



360 SMS APP

Release Note1.242



360 DEGREE CLOUD TECHNOLOGIES PVT. LTD.

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SMS App - Release Notes

Version Number:- 1.242

New Features

Read Receipt for SpeedBoosting

- Users can now check whether their outgoing WhatsApp message has been read or not in the Outgoing SMS History through the Status and Read fields.
- **“Delivered” Checkbox field:** When enabled, outgoing messages will display a 'delivered' sign (double tick) below the SMS. When disabled, users will not be able to see any delivery confirmation
- **“Read” Checkbox field:** When enabled, outgoing messages will display a 'read' sign (with 'read' written below the outgoing message). When disabled, the user will not be able to see any 'read' sign.

The screenshot displays the 'SMS History' interface for an outgoing message. The top navigation bar includes 'Home', 'Leads', 'Contacts', 'Accounts', 'SMS History', 'SMS Template', 'SMS From Reports', 'iText', 'Drip Campaign', 'Voice Templates', and 'SMS Folders'. The 'SMS History' menu item is highlighted with a red box. Below the navigation bar, the 'SMS History' section is titled 'Outgoing' and 'Details'. The form contains several fields: 'SMS Type' (Outgoing), 'Number' (+9181), 'Sender Number' (1360), and 'Message Segment' (1). On the right side, there are fields for 'Owner' (Sid Sehgal), 'Delivery Status' (Delivered), 'Created By' (Sid Sehgal, 3/20/2023, 10:57 AM), and 'Last Modified By' (Sid Sehgal, 3/20/2023, 10:59 AM). Two checkboxes are highlighted with red boxes: 'Delivered' (checked) and 'Read ?' (unchecked). Below these are fields for 'Delivered SMS' (checked) and 'Error Message'.

Fig. : SMS History for Outgoing Message

Read Receipt for WhatsApp outgoing

When you send a WhatsApp message, you will see a 'Read' below your message in the Conversation View after it is read.

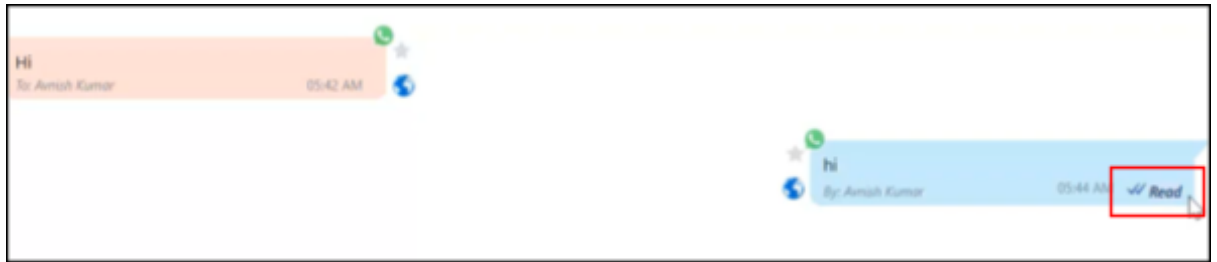


Fig. : Read receipt in Conversation View

User Name Display

The first and last name of the user will be displayed beside “Generated By” or “Last Setup done by” on the SMS setup page.

