

SMS

Communicate better with your customers and enhance the customer experience

Use the Thredd mobile text messaging (SMS) service to communicate better with your customers and enhance the customer experience

The Thredd SMS service enables you to send messages to customers’ SMS-enabled devices to provide PIN reminders and balance queries, perform card activation, and block and unblock cards. You can automate SMS messages or initiate them at the scheme master level.

The Thredd API is used to trigger the sending of messages to cardholders, in response to specific events. You can configure your own messages to use for specific events or use the default messages provided by the service.

Note: Thredd charge a fee for sending SMS messages. Refer to your Thredd contract for details.

Features

Flexible activation

- Activate a card for SMS notifications using the Thredd API.

Default messages

- Default messages are available for each ‘event’ such as card activation or balance enquiry

Custom messages

- Specify your own messages for particular events and tailor these to customers

Variables

- Use variables to customise messages, for example, to personalise a message with the customer’s name

Benefits

Business Facing

- Improve the user experience with customised, localised messaging
- Greater efficiency through automated messaging for events such as card activation or balance enquiry
- Minimise fraud by notifying customers when changes are made to key data fields
- Comply with PCI Regulations

Customer Facing

- More control over their accounts
- Improved accessibility for cardholders
- Get PIN reminders straight to their phone
- Receive personalised messages in their own language



How it works?

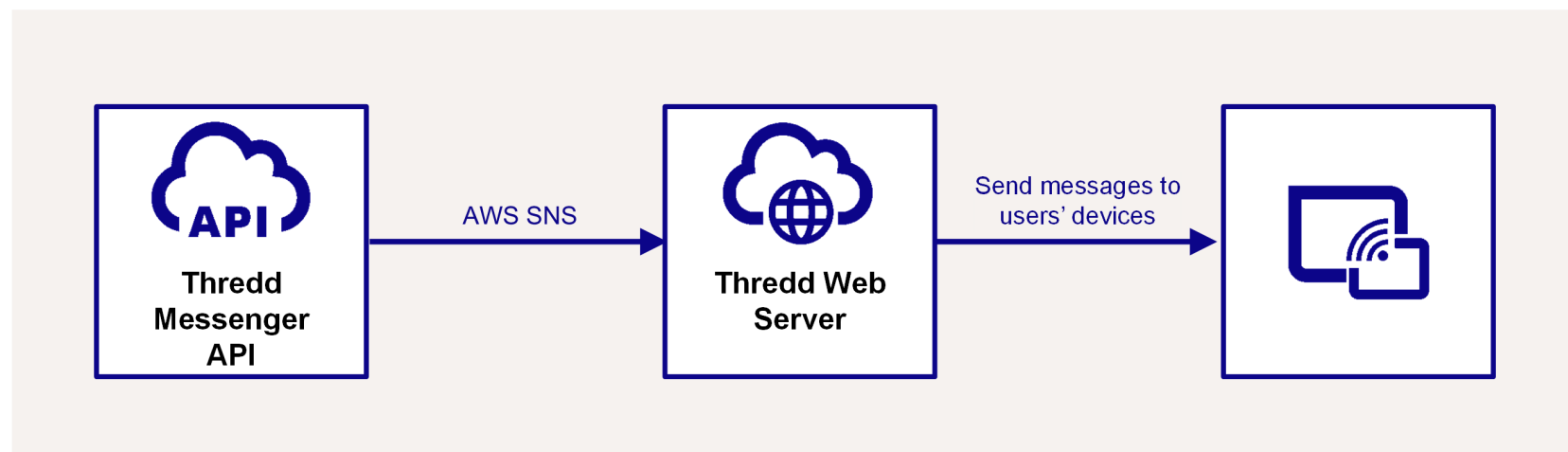
The Thredd SMS service is based on Amazon Simple Notification Service (Amazon SNS). Amazon SNS enables you to send notifications directly to your customers' SMS-enabled devices. Amazon SNS supports SMS text messaging to over 200 countries, mobile push notifications to Amazon, Android, Apple, Baidu, and Microsoft devices, and also email notifications.

Note: For more information about Amazon SNS, see: [Amazon Simple Notification Service](#).

Thredd API are used to trigger messages using the SMS parameters for API calls such as **Card Activate** in response to specific events.

For Thredd to send SMS messages to the cardholder via the Amazon SNS Service Provider, Thredd uses an internal API called Thredd Messenger. Thredd Messenger processes and forwards the SMS message to Amazon SNS which, in turn, sends it to customers.

The figure below shows the components involved in the Thredd SMS service.



Setup At-a-Glance

To benefit from the new SMS service, contact your Thredd Business Development Manager or Account Manager. Thredd will then work with you to configure the SMS service.



FAQs

This section provides answers to common questions about the Thredd SMS service.

Q. What regions and countries are supported?

For a list of supported countries and regions, see: [Supported Regions and countries - Amazon Simple Notification Service](#). Amazon SNS determines the supported regions and countries.

Q. Can I configure custom messages?

You can configure your own messages to use for 'events' such as card activation or balance enquiry, or use the default messages.

Q. Are default messages available?

If you choose not to configure your own messages, default messaging is provided. For a list of the default messages, see the [Thredd SMS Guide](#).

Q. Is there documentation?

For more information on using the Thredd SMS service, see the [Thredd SMS Guide](#).

Q. Where can I find out more?

Please contact your Thredd Business Development Manager or Account Manager.



Contact Us

Please contact us if you have queries relating to this document. Our contact details are provided below.

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Technical Publications

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