

Will the service work on all mobile networks?

For the pilot the service will work on the mobile networks of Telstra, Optus, Virgin Mobile and Globalstar.

Will all short messages sent to an enabled number be received by the corporate?

Short messages are delivered on a "store and forward" basis. This means that most of the time they are delivered in near real time. However this is subject to a number of factors such as the volume of messages being sent (e.g. Christmas, New Year's Eve are always popular times and therefore can take longer).

What are the privacy regulations when receiving SMS messages to a 13/1300 number?

By sending a SMS to a 13/1300 number the consumer could be establishing a business relationship with the company promoting the service.

Within each communication the consumer must be given the chance to opt-out of any future dialogue via the mobile channel by sending STOP to the relevant 13/1300 number.

A number of existing laws protect the consumer's privacy when establishing this relationship.

Will these numbers work if the consumer is overseas?

Yes. When consumers' phones are roaming overseas, each SMS is sent to their home network for delivery to the consumer.

Will the numbers work for overseas visitors to Australia?

No. When consumers' phones are roaming in Australia, all SMS messages are sent to their home network which will not be SMS to 13/1300 enabled and will therefore not be recognised on their home network.

Will over dialing work when sending a short message to a 13/1300 number?

Over dialling is where you dial more digits than required. This typically happens where an organisation promotes its 1800/13/1300 number with letters in place of digits. An extra letter or two might make a 1800/13/1300 number easier to remember.

For the pilot SMS over dialing will not be supported by the network operators.

Some facts about short messaging to 13/1300 numbers for corporates



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INTRODUCTION

Intended Audience

Corporate clients interested in understanding more about the pilot to SMS enable 13/1300 numbers.

Background

The Telecoms industry is piloting a service that will SMS enable a very limited number of 13/1300 numbers.

If successful this service could be extended to all 13/1300 and possibly 1800 numbers in future.

The pilot will run for 6 months from April 2007.

FREQUENTLY ASKED QUESTIONS

What is the reason behind the pilot?

Currently the only numbers available to corporates wishing to promote a SMS service are premium SMS numbers in the 191 to 199 number range or long code mobile numbers.

The pilot is to understand the benefits to corporates, consumers and the telecoms industry in offering a 13/1300 number available for both voice and SMS.

What will happen if the pilot is considered a success?

The telecoms industry will invest in developing the infrastructure so all 13/1300 (and possibly 1800) numbers in Australia can be both voice and SMS enabled.

How do I get a SMS enabled 13/1300 number?

Unfortunately the pilot is limited to a few 13/1300 numbers. If you are interested in having a SMS enabled 13/1300 we recommend you speak to your existing service provider.

What is the cost for consumers to send a SMS to a 13/1300 number?

13/1300 numbers are not premium numbers. During the pilot the cost of sending a SMS to a 13/1300 will be dependent on the plan the consumers has in place with their operator. For example if a consumer has a free text bundle, and has not exceeded the limit, it will be free of charge. If they have exceeded the limit it will be charged at the network operator's standard SMS rate, or at the agreed price with the network operator.

Can a SMS be sent from a 13/1300 number?

Yes. Numbers which are SMS enabled will be able to receive and send short messages.

Should an outbound message be sent from a 13/1300 number it will always be free for the consumer.

So are there any other consumer charges?

Sending a SMS to a 13/1300 number could lead to the delivery of mobile content to the consumers handset. All associated data costs will be charged at the standard operator rate.

What happens when a SMS is sent to an enabled 13/1300?

This will vary depending on the type of service offered by companies participating in the pilot. Typical services will be for requesting brochures, call-backs from a customer contact centre, or delivery of further product information. In future a number of other innovative marketing or customer service solutions could be provided.

In nearly all circumstances a confirmation message will be received by the consumer.

Consumers will not be able to access premium services by using a 13/1300 number.

What happens if the consumer sends a SMS to a 13/1300 number not SMS enabled?

In most circumstances an error message from the network operator will be returned. Error messages will vary depending on the network operator.