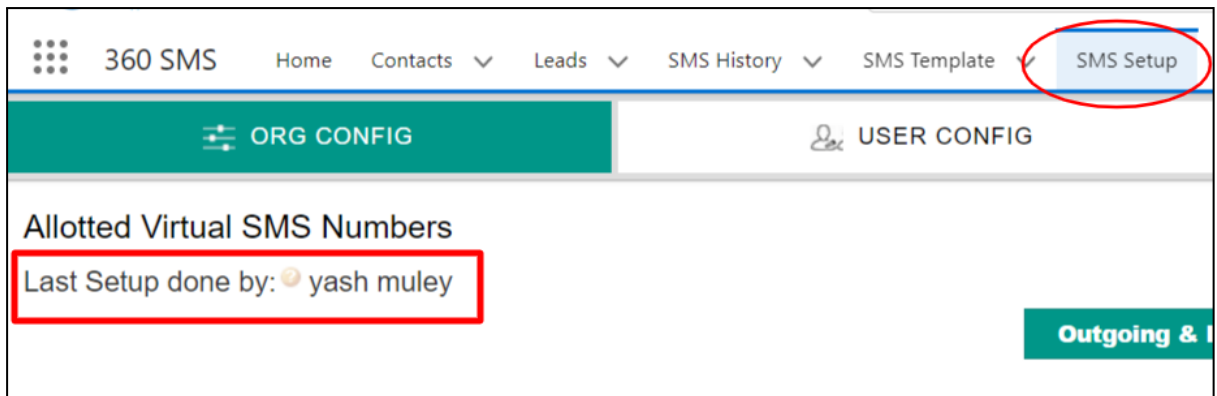


Fig : SMS Setup: User Name

Create SMS History record in case of Voice drop failure

We now know whether a message has been delivered or not, and if not, what the reason for the failure is. An error message will be displayed in the voicemail history when a voicemail is not delivered to the receiving party.

SMS History -> Voicemail -> Error message

Status	Cancel
Delivered	<input type="checkbox"/>
Read ?	<input type="checkbox"/>
Message Segment	
Error Message	c_phone: invalid phone #
Error Code	200
Batch Job ID	
Attachments Ids	01521000001OpWSAA0:audio_60.png
Related Incoming Owner	
Source	

Fig. : SMS History: Voicemail

SMS History dashboard for failed Messages

Under the SMS Analytics object, one more report is added named as “Failed SMS per Day”, which displays the number of undelivered SMS per day.

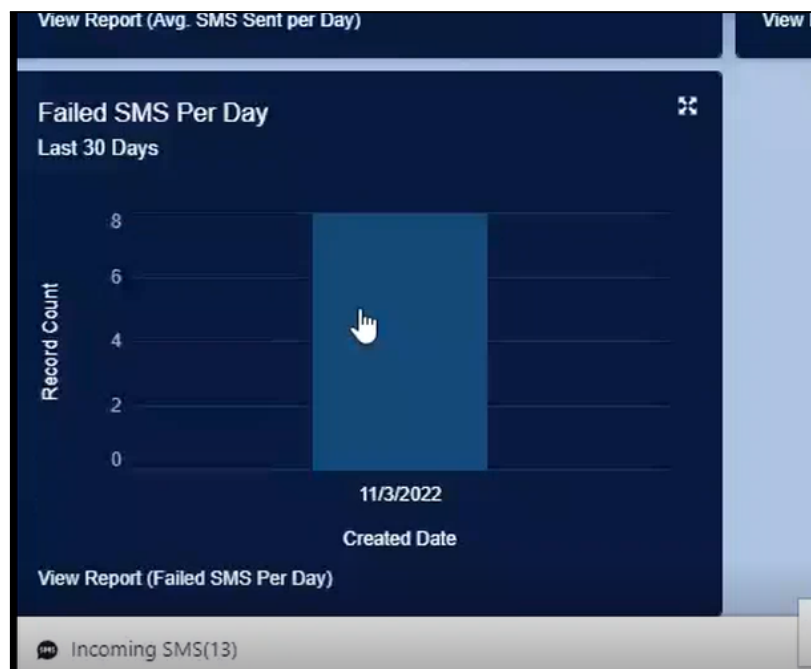


Fig 8: Failed SMS Per Day

Select All option for Bulk Messaging

The new functionality allows users to select all records in the List View when sending bulk messages, thus bypassing the previous limitation of Salesforce, which restricted the selection to only 200 records at a time. This option can be checked true on the Create Message page from the Send SMS button on the List View. Once selected, it

will select all the records in that List View, regardless of the user's previous record selection.

Note: This feature works only if speed boosting is enabled in the user's Salesforce organization.

