Contact My Customers

The new Contact My Customers (CMC) feature allows you to send text messages to your opted-in customers. Text message campaigns typically update customers on special deals, promotions, and news about the store.

This is a premium feature and is included in the Elite plan. It is also available for signup as a separate feature.

Text message campaigns can be aimed at different groups of customers, such as those who have recently signed up to receive messages or owe money on their Customer Tab.

SMS campaigns will be sent right away during the legal ad-texting hours (9 AM to 9 PM in your store's timezone), or the following morning if after 9 PM. In the future, you will be able to schedule the SMS to be sent on a future date.

The first time you access the **Contact My Customers** feature, you will have to accept the Terms of Service, as shown below. (The full text of the Terms of Service is available [here](#).).

The merchant has to select the acceptance checkbox for the **Agree & Continue** button to become available.

> **NOTE**: This acceptance is required to ensure compliance with the regulations governing text marketing in the United States, which mandate that merchants only send commercial text messages to customers who have consented to receive marketing messages through an opt-in process.
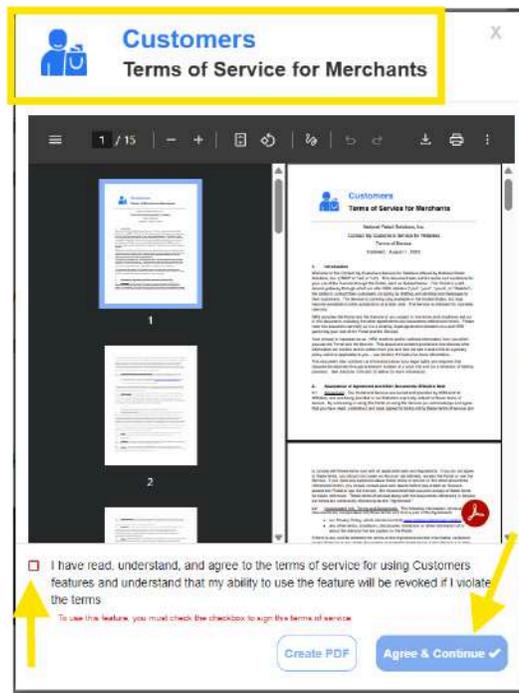
> **Important:** It is important to note the following section of the Terms of Service.
>
> > 5.2 (e) use the Service and the Recipient's personal data only for the Retailer's business marketing purposes within the Service to inform the Recipients of deals, events, and products at the Retailer location;
>
> This means that the merchant is not allowed to use their customer lists outside of the **Contact My Customers** portal.

As soon as you open the Customers tile on the merchant portal and accept the Terms, an email is sent to contactmycustomers@nrsplus.com which will let NRS know to request your Sender Phone Number. The process to request a Sender Phone Number is managed on behalf of the merchant by NRS.

> **Note**: **It may take up to 10-15 business days to obtain a Sender Phone Number**.

During the waiting period for a Sender Phone Number, you can access and explore the **Contact My Customers** module, but will not be able to actually send any messages nor will customers be able to opt in. This will allow you to become familiar with the feature.

