

High Volume SMS

USER GUIDE



RingCentral is pleased to offer High Volume SMS to our customers who want to engage with their end users at open rates upwards of 98%. Customers' behaviors and expectations are shifting, and our goal is to make the experience as intuitive as possible for our customers to engage with their end users by offering an out-of-the-box app and an extremely capable API if you choose to build your own app.

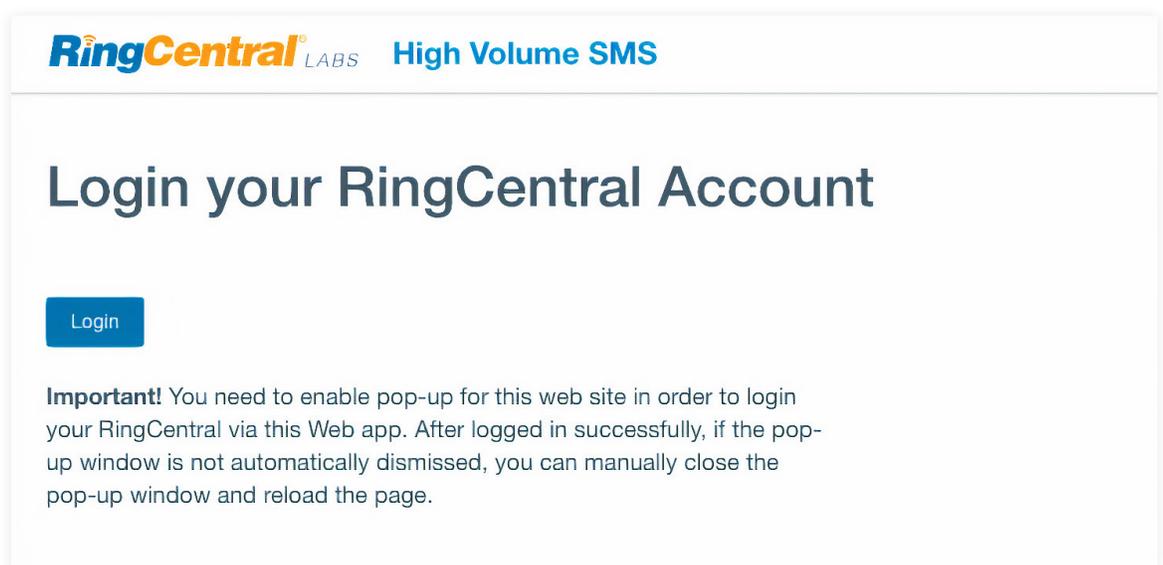
Getting started

- Whether you're building your own app leveraging the API or using the High Volume SMS App in the RingCentral App Gallery, your RingCentral number must first be enabled. To do so, submit a request via the [enrollment form](#). From here, our team will get to work on enabling your number and confirm via email once complete. This process typically takes two business days.
- API vs app?
 - The High Volume SMS App is built for customers who want to start sending campaigns right away and have fairly straightforward use cases. Visit the [App Gallery](#) to get started.
 - The High Volume SMS API is configured for customers who require more sophisticated functionality and want to build more customized workflows for their organizations. Visit our [API Reference Guide](#) for your developer to review code samples and start building your custom SMS app.

App

Logging in

Use your RingCentral credentials to log in.



RingCentral LABS High Volume SMS

Login your RingCentral Account

Login

Important! You need to enable pop-up for this web site in order to login your RingCentral via this Web app. After logged in successfully, if the pop-up window is not automatically dismissed, you can manually close the pop-up window and reload the page.

Home/campaigns

Create new campaigns from this screen, view snapshots of campaign performance, and see your campaign history. You can also navigate to other areas of the app from this screen (Conversations, Logs, Settings, and Help).

The screenshot displays the RingCentral High Volume SMS interface. At the top, there's a navigation bar with the RingCentral Labs logo, 'High Volume SMS', and links for 'Standard Toll-Free SMS' and 'Contact us'. A sidebar on the left contains icons for various functions. The main content area features a 'Create new campaign' button and a 'Selected campaign' section for 'Demo link'. This section includes a 'Campaign report' with a circular progress indicator showing 3 delivered messages. To the right of the report, key statistics are listed: date and time (2021-05-04 15:04:58), phone number ((234) 200-2153), number of recipients (3), and total cost (USD 0.042). Below this is a 'Campaign history' table.

Campaign name	Date & Time	Total	Type	Survey Status	Total cost *	Progress
Demo link	2021-05-04 15:04	3	Broadcast	--	0.042 USD	100%
Office Closure Notice May '21	2021-05-03 13:53	1	Broadcast	--	0.007 USD	100%
Test Batch	2021-04-30 13:25	3	Broadcast	--	0.021 USD	100%
Demo 01	2021-04-29 11:12	3	Survey	Completed	0.077 USD	100%
Survey 03	2021-04-27 08:28	3	Survey	Completed	0.070 USD	100%

Create a campaign

This is your starting point for deploying all campaigns within the app. Create a unique campaign name, select the RingCentral number you want to deploy from, and upload your recipients via a CSV file. From there, build out your message from scratch or use the Template columns to assist you. The Campaign preview updates in real time and shows your estimated cost prior to deploying.

