



360 SMS APP

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(Summary)



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Enhancements:

Schedule SMS

While scheduling a message, if the time period is too short (2 to 5 minutes), the message will be sent immediately. This feature is usually for automated messages.

Change in object picklist value in SMS App

The drop-down options in various locations (such as SMS Templates, Drip Campaigns, General Settings, etc.) can be customized, and the number of items can be manually set by the user. The standard items are already displayed in the drop-down.

SMS from report phase 2

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:

1. If the report contains 50,000 records:
 - a. The report will run synchronously in batch execution. When the batch of reports is generated, each report will be executed one after the other in the same process, without any parallel processing.
 - b. The report will be generated in chunks of 2,000 rows at a time. The maximum number of reports that will be generated in a batch is 25, meaning that the total number of rows being processed will be $2,000 * 25 = 50,000$. The report will be generated for each set of 2,000 rows, and after retrieving the 2,000 IDs, SMS messages will be sent in parallel, meaning that multiple messages will be sent at the same time.
2. If the report contains more than 50,000 reports:
 - a. In this case, we will run the report, collect the IDs, and send the SMS messages in parallel.
 - b. If the booster is not enabled, the report chunk size will be set at 30 or 25, depending on the current functionality.
 - c. If the speed booster is enabled, the report chunk size will be set to 100.

- d. If there is a limit reached for the number of reports that can be executed per hour, the batch will stop, and a new batch will be scheduled for execution after one hour for the remaining records.

Number sync from Setup Org

Currently, different clients use different number formats, which are utilized in both the SMS and CTI systems.

WhatsApp Profile name displayed on incoming

In the case of WhatsApp, the provider gives us the profile name of the sender's account. We can use this profile name as the name mapping for new leads in incoming WhatsApp messages.

WhatsApp providers will give us the profile name saved in the SMS history. For lead conversion field mapping, we will map the field in the SMS history to the lead for the new lead name mapping, and so on in the conversion process.

Field Mapping setup for new record creation

Field mapping setup for creating new records.

Linked to the WA profile name, the admin can change the default lead name for unknown incoming messages.

Signature Parsing

Need to enable from General settings.

In the Sign option in General settings, a sign is automatically added to every outgoing message, which is the sign of the user who is sending the message (not the record owner [RO]). Through this setting, the sign can be changed to the record owner.

For example, if the marketing team is sending SMS, but the SMS is being sent from the RO because the field is checked, there can be one setting for one user, either to use the "sending user" sign or the RO sign as an organization-wide setup.

This setting can be changed for each user, and the user can change it through "My SMS setup" for a user-wise setup.

Stop Autoplay for voicedrop template selection

"Stop Autoplay" refers to disabling the automatic playback feature for the "voicedrop template selection." By stopping the autoplay feature, the voicedrop template will not play automatically and will only play when the user initiates it manually.

Read Incoming after sending Outgoing message

Previously, the last incoming message was marked as read only when an outgoing message was sent from the conversation view or the utility bar.

Now, incoming messages will be marked as read for all outgoing messages sent from anywhere (conversation view, utility bar, automation, etc.).

Whenever an outgoing message is sent, if there is an incoming message, it will be marked as "Read." This functionality is enabled through the General Settings. It will only work if it is set to true.

Channel option on SMS template/folder

Currently, it is on the SMS Template used for filtering templates.

Once a channel is assigned, the template can only be used for that channel. There is a multi-channel picklist and the "Channel All" option.

Use case: This is used for WhatsApp-approved templates.

Blacklisted number use case

Outgoing messages will not be sent if the recipient number is on a blacklist. This is a security measure to ensure that restricted or unwanted numbers cannot receive messages from the app.

Signature for bulk messages

The sign is currently appended to all outgoing messages in the General Settings. Now, the sign can only be added to bulk messaging and not to one-to-one messaging.

Labels for “To” and “From” number

In the conversation view, the thread displays the "to" and "from" numbers. Currently, the numbers are displayed without a label.

For the "to" number, we will provide an option to display the label, such as "Mobile," "Phone," "Home Phone," etc.

For the "from" number, the label set in the org setup will be displayed.

Schedule SMS button in conversation view

In the conversation view, we have now added the scheduling option. This was previously only available in the "Send SMS" button. It is now live.

Update parent records for new incoming

Whenever a new lead is created, the "SMS Last Sender Number" field will be prefilled. This can be done with a field mapping task. The field will only be updated once, when the lead is first created. Currently, the user has to manually update this field, but with this change, the first default value will be automatically set when the lead is created.

Minor Bug Fixes

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