Once the Sender Phone Number is ready, NRS will link it with your store and notify you via email. The email will be sent to the Admin on the POS. Only once you receive that email you will be able to use the **Contact My Customers** feature.
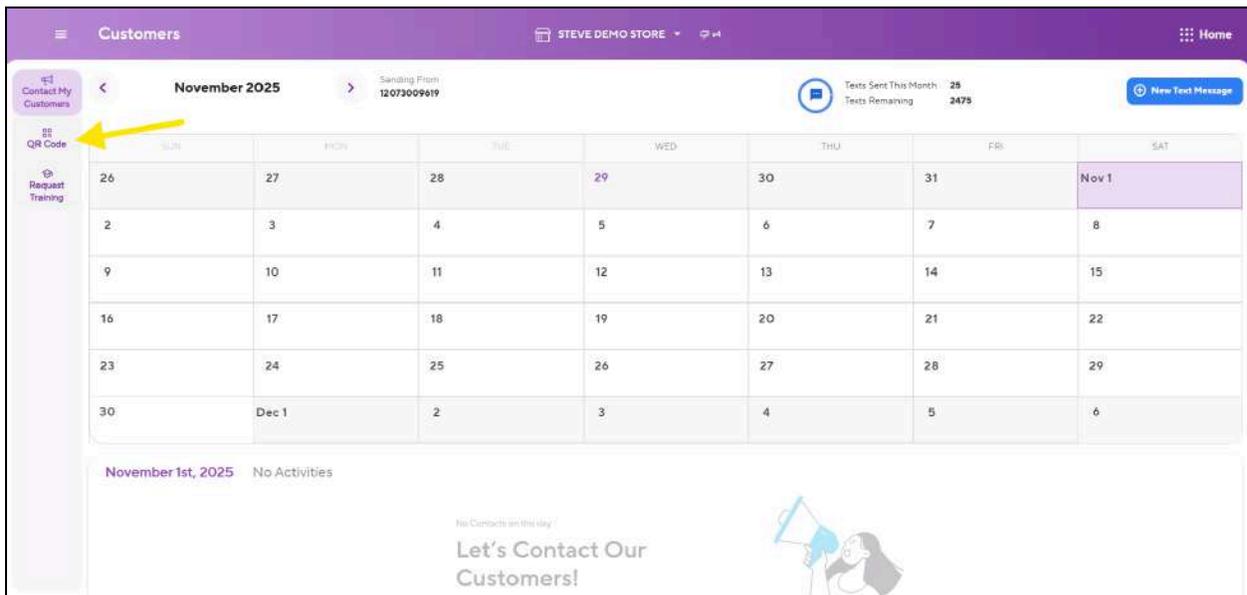
Getting Started: Customer Opt In

Initially customers can consent to receive text messages in two ways (more opt-in options are planned for the future):
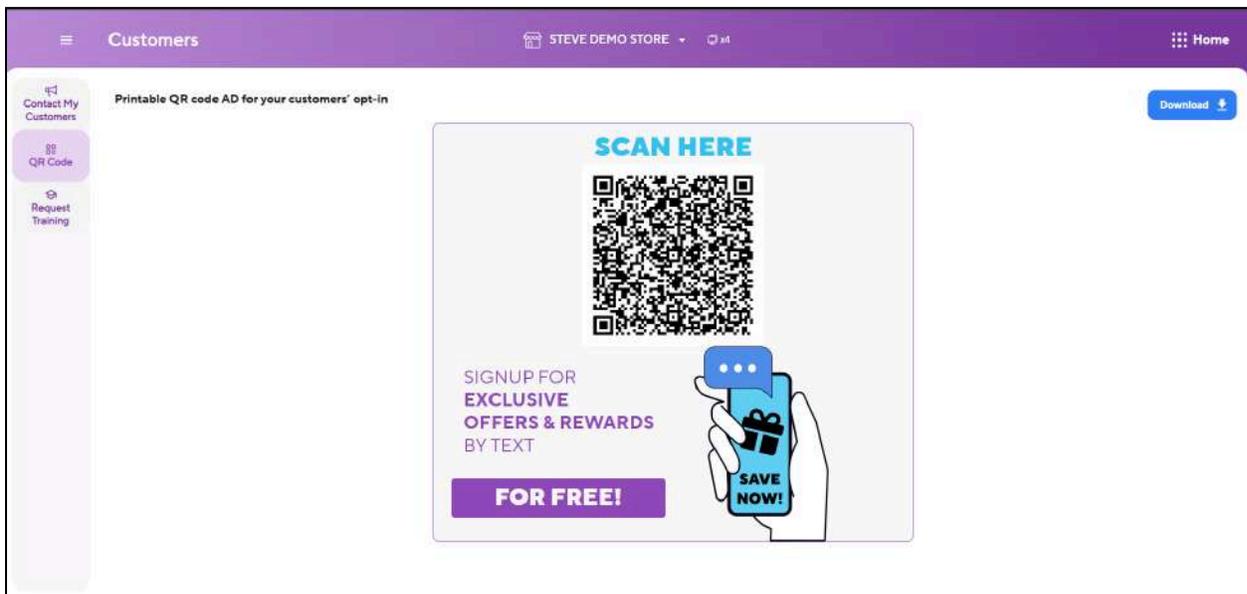
QR Code Flyer: Once you have been provided with a Sender Phone Number, you can find a customized QR code for the store by clicking on the QR code link on the left side of the home page of Contact my Customers.

Click **Download** to generate and download a PDF flyer with the same design and layout as shown in the screen.

In order for customers to receive text messages, they MUST opt in.

You can display the QR code in your store. When customers scan the QR code on their smartphones, the QR code redirects customers to an opt-in webpage where they can subscribe to your store's text messages.

