

MASTER SERVICES AGREEMENT

SERVICE DESCRIPTION



SERVICE DESCRIPTION: READY MESSENGER

DESCRIPTION

Ready Messenger is a cloud-based platform that lets you send and receive TXTs with staff, customers and suppliers individually or in groups. You can send TXTs at a scheduled time or as you need. The Ready Messenger platform also provides a range of features and integrations, such as an API to integrate with your existing CRM and automate messages.

OPTIONS, INCLUSIONS, AND ADD-ONS

| OPTIONS | | | | | | | | |
|---|---|---|--|---|--|---|---|--|
| Short Code Options | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Standard Short Code</p> <p>As the holder of the standard short code, you pay for texts from the short code to mobile recipients. These are known as Mobile Terminated (MT) messages. The recipient pays for any texts they send back from their handset to the short code number. These are known as Mobile Originated (MO) messages.</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Free-to-reply Short Code</p> <p>Also known as Zero-rated or Free-to-end-user (FTEU). As the holder of the Free-to-reply short code, you pay for both the outbound text (MT) from the short code to the mobile recipient and any replies that are sent back by them to the short code (MO).</p> </td> </tr> </table> | <p>Standard Short Code</p> <p>As the holder of the standard short code, you pay for texts from the short code to mobile recipients. These are known as Mobile Terminated (MT) messages. The recipient pays for any texts they send back from their handset to the short code number. These are known as Mobile Originated (MO) messages.</p> | <p>Free-to-reply Short Code</p> <p>Also known as Zero-rated or Free-to-end-user (FTEU). As the holder of the Free-to-reply short code, you pay for both the outbound text (MT) from the short code to the mobile recipient and any replies that are sent back by them to the short code (MO).</p> | | | | | |
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| INCLUSIONS | | | | | | | | |
| Back-up | Send with confidence – get the right message to the right people at the right time, thanks to a robust platform, systematic processes and the reliable backup of TXT. | | | | | | | |
| Reporting | Stay in complete control – take charge of your messaging with the ability to set rules to send messages and manage responses. Plus, simple, real-time reporting. | | | | | | | |
| Personalised messaging | Customise to suit your needs – make messaging work your way with smart features like personalised messages and editable templates that let you tailor your messaging. | | | | | | | |
| Security | Communicate securely – safeguard your business and your customers’ data with security that’s regularly updated by a dedicated team of global experts. | | | | | | | |
| ADD-ONS | | | | | | | | |
| Features | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Inbound: Enable 2-way interactive TXT campaigns by intelligently handling incoming messages. Automatically sort and respond to messages based on parameters you set.</td> </tr> <tr> <td>Inbound+: Gives you access to real-time tracking, detailed reports, and Permission Management. Easily integrates with your existing systems.</td> </tr> <tr> <td>Reminder: Send automated reminders to help avoid no-shows. Load, store and manage recipient details and personalise each message with relevant information.</td> </tr> <tr> <td>Two Factor Authentication: Help safeguard against unauthorised access, weak user passwords and lost or stolen user credentials with one-time TXT passwords for user log-in verification.</td> </tr> <tr> <td>Campaign Manager: Easily manage bulk messaging campaigns, send and receive TXT and email, automatically sort, forward, reply and track campaign results in real-time.</td> </tr> <tr> <td>StaffMatch: Automate the time-consuming process of contacting staff to confirm their availability for shifts.</td> </tr> <tr> <td>StaffSafe: Check the status of your mobile workers in real-time with simple, automated TXT updates and alerts that integrate into your existing systems.</td> </tr> </table> | Inbound: Enable 2-way interactive TXT campaigns by intelligently handling incoming messages. Automatically sort and respond to messages based on parameters you set. | Inbound+: Gives you access to real-time tracking, detailed reports, and Permission Management. Easily integrates with your existing systems. | Reminder: Send automated reminders to help avoid no-shows. Load, store and manage recipient details and personalise each message with relevant information. | Two Factor Authentication: Help safeguard against unauthorised access, weak user passwords and lost or stolen user credentials with one-time TXT passwords for user log-in verification. | Campaign Manager: Easily manage bulk messaging campaigns, send and receive TXT and email, automatically sort, forward, reply and track campaign results in real-time. | StaffMatch: Automate the time-consuming process of contacting staff to confirm their availability for shifts. | StaffSafe: Check the status of your mobile workers in real-time with simple, automated TXT updates and alerts that integrate into your existing systems. |
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| API Integration | API integration available – automated integration with your IT systems is available via API support. |
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SERVICE CONDITIONS

- **IMPORTANT:** Please note your obligations concerning consent AND ensure it is clear the recipient will be charged for any replies
- We do not offer guaranteed protection from external attacks, risks and/or viruses.
- Users of the Ready Messenger Platform must accept Soprano's End User Licence Agreement electronically before they use the platform.