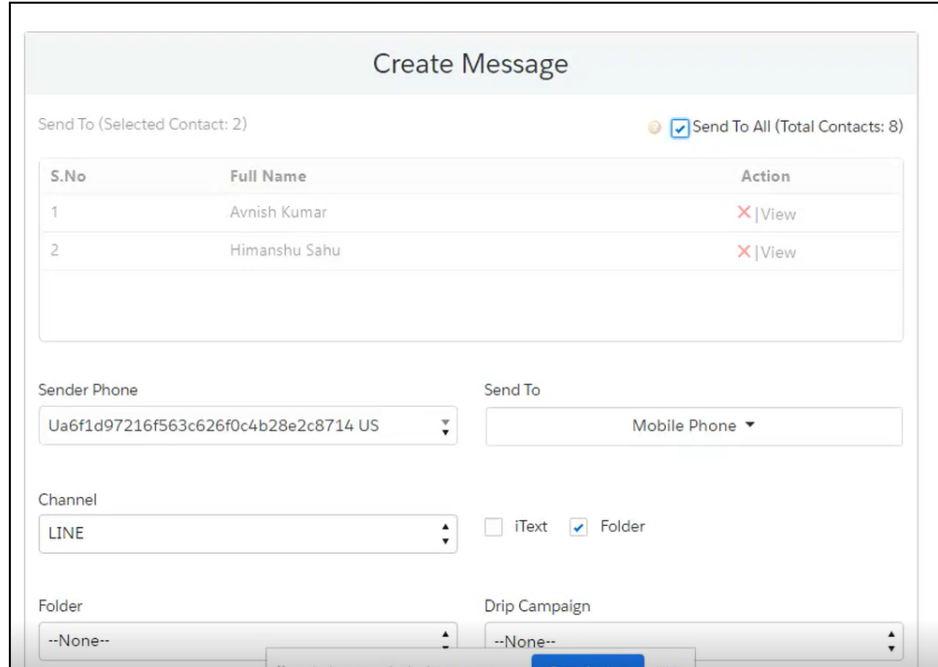


Fig Send To All

Help Texts added in SMS setup

In the SMS setup page, under the section named as “Enable/Disable/Hide Interface Element”, help texts are added with all the fields that tell you about the field when you hover your cursor over it.

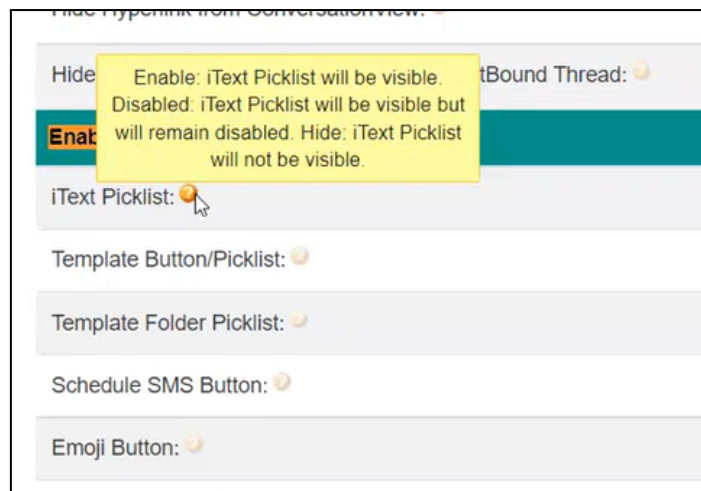


Fig : Help Texts

Sync SMS Number status in real time

Sync the real-time value of the status. Once you change the status from inactive to active, click the “Sync to Client” button on the top right. It will show you that the record has been synced successfully.