Scanning the QR code will display the following on their mobile device.

The customer enters their mobile phone number into the Phone Number field.

Note: Currently, only US mobile phone numbers can be used.

After the customer enters their phone number, the **Verify My Number** button turns green and becomes active. The customer taps this button to proceed to the next stage of the opt-in process.


After tapping **Verify My Number**, the customer receives a Text Message with an opt-in confirmation code, and the opt-in app navigates to the following page.

The customer enters the confirmation code into the text boxes provided.

Note: The customer has one minute to enter the Text Message confirmation code; a countdown timer appears at the bottom of the screen that shows the customer how many seconds they have left.

If the allowed time expires, the customer can tap the **Resend Code** link to get a new opt-in code.

Once the customer enters the confirmation code, the next screen allows the customer to select the types of text message campaigns they will receive.
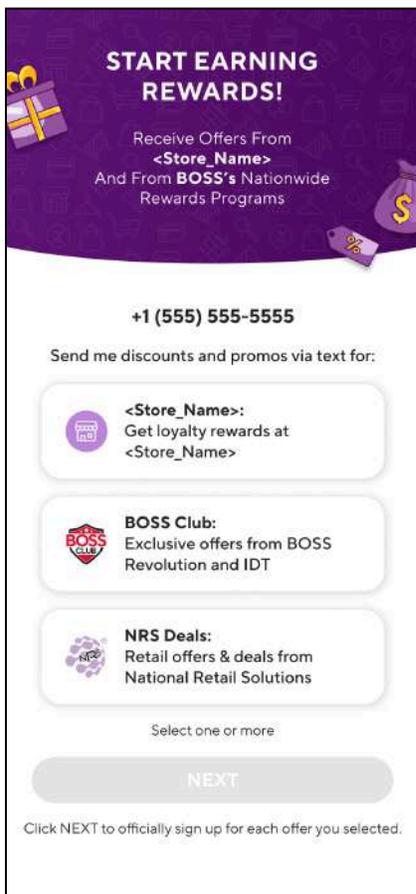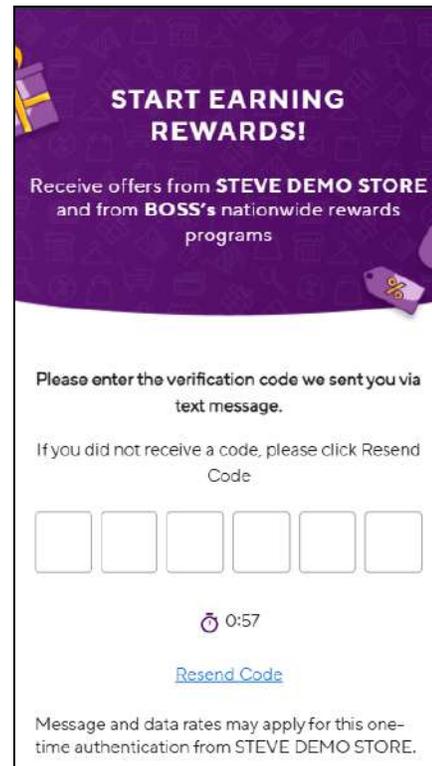
In this screen, customers must choose from a selection of BOSS loyalty options for the "Next" button to turn green.

● **Your Store:** Your store's loyalty programs.

● **BOSS Club:** Exclusive promotions for BOSS Club members from IDT.

● **NRS Deals:** Special deals from NRS and affiliates.

Note: If the customer's mobile number is already signed up for any of the options, then the checkbox will not be shown for that selection.

After the customer taps the **Next** button they are shown an acceptance confirmation screen for each text message program that they want to opt in to, as shown below. To opt in for a text message program, the customer simply taps Next. The customer will receive a separate welcome message from each program they opt in to.