The screenshot shows the 'Create a campaign' interface. It features a 'Template columns' section with a text input field containing a message template: 'Hello, {name}. Can you make your appointment tomorrow at 4PM? Respond with a C if you can or R if you need to reschedule.' Below the template, there are checkboxes for 'Add opt-out instruction' and 'Request response'. A 'Submit' button is at the bottom right. On the right side, there's a 'Campaign preview' section showing a mobile phone mockup with the message text. Above the mockup, campaign details are listed: 'TEST', phone number '(888) 330-3674', '3 recipients', and 'SMS length: 119 chars.'. Below the mockup, the 'Estimated cost' is shown as '\$0.021 USD'. A 'Cancel new campaign' button is located at the bottom of the preview section.

Conversations

This is your interface to interact with recipients from previously deployed campaigns or start a new conversation with a new recipient. You can both view and send messages from the Conversations tab.

The screenshot shows the RingCentral High Volume SMS interface. On the left, there are filters for 'Read' (Last 7 days), 'From number' (+1 (888) 330-3674), and 'Direction' (Both). Below these is a search recipient field and a list of conversations. The 'All conversations' section is highlighted, showing 6/822 total conversations. Below this are four individual conversation entries with their respective counts: +1 (650) 513-0930 (2/7), +1 (209) 248-4775 (2/8), +1 (650) 224-5476 (2/7), and +1 (844) 205-7518 (0/800).

The right side of the interface shows a detailed view of a conversation with a recipient named Mike. The message history includes:

- 10:25 To: Mike: "Hi Mike, Your dental appointment is scheduled for tomorrow at 2:45PM with Dr. Jennifer Garcia. Please reply C to confirm or D to cancel"
- 10:26 From: Mike: "D"
- 10:27 To: Mike: "Cancelled. Call us to reschedule"

Logs

Review reports on all campaigns sent. You can also export the data to leverage however you prefer.

The screenshot shows the RingCentral High Volume SMS interface. On the left, there is a list of campaigns under the 'Campaigns' section. 'Demo 001' is selected and highlighted. Other campaigns listed include Demo 02 ABC, More test, Quick test, Demo 03, Test Online, Demo 01, Demo to Clarke, Test Now, Info, Dentist appointment reminder, More reject test, Test reject, Demo 002, and Demo 002.

The right side of the interface shows a detailed report for the selected campaign 'Demo 001'. It includes a 'Campaign report' section with a pie chart showing 350 delivered messages. Below this is a summary of campaign details:

- 2021-04-08 08:35:26
- (234) 200-2153
- 350 recipients
- USD 2.450
- Hi Team, please join our weekly meeting in-time.

Below the summary is a table of delivery logs:

To	Last Updated	Status
+1 (844) 205-7518	2021-04-08 08:40:50	Delivered
+1 (844) 205-7518	2021-04-08 08:40:48	Delivered
+1 (844) 205-7518	2021-04-08 08:40:47	Delivered
+1 (844) 205-7518	2021-04-08 08:40:46	Delivered
+1 (844) 205-7518	2021-04-08 08:40:45	Delivered
+1 (844) 205-7518	2021-04-08 08:40:44	Delivered
+1 (844) 205-7518	2021-04-08 08:40:43	Delivered
+1 (844) 205-7518	2021-04-08 08:40:42	Delivered
+1 (844) 205-7518	2021-04-08 08:40:40	Delivered
+1 (844) 205-7518	2021-04-08 08:40:39	Delivered
+1 (844) 205-7518	2021-04-08 08:40:38	Delivered
+1 (844) 205-7518	2021-04-08 08:40:37	Delivered
+1 (844) 205-7518	2021-04-08 08:40:36	Delivered
+1 (844) 205-7518	2021-04-08 08:40:35	Delivered
+1 (844) 205-7518	2021-04-08 08:40:35	Delivered

Help

Get high-level guidance on how to create campaigns and use the Conversation functionality. If you need more information, visit the [Developer Forum](#) to engage with our developer community.

The screenshot shows the 'Create a new campaign' page in the RingCentral High Volume SMS interface. The left sidebar contains navigation options: 'Create a campaign' (selected), 'Use conversation', 'Settings', a help icon, and a share icon. The main content area is titled 'Create a new campaign' and lists seven steps for creating a campaign. Step 3, 'Load numbers from a .CSV file', is expanded to show a sample CSV file with columns: phone number, name, datetime, doctor, and location. Below the sample, there are two options: 'A/ Load numbers from a .CSV file' and 'B/ Manually'. The 'B/ Manually' option shows a text input field with a placeholder and a preview of the resulting SMS message. Step 5 mentions a 'Request response' option for surveys.