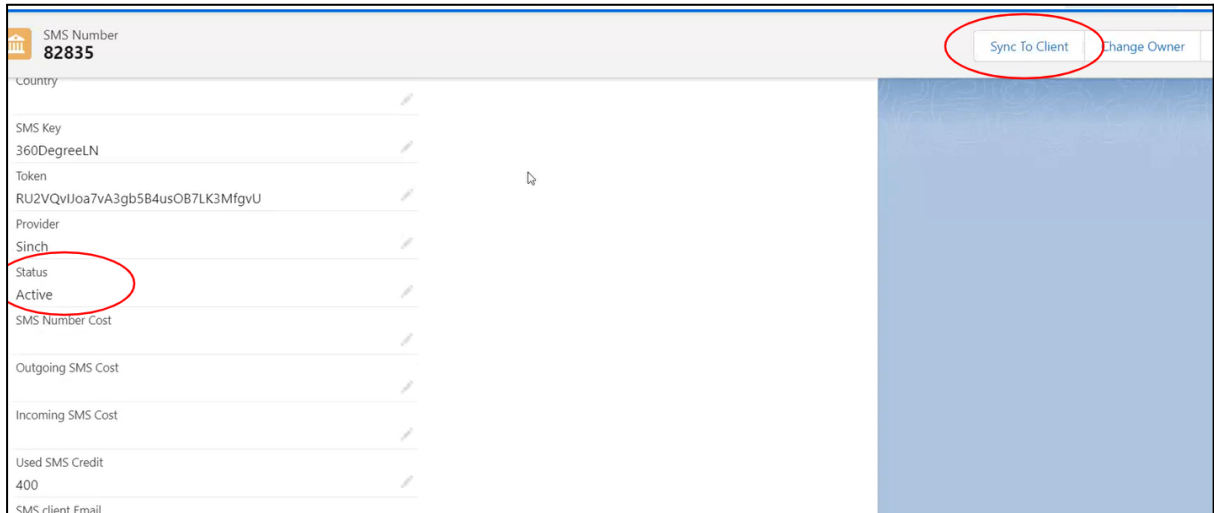


Fig 13: Sync to Client

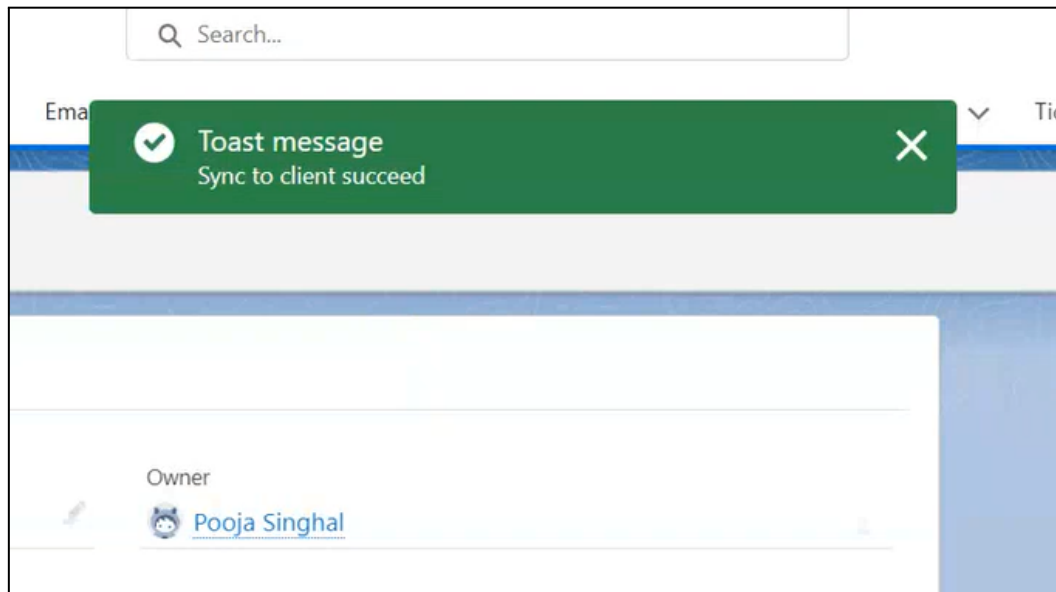



Fig : Pop up message

Message Settings Modification

A new option called “Last Message Owner” has been added to this list. This means that you can now set the default as the “Last Message Owner”, and messages will be sent to the person who last sent you a message from the particular organization.

SMS setup -> General Settings -> Owner for Incoming with Messages.