Confirmation Acceptance Screen

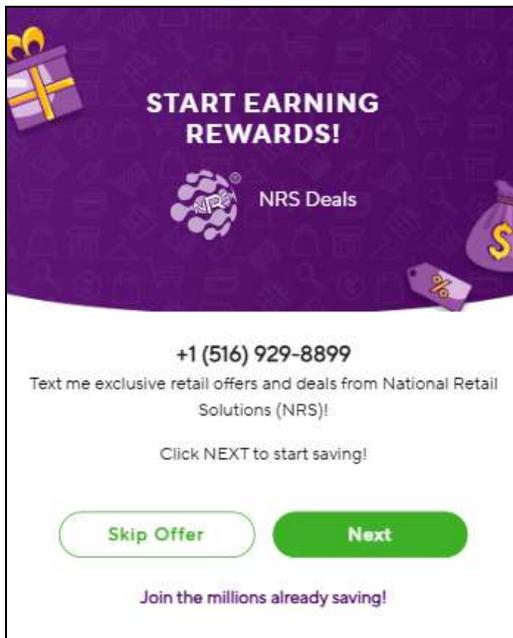**for BOSS Loyalty for your store:**
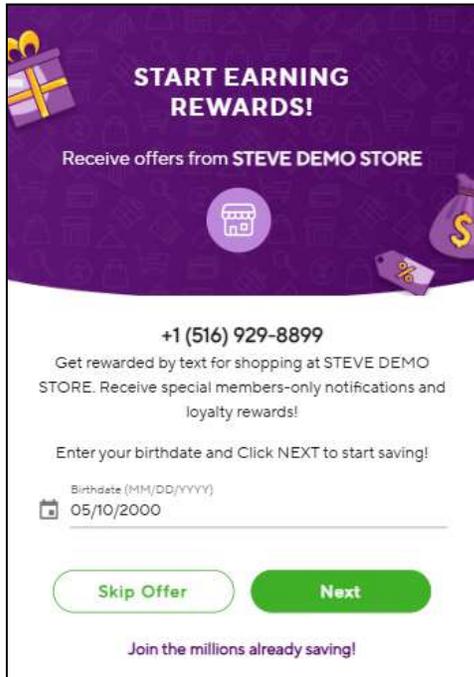
Confirmation Acceptance Screen

for BOSS Club for IDT
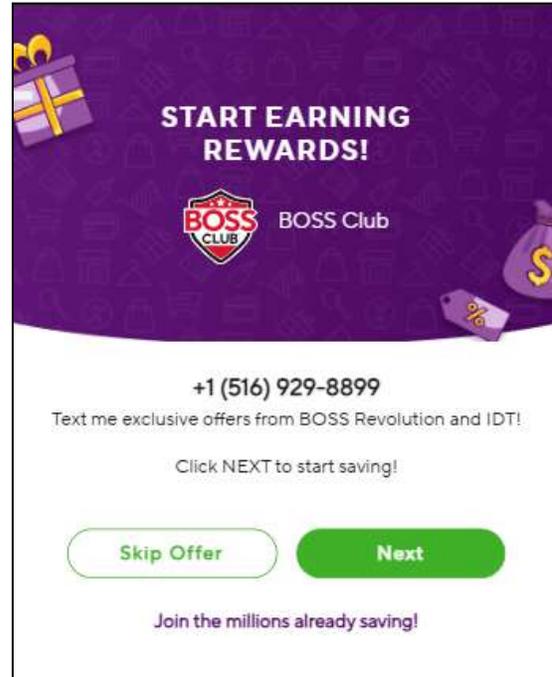
Confirmation Acceptance Screen

for BOSS Offers for NRS

In each confirmation acceptance screen the customer may either:

Tap **Next** to enroll in the specified text message campaign type, or tap **Skip Offer** if they prefer not to enroll in that specific text message campaign type.
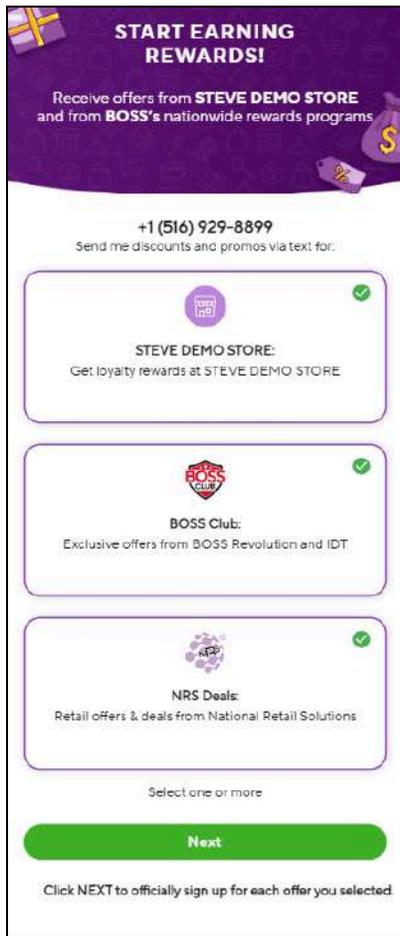
After enrolling, the customer is shown a confirmation message, depending on the campaign type(s) they opted in to, as shown:

Note: To opt out from receiving text messages via a text message, customers can reply STOP to the unwanted Sender Phone Number.

