

# SMS Messaging Service

Eurogiro offers an SMS messaging service for payment transactions delivered via the Eurogiro network. The scope of usage is unlimited. Use it to enhance your customer service offering when instant information is critical: For marketing purposes, or for feedback on payment transactions, or for feedback on inquiries.

The SMS service allows any Eurogiro network organisation to send an SMS to any mobile phone number across the globe. A sending organisation can use the free-format message structure and create a variety of messages in Eurogiro's newly developed free-text message file. Eurogiro will then automatically send the messages to the selected tele-networks.

## Primary service features

- The message is customised to suit the Sending organisation's needs: language, purpose, receiver, and message content
- SMS notification to any mobile phone number chosen by originating organisation
- One Eurogiro SMS file can contain up to 75 receiving phone numbers with same text to be sent across the globe
- The SMS notification can be in any language, in Latin characters

## Eurogiro SMS Messaging service benefits

- Flexible. An SMS messaging service to customize your service and marketing needs
- Fast. The Eurogiro SMS message is sent without delay, and non-delivery is immediately notified
- Easy interface. Use your current Eurogiro network interface to generate SMS messages. Key directly into ELS, or develop an interface to any administrative system; make the messaging as simple or as sophisticated as the business requires
- Better customer service. Include SMS messaging as an integrated information channel to any customer, for any purpose, reusing the known Eurogiro message syntax to ease the delivery

The Eurogiro SMS Messaging service is now available also as part of the Eurogiro MultiLateral Framework service package.

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## SMS Messaging Service - Specifications

### Service elements

SMS delivered to specified mobile phone number

- Free text message created by originating organisation
- SMS sent wrapped in Eurogiro MT199-90 envelope: Up to 75 receiving phone numbers per MT199-90 message can be specified
- Maximum characters per SMS: 144
- Feedback if SMS cannot be delivered
- Message in Latin characters

### Examples of uses

- Feedback on query
- Notification to beneficiary of any payment, regardless of payment system used
- Notification of originator of payment, regardless of payment system used
- Marketing of specific purposes – leverage the strong growth in mobile reach
- 'Codeword' to be used for 'n' purpose is 'xyz'.
- 'Credit card nn has been blocked according to your request'
- Notify originator of SMS that SMS could not be delivered

*Use the SMS message for information of any kind to any receiver with a mobile number where instant delivery is valued.*

### Implementation requirements

Implementation of Eurogiro Message type: MT199-90

### Technical requirements

Install Eurogiro Local System (ELS), or Eurogiro SWIFT Middleware (ESM) or similar at agreed level

Must include set-up of relevant network connection and interface on ELS / ESM

### Other information sources

The [www.eurogiro.com](http://www.eurogiro.com) is primary source of information. Consult this for:

- Eurogiro Message type Specification
- Eurogiro Envelope Format Specification
- Eurogiro SMS ECI Notify