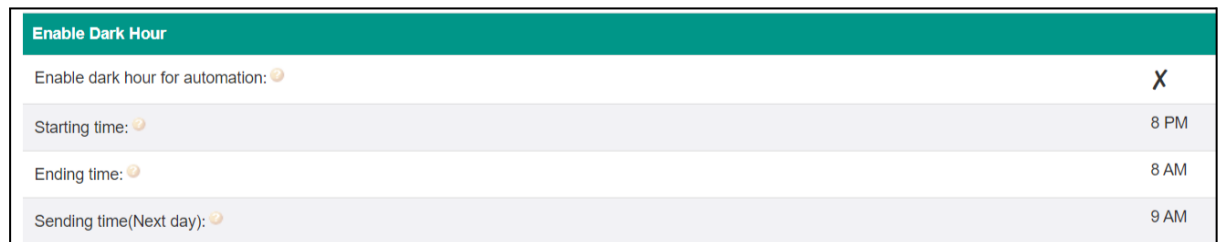


The screenshot shows the 'Message Setting' interface. It has a teal header with the title 'Message Setting'. Below the header, there are five rows of settings. The first row is 'Restrict SMS composing:' with a dropdown menu set to '--None--'. The second row is 'Owner for known Incoming with Messages:' with a dropdown menu set to 'Last Message Owner', which is highlighted with a red box. The third row is 'Owner for known Incoming without Messages:' with a dropdown menu set to 'Default App Configuration'. The fourth row is 'Create task while sending SMS:' with a checked checkbox. The fifth row is 'Create task while Incoming:' with a checked checkbox.

Fig : Message Settings

Dark hour for Scheduled Job

The Dark Hour works as "do not disturb" mode that can be enabled during certain hours of the day or night. When you enable the "dark hour," the app will typically stop sending you notifications during the specified time period. Instead, the messages will be stored in the app until the "dark hour" period ends, and then the notifications will resume. When enabled, the "Dark Hour" functionality will be active for the record. Its default value is set to true for system-generated records, and if created manually then the default value is set to false.



The screenshot shows the 'Enable Dark Hour' interface. It has a teal header with the title 'Enable Dark Hour'. Below the header, there are four rows of settings. The first row is 'Enable dark hour for automation:' with a checked checkbox and an 'X' icon. The second row is 'Starting time:' with a value of '8 PM'. The third row is 'Ending time:' with a value of '8 AM'. The fourth row is 'Sending time(Next day):' with a value of '9 AM'.

Fig : Enable Dark Hour

Schedule SMS Changes

When a client creates a record for scheduling SMS and does not specify the channel, the default channel will be set as "SMS" if it's a text message and "MMS" if they add any attachments.

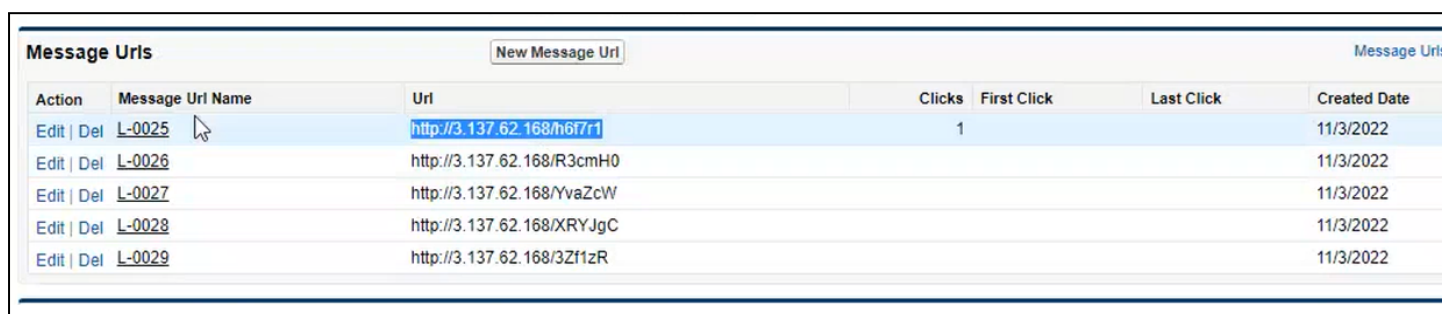
SpeedBoosting feature

MMS and link tracking are supported in the SpeedBoosting feature for SMS reports. With this feature, MMS and link tracking are supported, meaning that users can include multimedia content in their messages and track link clicks within them.

