Service Messaging

Salesforce for Service Messaging

Messaging is the sending and processing of a message electronically between two parties. There are many messaging types and applications out there, and ways in which these electronic exchanges can be transmitted. Some important ones to know when learning about LiveMessage include:

1. **Short Message Services (SMS)**
   - A text message exchange between two parties

2. **Multimedia Message Services (MMS)**
   - A picture message

3. **Over-the-Top Messaging (OTT)**
   - Instant messaging services provided by a third party (e.g., Facebook Messenger)

4. **Long-Code Number**
   - A typical 10-digit phone number

5. **Short-Code Number**
   - A 5-6 digit phone number used for messaging between one person/application and lots of people at once

6. **Person to Person (P2P)**
   - Messages exchanged between two mobile subscribers; usually takes place via a long code phone number

7. **Application to Person (A2P)**
   - Messages exchanged from an application (must be done via 800/toll-free number or short code) to mobile subscribers

**Domestic Messaging**

Message-enable your business’s existing 800 or business phone number, so customers can message into a number they are already familiar with.

**International Messaging**

International messaging requires that a new mobile number is provisioned for specific countries. LiveMessage can only support an in-country number for that in-country support (such as a German number for German customers).

In-country numbers are not tied to a specific location. For example, if a contact center in the United States is looking to support customers who are in Germany and who use a German number, the U.S. contact center falls under the SMS zone 3 message multiplier (see reverse).
With LiveMessage, companies can enable their existing 1-800 and business phone numbers to receive messages. This allows customers to directly connect with brands via the messaging apps of their choice.

Rate Card Examples

Salesforce customers and their end customers do not see per-message costs. But depending on which in-country phone number the conversation is taking place on, they may see their message service used up more quickly. For instance, countries that fall under zones two and three have higher per-message rates, so a customer will burn through messages more quickly than those from lower SMS zones. For example, for SMS messages from a local number in a zone two country, two messages are used for every one message sent or received.

<table>
<thead>
<tr>
<th>Messaging Category</th>
<th>Service Messages Multiplier</th>
<th>Messaging Type &amp; Country Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTT</td>
<td>0</td>
<td>Facebook Messenger (Global)</td>
</tr>
<tr>
<td>SMS Zone Two</td>
<td>2</td>
<td>United Kingdom and Spain</td>
</tr>
<tr>
<td>SMS Zone Three</td>
<td>3</td>
<td>Austria, Germany, Netherlands</td>
</tr>
</tbody>
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Updated as of February 2017