fri 11 March 8 AM

Or reply HELP and one of our receptionist will call you back.

Review

Thanks for trusting us with your health! Out of 1 - 5 how would you rate your experience with Dr. Smith?

5 ★★★★★

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Start your integration

See our latest API docs to get your integration set up.

View API docs

Book a demo:

Contact our support team to book a free live demo.

[Book here](#)

Email us:

Tell us how we can help.

help@smsportal.com