Enhancements:

Multiple link shortening and tracking

When you send several URL links in a message, a record for message URLs is created and stored in the SMS History's "Message URL" section.



Action	Message Uri Name	Uri	Clicks	First Click	Last Click	Created Date
Edit Del	L-0025	http://3.137.62.168/m67r1	1			11/3/2022
Edit Del	L-0026	http://3.137.62.168/R3cmH0				11/3/2022
Edit Del	L-0027	http://3.137.62.168/YvaZcW				11/3/2022
Edit Del	L-0028	http://3.137.62.168/XRYJgC				11/3/2022
Edit Del	L-0029	http://3.137.62.168/3Zf1zR				11/3/2022

Fig : Messages URLs record

We can now track if the user clicks on those links, how many times they click them, and the timestamps. You can track 5 links at a time in a message.

Compliance Mechanism Support for Drip/Speedboosting/others

In the past, Drip Campaigns, SpeedBoosting, and other similar marketing strategies did not fully support compliance mechanism features. However, now these strategies have been updated to include complete support for such features.

Voice Template Recording limit

A limit will be shown below the recording button to display the supported limit. A recording limit as to how long your voice note can be is displayed below the recording button to make sure the user knows the time limit. Previously, the limit was not shown on the screen.

Recording Time Limit: 30 seconds

File Size Limit: 4.5 MB

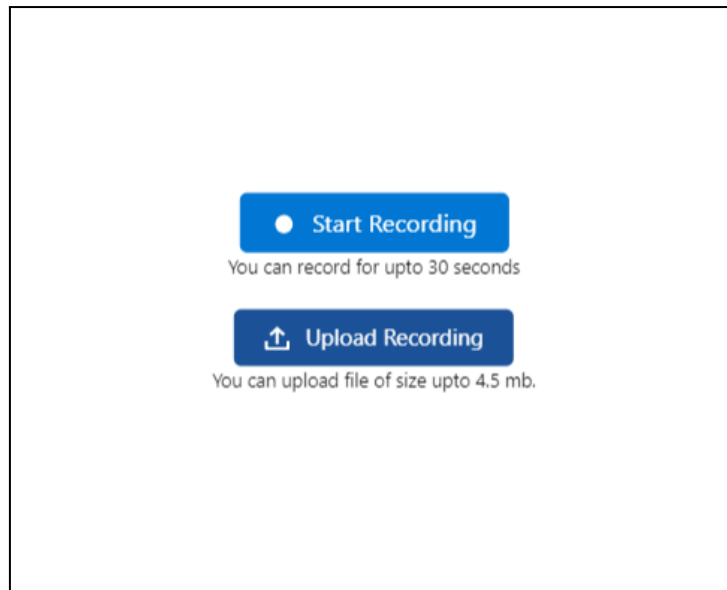


Fig. : Voice Note Limit

Link Shortening using 360 Domain

Previously, "Link shortening using 360 domains" was a standalone field in the General Settings. However, it is now listed under the Link Tracking section within the General Settings.

Link Tracking	
Link tracking status from backend: ⓘ	Enabled
Enable link tracking for Bitly: ⓘ	X
Bitly generic access token: ⓘ	
Enable link tracking for Tiny URL: ⓘ	✓
Enable Link Shortening Using 360Domain:	Disable
Exclude Domains: ⓘ	

Fig. : Link Tracking

Drip Campaign Updates

Dark hour features and direct field editing weren't supported by Drip Campaign before. The Drip Campaign for this release has undergone the following improvement:

- The UI has been improved which is now similar to Salesforce lightning UI.

- You can now navigate to the Drip Campaign Action page and directly view the field you have set for a specific field in the Field Set.
- You can also edit the field set as per your requirements.
- “Add Row” is renamed "Add Action".

