

**Short Message Service (SMS)** and **Multimedia Messaging Service (MMS)** is a simple, convenient communication channel that allows users to share text and media files through the Simplicity portal and applications including the webphone, and mobile app.

**SMS & MMS** is a quick and easy way to connect with associates and customers alike.

Benefits include:

- Supports images, audio, and video up to 5mb
- MMS file storage available
- Easily accessible in portal, webphone, and mobile app
- Connect with customers for real time resolution and/or reminders
- Ability to communicate one-to-one or to large groups
- Cost-effective and useful for marketing campaigns- text messaging has a 98% open rate
- Digital record of customer interactions



## 10DLC Traffic Registration

To combat fraudulent and SPAM messages, mobile network operators in the US are implementing requirements that VoIP users register 10DLC numbers. If you plan to use the Simplicity texting feature, we encourage you to register.

Our Client Services Team is here to help you with registration:

<https://knowledgebase.simplicityvoip.net/knowledge/10dlc-traffic-registration>

Please be aware that there are registration fees charged by the Campaign Registry. As a convenience, Simplicity will pay these fees for you and then add the charges on to your Simplicity bill.