Opting In or Out using a Text Message

A customer can opt-in to receiving messages from BOSS Club or a specific store by texting **JOIN** to the store's 10-digit DLC number (which can be found at the top of the Contact My Customer Page). They can also opt-out from receiving messages by texting **STOP** to the text message if the customer no longer wants to receive messages.

On the store messages, the support number is the store's regular phone number.

On the IDT text messages 8006768312

On the NRS text messages 800-215-0931

When a customer opts out using the <mark>Sender Phone Number</mark> the system will send the customer a message letting them know that they have opted out of the specific text message program and that they will no longer receive additional messages.

> **Sending Text Messages to Customers who have Opted Out**
> It is against the law for you to send text messages to a customer who has opted out. If you do send text messages to a customer who has opted out, then you can be liable for a significant fine *for each message that was sent to the customer*.
>
> The system ensures that messages are not sent to opted out customers through CMC.

Customers can also text "Help" in reply to any store message.

If the customer texts an unrecognized key word, they will receive a notification that the message was not recognized.
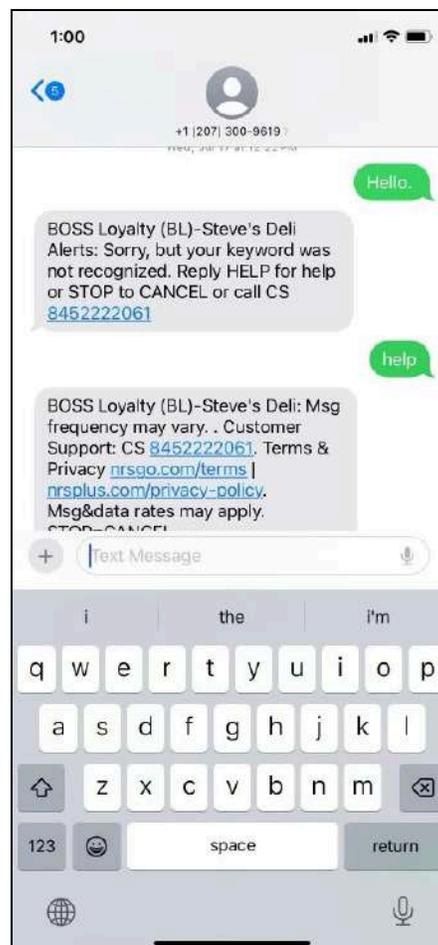
Supported Keywords

The following keywords will trigger one of the three primary functions: **Opt In**, **Opt Out** or **Help**.

Keyword	Action Type Group
JOIN	Opt In
DEAL	Opt In
START	Opt In
UNSTOP	Opt In
SAVE	Opt In
STOP	Opt Out
CANCEL	Opt Out
UNSUBSCRIBE	Opt Out
STOP	Opt Out
STOPALL	Opt Out
END	Opt Out
QUIT	Opt Out
HELP	Help
INFO	Help
SUPPORT	Help

Keyword	Action Type Group

Launching Campaigns

Once the merchant has customers who have opted in to receive text messages, the merchant can send text message campaigns as follows:

