FREQUENTLY ASKED QUESTIONS

General

Q: What is "Contact My Customers"?

A: "Contact My Customers" is a portal that allows merchants to manage text message campaigns to engage with their customers. It's used to send updates, promotions, and news.

Q: What is a 10DLC?

A: 10DLC stands for 10-Digit Long Code. It's a standard 10-digit local phone number used by businesses for text messaging. It improves deliverability and helps maintain a local presence.

Q: How long does it take to get a Sender ID (10DLC)?

A: It can take 10-15 business days to obtain a Sender ID, as it's processed through an external carrier.

Getting Started

Q: How do I get started with "Contact My Customers"?

A: First, you need a Sender ID (10DLC). This is obtained through NRS. Once ready, NRS links it to your store, and you'll need to agree to the Terms of Service upon initial access, which pops up when you first access. Without agreeing to the terms, the service will not work.

Q: What are the initial ways for customers to opt in?

A: Customers can initially opt in via a QR code flier displayed in the store or by sending a direct text message to the store's 10DLC phone number with the keyword "JOIN".

Q: What are the BOSS options for customers opting in?

A: Customers can opt-in to BOSS Loyalty (store loyalty programs), BOSS Club (exclusive promotions from IDT), and NRS Deals (special deals from NRS and affiliates).

Customer Opt-In/Opt-Out

Q: How does the QR code opt-in work?

A: Customers scan the QR code, enter their phone number, verify it via a code sent by text, and then select the types of messages they want to receive [BOSS Loyalty (the store), BOSS Club, NRS Deals].

Q: How do customers opt in via text message?

A: Customers text "JOIN" to the store's 10DLC number or the BOSS Club or NRS Deals number.

Q: How do customers opt out?

A: Customers text "STOP" to the store's 10DLC number or the BOSS Club or NRS Deals number.

Q: What happens if a customer texts an unknown keyword?

A: They will receive a response: "Sorry, but your keyword was not recognized. Reply HELP for help or STOP to CANCEL or call."

Q: What if a customer wants to view the privacy policy and terms & conditions?

A: The customer can text "HELP" to the store text-messaging service.

Campaign Management

Q: How do I launch a text message campaign?

A: Navigate to the campaign calendar, click "New Text Message," select customer groups (All, New, Owes Money), enter the message, and choose to send immediately or schedule it.

Q: What are the rules for scheduling campaigns?

A: Campaigns can only be sent between 9 AM and 9 PM in the store's timezone.

Q: Can I update or delete a scheduled campaign?

A: Yes, you can update future campaigns. You can delete scheduled campaigns, but not those scheduled for "today".

Q: How do I view campaign details and delivery status?

A: The calendar view shows campaign details. You can view individual delivery statuses in the "Customers" tab within campaign details.

Q: What customer groups can I target?

A: Initially, you can target All Customers, New Customers (within 30 days of opt-in), or customers who Owe Money (negative balance over 7 days).

Q: What are the length restrictions for text messages?

A: The allowed length is 160 characters, but the store name and "CS . STOP=CANCEL" are automatically added, reducing the available characters to 100 characters.

Q: What content restrictions are there for text messages?

A: Prohibited content includes adult content, illegal substances, firearms, hate content, personal messages, and marketing messages from other businesses. If a merchant sells alcohol or tobacco, their campaign must be age-gated by NRS to send messages about alcohol and tobacco, and all customers that receive these messages must be over 21. Customers must self-verify their age during sign up.

Printing QR Codes

Q: How do I print an opt-in QR code?
A: In the "Contact My Customers" portal, there's a "QR Code" option in the left-hand menu. Clicking this downloads a flier with a QR code that can be printed.

Important Notes:

Compliance: Merchants must comply with regulations for text message marketing, including obtaining customer consent.

Restricted items: In order to send messages about alcohol or tobacco, stores must ensure that all customers that receive the message are over 21. Customers self-verify age during sign up.

Opt-Outs: Sending messages to opted-out customers is prohibited and can result in significant fines.

Terms of Service: Merchants must agree to the Terms of Service before using the "Contact My Customers" portal.

Customer Data: Customer data should only be used within the "Contact My Customers" portal for marketing purposes related to the merchant's business.