RingCentral High Volume SMS

Create a new campaign

1. Enter a campaign name
2. Select phone number from the **From number** dropdown list
3. Choose a method for providing recipients' phone numbers
 - A/ Load numbers from a .CSV file

Load a .CSV file and select the name of a column containing phone numbers. The app will automatically detect columns with phone numbers

Sample .csv file:

phone number	name	datetime	doctor	location
+14084567890	Samuel	2020/12/16 08:00	Rich Edisson, MD	Santa Clara hospital
+11234567890	Ted	2020/12/16 08:00	Bruce Lewis, DO	Mountain View hospital
+14087654322	Anna	2020/12/16 10:00	Leo Hudson, PhD	Mountain View hospital
+16501234567	Jen	2020/12/16 14:00	Brad Willis, MD	Stanford Health Care Center. Bid #3, 5th floor

B/ Manually

Enter recipient phone numbers separated by a new line

4. Compose the SMS message. If your .CSV file contain template, click a CSV column to fill the message. Read the "Sample message" to see an example message. E.g.

[name | datetime | doctor | location]

Hello [name]. Your appointment with Dr. [doctor] is scheduled for [datetime] at [location]

Hello Samuel. Your appointment with Dr. Rich Edisson, MD is scheduled for 2020/12/16 08:00 at Santa Clara hospital

5. If you want to send a survey, select the **Request response** option to specify response and auto-reply message
6. Review the message and other related information shown on the right-hand side
7. Click the **Submit** button to send

Settings

Import your contacts, configure webhooks, and manage your opt-out list.

The screenshot shows the 'Import Contacts' page in the RingCentral High Volume SMS interface. The left sidebar contains navigation options: 'Import Contacts' (selected), 'Setup Webhook', 'Opted-out Numbers', 'Settings', a help icon, and a share icon. The main content area is titled 'Import Contacts' and contains instructions for uploading contacts. A 'Load contacts from CSV file' section has a 'Choose File' button and the text 'No file chosen'. On the right, there is a 'My contacts' section with a dropdown menu set to 'Main Contacts'. Below this is a list of contacts with checkboxes and phone numbers.

RingCentral LABS High Volume SMS Standard Toll-Free SMS Contact us

Import Contacts

Upload your contacts to improve user experience. If provided, contacts' name will be used instead of phone number on the message conversation list.

Load contacts from CSV file

No file chosen

My contacts Main Contacts

Delete selected contacts Delete contact group

<input type="checkbox"/>	Robert Smith	(650) 224-5476
<input type="checkbox"/>	David Fletcher	(650) 513-0930
<input type="checkbox"/>	Andy Lee	(415) 689-3999
<input type="checkbox"/>	Natalia Jones	(408) 476-7264
<input type="checkbox"/>	Anna Harvey	(312) 607-1650
<input type="checkbox"/>	Dennis Brennan	(312) 982-8160
<input type="checkbox"/>	Diane Palmer	(226) 499-6799
<input type="checkbox"/>	Laura Murphy	(209) 252-0012
<input type="checkbox"/>	Ian Gerrard	(303) 419-9005
<input type="checkbox"/>	Luis Vasquez	(303) 886-8889
<input type="checkbox"/>	James Berroa	(704) 369-3841
<input type="checkbox"/>	Chris Gordon	(484) 225-6244

Pricing

Get all-inclusive pricing with no surprise fees. High Volume SMS is competitively priced at \$0.007 per message sent and received with no additional carrier fees, all on your current RingCentral bill.

Compatibility

- Available for all RingCentral Office® Standard with \$50MRR+, Premium, or Ultimate customers.
- Currently available in the US and toll-free only in Canada.
- Send up to 250,000 messages per day and 10,000 unique SMS messages in a single API request.
- You must enable your RingCentral number to send High Volume SMS. To do so, submit a request via the [enrollment form](#). If you use an existing number, it can no longer be used for SMS across other products. Go to the RingCentral Service Desk if you'd like to add another number to your account.

Support

RingCentral prides itself on creating intuitive experiences for our customers, but should you have any questions or need assistance, please use the below channels to connect with us.

- We have a very engaged developer community that has probably asked the same questions that you have. Start by exploring our [Developer Forum](#).
- If you're unable to locate or get the answer you need, please submit a [Jira ticket](#), and the Developer Support team will respond in a timely manner.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) platform. RingCentral offers three key products in its portfolio including RingCentral Office®, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; Glip®, the company's free video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral Contact Center™ solutions. RingCentral's open platform integrates with leading third-party business applications and enables you to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.