Navigate to the **campaign calendar** in the **Contact My Customers** feature. The calendar is a dashboard showing past and scheduled text message campaigns.
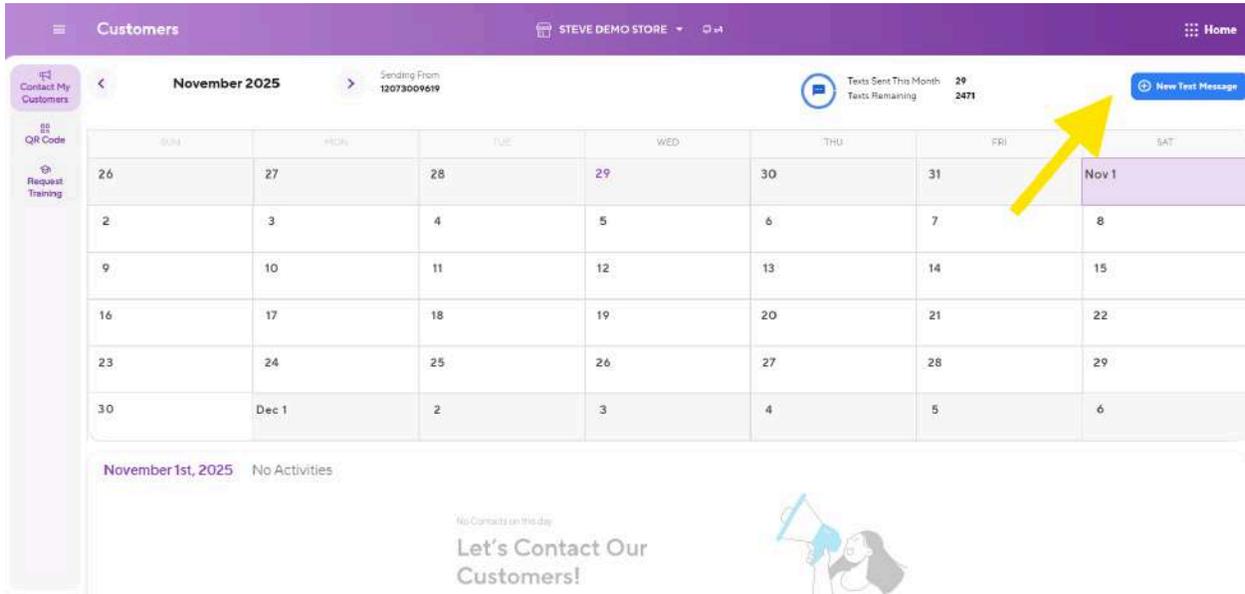

Click the **New Text Message** button to start creating the text message - this will open the New Text Message screen

Choose the **customer groups** to receive the campaign. The system has 3 predefined categories of recipients that you can select from:

- **All opted-in** customers,
- **newly opted-in** customers, and
- customers with **outstanding debt** for those stores with Customer Tab.
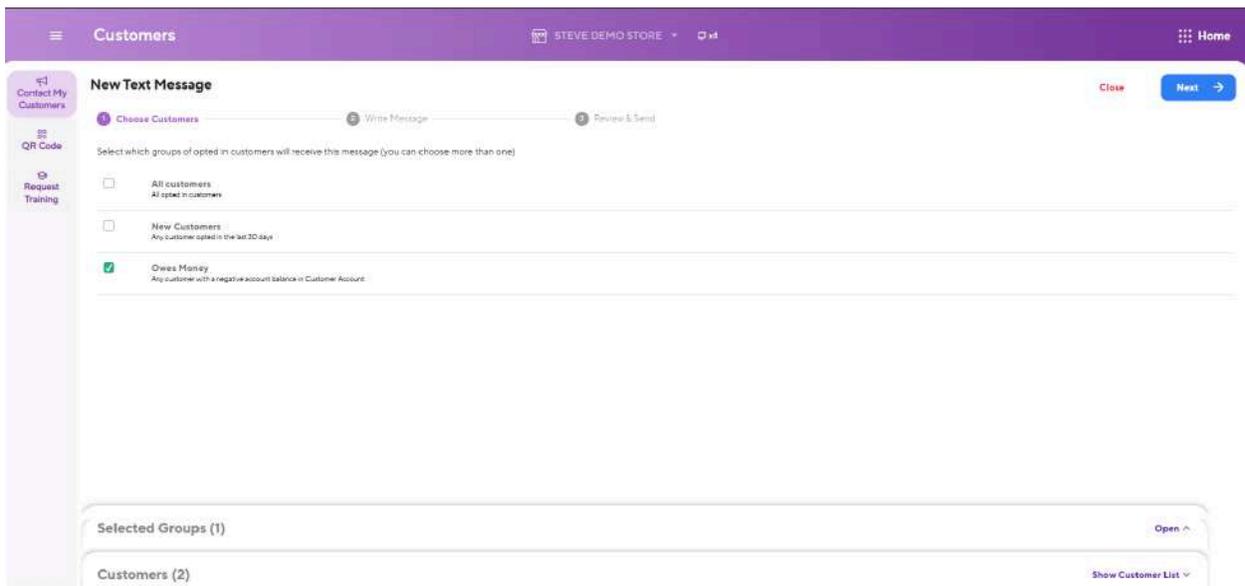
Click on Next leads you the the "Write Message" page
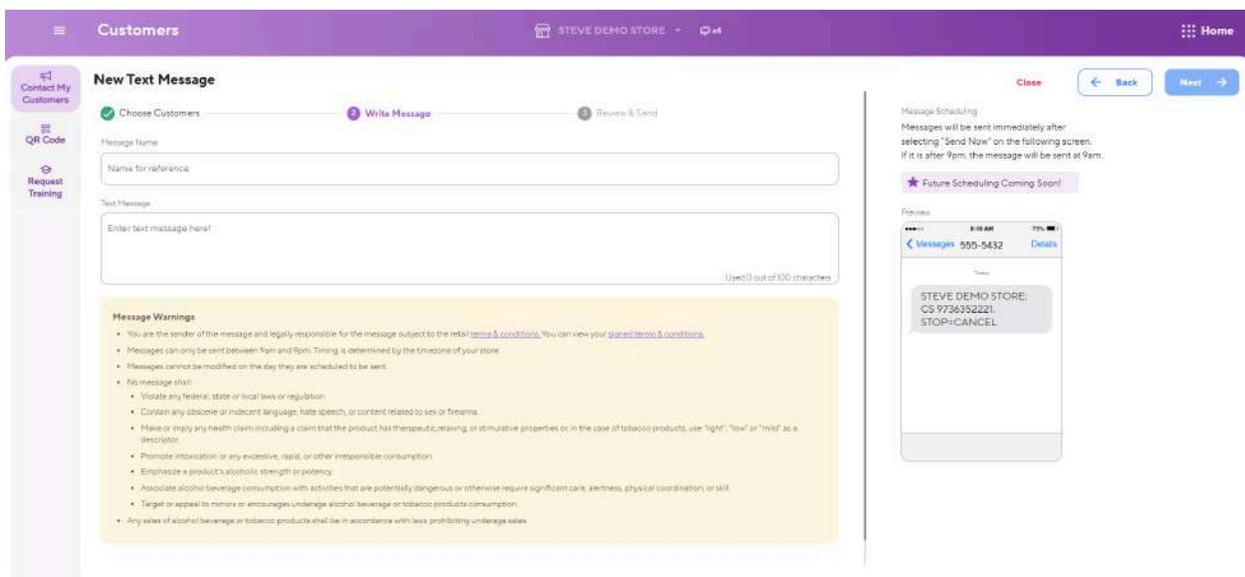
Give your message a name or title and enter the text for the message. **NOTE: You only have 100 characters for each message.**

NOTE: AT THE BOTTOM OF THE MESSAGE SCREEN THERE IS A WARNINGS SECTION. THIS SECTION WARNS ABOUT SPECIFIC WORDS AND CONTENT FOR YOUR MESSAGE TO BE COMPLIANT.

As you are typing the message the preview will populate with your message showing you exactly how your message will appear.

Messages will be sent immediately after selecting "Send Now" on the following screen.
If it is after 9pm, the message will be sent at 9am. Future Scheduling Coming Soon!

Note: Campaigns will only be sent between 9 AM and 9 PM in your store's timezone.