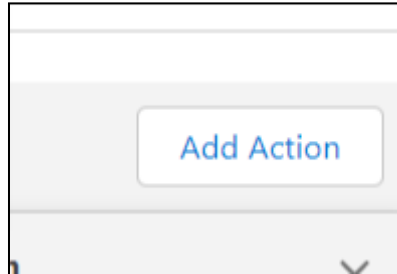


Fig : Add Action Button

- Tab title on drip campaign tab: When you hover over the drip campaign tab you will now notice that it shows the drip campaign’s name.

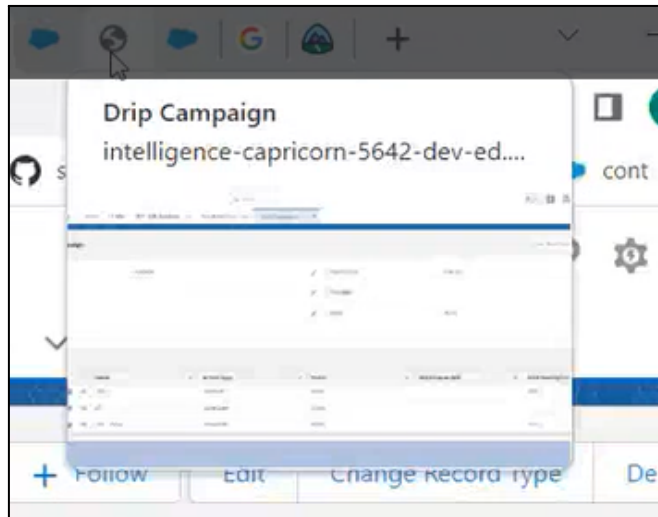


Fig : Drip Campaign name on Tab

- You can now also enable dark hour functionality for Drip Campaign.

‘Salesforce Down’ error message

If any number cannot be assigned due to a Salesforce issue, an error message will be displayed indicating that Salesforce is unavailable. one lead will be created and all other incomings will get synced to that.

Switch process builder to job mode

The scheduled time message is triggered in two ways, first by real-time process builder; second by job process builder. Previously, we had to go to the client's org to change the client automation manually. Now we have introduced a new feature in General Settings, named as **Disable "Schedule in Real Time" Process Builder**. If this is enabled, all the messages will be sent from Job Mode.

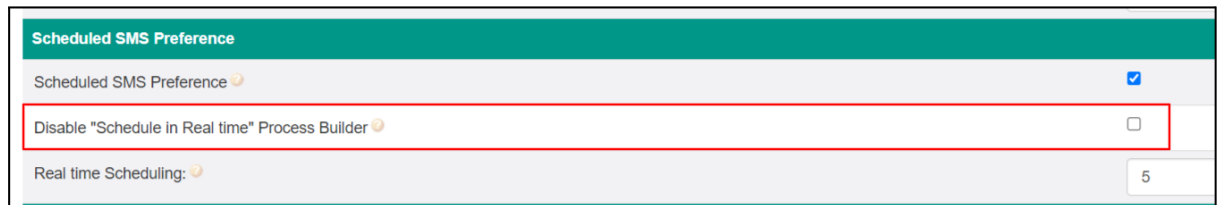


Fig : Schedule SMS Preference

Link Shortening changes

Users can customize whether they want a particular link to be shortened or not. You can stop a link from shortening by adding "tsd=NA" at the end of the link.

Example: [CompanyName.com/tsd=NA](https://www.youtube.com/tsd=NA)

You can also do the same in custom settings.



Fig : Stop link from shortening

Enhance iText Reply

Previously, there was a delay in the outbound replies for iText. It can be resolved by creating a custom setting (itextboosting) to boost speed in iText. The "ReplySMSRest" class should include a call to "itext boosting" before any operations are performed.

SMS App Owner in General Settings

In the SMS App Owner section of the General Settings, initially, all the users with Salesforce licenses were displayed. To avoid long lists due to a large number of users, we have made a changes to only display the following users:

- Users with System Admin Profile
- Previous SMS App Owner
- Currently logged-in users with edit capability

Scheduling SMS From Reports

Earlier, the number of records you could send data to through a report was set to 2000 at a time. Now, the limit has been increased to 50,000. 360 SMS supports scheduling messages to unlimited records from the SMS From Reports component with real-time data.

