

# Overview

Conversation is an interactive communication between two or more people. It is a thread of messages between customers and agents. It is important to track these messages to monitor and streamline the customer relationship journey of your business.

Converse Desk provides you an intuitive, easy-to-use interface. It features a familiar Inbox style, making it simple for users to begin messaging with little or no training. The Converse Desk also features intelligence that guides users to effectively manage and respond to any volume of messaging conversations.

You can send SMS and WhatsApp messages over Converse Desk. You can identify SMS and WhatsApp Conversations easily via the SMS and WhatsApp icons as seen in the screenshot below.



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## KYC section

Gain credits by filling the two sections! How awesome is that!



- Select the country where your business is located from the 'Which country are you located?' field
- Enter the name of the organization in the 'Name of your Organisation' field
- Enter your number in the 'Your Mobile Number' field
- Select the country where you wish to do your business in the 'Where do you plan to send messages?' field
- Click on the 'Next' button to proceed

- The next section requires your Organisation's website, type of industry, and the organisation's address
- Click on the 'Next' button to proceed

The next section is optional and can be skipped or filled later by clicking . Do so by clicking on the 'Skip' button.



- Once done, your KYC will be completed and you will receive a notification saying, 'you have earned 10 credits. Keep looking for more opportunities'.
- Click on the 'Close' button to proceed

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## Accounts

You can click on your Profile icon on the top right corner of the screen, and select Account Info from the dropdown. All the information related to your SMS-Magic account is available in the Account Info section.



### Account Details

Displays all your details which you filled during KYC. Admin users can edit the contact name, phone number and industry at any point.

### Associated Accounts

Displays information related to your business account along with the message credits and number of users. This displays information of your Master account and all the Child accounts associated with the Master account.

These details can be viewed only by Standard Users.



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## Overview

The URL Shortening and Tracking feature allows the user to shorten a URL thereby reducing the characters in the link and hiding the parameters which deter recipients from clicking on the link. Clicks on all short links created using SMS-Magic are tracked and the information such as the total count of the click is displayed.



As you can see in the screenshot below, once the URL is entered and all other details are added and once you click on the 'Add' button, the new shortened URL is generated:



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## Search Field

The Search field allows users to search for a contact by name or a number. All contacts that are added to your 'Contacts' can be searched using this 'Search' field.



Click on the search icon as highlighted in the above image. The following field will appear:



Here, users can search for a contact by entering the contact number or name. Your search result will appear as follows:



You can click on the contact to view/continue your conversations.

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## Filter Field

The Filter field allows users to select a user and view the inbox of that selected user.



Click on the filter icon on the top right corner and the following list of users will appear:



Select a user to view the messages in the inbox, the following inbox of the selected user will appear:



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## SMS/MMS

The mobile app allows you to send SMS and MMS messages from the inbox. Simply select a conversation from the inbox, use a message template or send a manual message to the recipient. SMS-Magic Converse app simplifies messaging and conversing with your clients. With the mobile app, it is possible to send a SMS to an unknown number as well. You can compose and send messages to someone who is not a part of your contact list.

You can send MMS messages by attaching photos, videos, or files from your mobile device or by clicking pictures. All

this gives your customers a personal touch.

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# Facebook Messaging

With 2.5 billion monthly active users, Facebook is poised to be the world's most popular business messaging channel. With SMS-Magic business solutions allowing you to start messaging over Facebook, you would be able to connect to your users with the most popular chat app globally.

Facebook messaging is different from normal text messaging; it has two types of messages:

## Facebook Session Messages

Facebook Session messages are any messages sent and received in response to a user-initiated message to your business page. A messaging session starts when a user sends your business a message and lasts for 24 hours in the most recently received messages section. Businesses will have up to 24 hours to respond to a user. Messages sent within the 24-hour window may contain promotional content. Regular text messages or media messages can only be delivered in this 24-hour active window.

## Facebook Message Tags

Message tags enable sending important and personally relevant 1:1 updates to users outside the standard messaging window. Businesses are encouraged to respond within 24 hours to the user's messages. You must use a Facebook Template with a message tag to send a message if more than 24 hours have elapsed since the user last responded to you. Any other type of message will fail.

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# WhatsApp Messaging

With 1.5 billion global users and end-to-end encryption, WhatsApp is poised to be the world's most powerful business messaging channel. With SMS-Magic Mobile App business solutions allowing you to start messaging over WhatsApp, you would be able to connect to your users with the most popular chat app globally.

WhatsApp messaging is slightly different than normal text messaging, featuring two types of messages.

## WhatsApp Session Message

WhatsApp Session messages are any messages sent and received in response to a user-initiated message to your business. A messaging session starts when a user sends your business a message and lasts for 24 hours in the most recently received message. You can wait for users to message to your Converse app, or you can send a Template Message to invite the user to respond. Regular text messages or media messages (i.e., any non-template messages) can only be delivered in this 24-hour active window.

## WhatsApp Template Message

WhatsApp Template messages use pre-approved message templates called MTMs for outbound notifications such as delivery alerts and appointment reminders. You must use a WhatsApp Template Message if more than 24 hours have elapsed since the user last responded to you. Any other type of message will fail.

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# Inbox

Inbox is a list of all the new, read, and unread conversations. All these conversations are synced with the database. Keep a track of all your conversations, assign conversations and respond to conversations quickly. From the Inbox, users can also mark conversation(s) as read or unread, pin conversation(s), and take a follow-up with a customer if they have not replied to a conversation for a long time. Users will be able to see only their conversations and not the conversations of other users. Only the user with 'Admin' rights will be able to see the conversations of all the users.



Key information visible on the list of conversations:

- My Inbox- shows all messages received
- Recipient name
- A snippet of the last sent or received message
- The timestamp of the last message
- New message indicator
- Sent Messages- shows all sent messages
- Waiting time – The waiting time is displayed if an agent has not replied to a message received from the customer/end-user. If the agent doesn't reply to the customer or end the recipient's message for more than 30 minutes, then a waiting time will be displayed as shown in the image above(in red). This acts as a reminder to the agent to reply to the message. The waiting time will be displayed until the agent opens the message and replies to it.
- Follow-up nudges- If an agent has sent a message to a customer and if the customer has not replied, the agent can follow up with them by adding a follow-up nudge to the conversation as shown in the image above(in orange). If the message is opened (whether a reply is sent or not), the follow-up nudge will disappear.