Click Next on the top right corner of the screen. This will bring you to the review and send screen. Please review your message closely. If you want to edit it, you can click the edit icon next to each line.
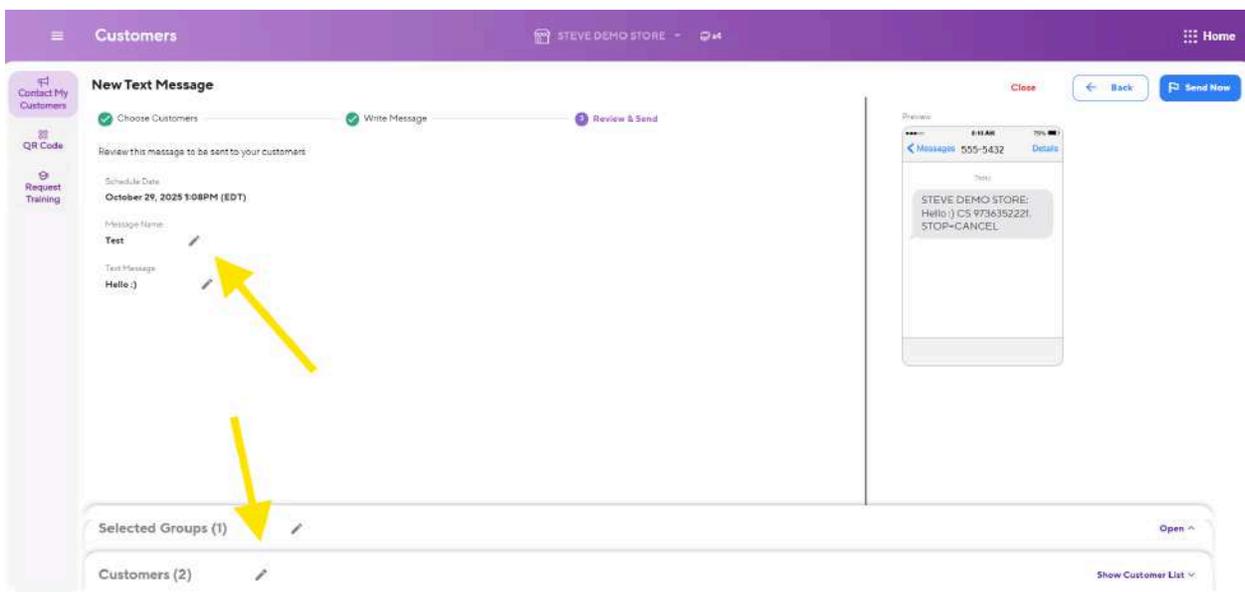
If all looks good and you are satisfied with what the message will look like , click Send Now at the top right corner. Messages will be sent immediately after selecting "Send Now" on the following screen. If it is after 9pm, the message will be sent at 9am. Future Scheduling Coming Soon!

Click on Close will save a draft of this message which later can be found in the main screen
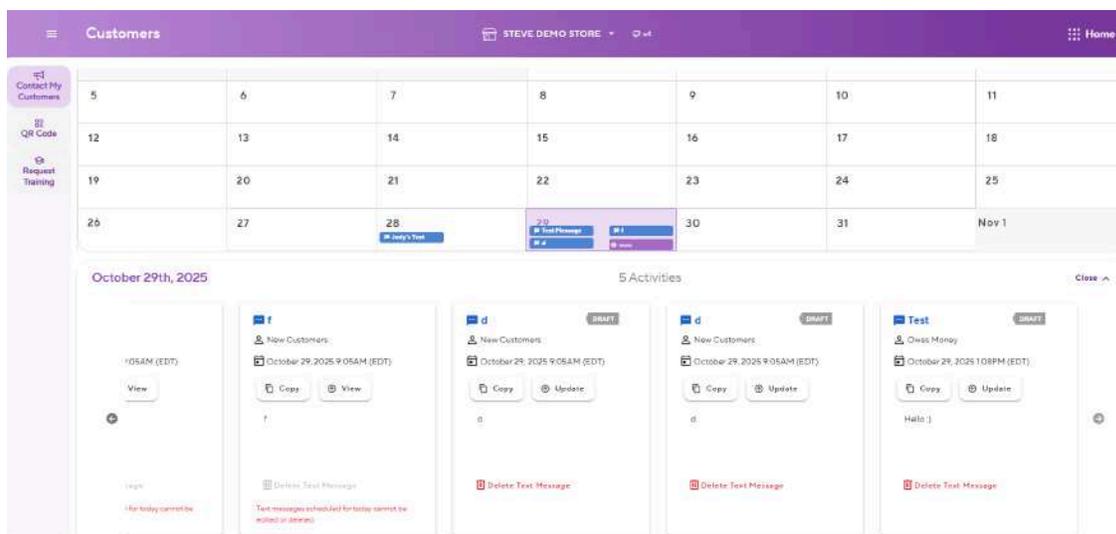
Important note
It is not possible for you to delete text message campaigns that are scheduled for "today".

This is because once the day arrives when the campaign will be sent, it is sent to the telecommunications provider that will send the text messages. After this occurs, NRS does not have the ability to delete the text message campaign from the systems of the telecommunications provider.

Therefore, if a merchant schedules a text message campaign for the current date, they will not have the opportunity to delete the campaign, since it will be immediately sent to the telecommunications provider for delivery.

Schedule Training

You can request a training session on how to use the system.
To schedule a session, click the **Request Training** button - this will open a new tab with a calendar showing the available time slots.
Select your preferred date and time, fill in the required details, and submit the form.