There are two cases for this:

Case 1: Less than or equal to 50,000 records

When the report's records are less than or equal to 50,000 records, the following conditions need to be met:

- While creating your Salesforce Report, add the following:
 - Add a filter with the field 'Filter Number' > 0.
 - Sort by Filter Number field, in ascending order
 - Add the Record ID field and Filter Number field in the report. For instance, Lead ID if the report is on Leads.
- When scheduling messages from the SMS from Reports, there is a checkbox named 'Run report on scheduled time to fetch new records'.
 - The checkbox is checked as **True**:
 - When the report is executed at the scheduled time, it will automatically retrieve real-time data.

- For example, if there were 10,000 records in the report today, and at the scheduled time, which is tomorrow at 10 am, the total records increase to 14,000, then messages will be sent to those 14,000 updated records.
 - The checkbox is checked as **False**:
 - When the report is executed at the scheduled time, it will retrieve the records that were present in the report at the time of scheduling rather than real-time data.
 - For example, if there were 10,000 records in the report today and at the scheduled time, which is tomorrow at 10 am, the total records are 14,000, then messages will be sent to those 10,000 records that were present at the time of scheduling.

Note: When you are scheduling a message and have checked the check box, you need to ensure that the number of records does not cross 50,000.

Case 2: More than 50,000 records

When the report's records are more than 50,000 records, the following are the conditions that need to be met:

- While creating your Salesforce Report, add the following:
 - Add a filter with the field 'Filter Number' > 0.
 - Row limit is set to 99.
 - Sort by Filter Number field, in ascending order
 - Add the Record ID field and Filter Number field in the report. For instance, Lead ID if the report is on Leads.
- Create a custom setting for 'SMS_Incoming_Alert__c' to control the chunk size with the below details.

Name:- Run Report Per Hour

Value:- chunk size (number of times a report can be run in an hour)

Total records fetched in an hour: 99*Value

For instance, Value = 200, so the total records fetched is 99*200 and messages will be sent to these records in that hour. Once this is done, the report is scheduled to fetch the next batch of records in the next hour.

The default value for 'Value' by 360 SMS is 200. However, the user can choose whatever they want. The maximum value for this field is 500 from Salesforce itself.

For both of the above cases:

When scheduling messages from the SMS from Reports, there is a checkbox named 'Run report on scheduled time to fetch new records.'

- The checkbox is checked as **True**:
 - When the report is executed at the scheduled time, it will automatically retrieve real-time data.
 - For example, if there were 10,000 records in the report today, and at the scheduled time, which is tomorrow at 10 am, the total records increase to 14,000, then messages will be sent to those 14,000 updated records.
- The checkbox is checked as **False**:
 - When the report is executed at the scheduled time, it will retrieve the records that were present in the report at the time of scheduling rather than real-time data.
 - For example, if there were 10,000 records in the report today and at the scheduled time, which is tomorrow at 10 am, the total records are 14,000, then messages will be sent to those 10,000 records that were present at the time of scheduling.

Drip Campaign

In the case of drip through the record owner's email, the Email feature has been enabled. To activate this feature, a custom setting named "EmailSenderAsRecordOwner" should be created in the SMSIncomingAlert record, and the OptOut checkbox field should be enabled.

Opt-in template in Object Setup

The Opt-in template in the object setup is now sorted by "Last Modified Date". However, we were facing an issue where if there were more than 1000 templates, the system would crash. As a temporary fix, we have implemented a limit of 999

templates to prevent the page from breaking. Additionally, if there are any issues, we can edit old templates to bring them into the list.



Fig : Link Objects to Phone API

Search for Case Object in SMS Composer

Previously, you could only search Names in the SMS Composer, which is located in the utility bar. Now, the Case object may also be found using the SMS Composer's search feature.

Minor Bug Fixes

This release includes minor bug fixes to enhance app stability and performance.