



Communication Platform

Service

Documentation

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CEQUENS ●

Shaping the Future of
Business Communication

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1. OVERVIEW

CEQUENS Communication Platform allows businesses to communicate with their Users through a plug 'n play platform that caters to all their communication needs. It leverages the latest cloud technologies and features a comprehensive portfolio of omni-channel communication services that are reliable, scalable, and cost-effective.

Users can send SMS campaigns across several channels, using a simple, user-friendly web interface. Moving forward, our CEQUENS Platform will serve all Users across new channels, e.g. Voice, Email, Push Notifications, ChatApps, and more.

We have recently developed the way Users can navigate the platform to reflect this change, and serve our mission of bridging communication gaps and elevating business communication.

Below are several campaigning methods that Users can use to effectively communicate with their customers. They can choose one of the following categories:

- SMS Campaigns
 - Regular SMS
 - Personalized SMS
- SMS Campaigns with a URL Call-to-Action
 - Regular SMS with CTA
 - Personalized SMS with CTA

2. MAIN DASHBOARD

To start using CEQUENS Communication Platform, go to <https://console.cequens.com>. You will find the following modules to start using our platform:

- SMS Campaigning across multiple channels.
- SMS Campaigning using Hyperlinked Call-to-Actions
- Reporting and Analytics
- Contacts Management
- User Management
- Billing

3. IMPORTANT NOTES

- Number of recipients is limited to 5 recipients per campaign.
- Maximum number of recipients guaranteed per campaign is 1 Million SMS.
- Maximum recipients file size is 17 MB.
- SMS records will only show 100 messages.
- Filters and quick search in SMS records are disabled now.

4. FEATURES LIST

4.1. Account Management and Registration

4.1.1. Login

Users are provided with a simple Login experience to access the platform, using their username and password. They can also reset their passwords, in case he/she forgets it.

4.1.2. Trial Accounts Creation

The Platform allows Users to sign up and create a new trial account to try the messaging service and explore the end-to-end user journey.

4.1.3. Allowing Trial Account for their Own Number

Preventing Users from sending to any additional numbers other than his own verified one. To allow Users to use our infrastructure and connections readily without legal compliance, we needed to limit his sending to his own number, so we had to verify it.

4.1.4. Mobile Number Verification for Trial Accounts

Users are asked to verify their identities through providing their mobile number before creating a trial account.

4.1.5. Adding Legal Agreement during Trial Creation

Asking Users to read our terms & conditions before proceeding with the trial registration. To allow Users to use our communication platform we needed his consent that he will only use it within our term and conditions.

4.1.6. Resending Activation Link to Users

Allowing the trial account user to resend the activation e-mail to his inbox. If a user didn't receive the activation link or hasn't clicked it until it expired, now he can resend it to verify his e-mail.

4.1.7. Apply Trial Account Limitations on Invited Users

Allow Users invited to a trial account to send only to his mobile number. We applied the trial account constraint only on the original user who created the trial, not to other Users added later the same trial account.

4.1.8. Allowing Only One Trial Account for One Phone Number

A trial account can only be created using a mobile number that hasn't registered any trial accounts before and to avoid spam.

4.1.9. Automated Upgrade of Trial Accounts to Live Accounts

This feature allows the customer to pay and promote himself automatically to a paid account. The customer needed the operation team to create a trial account for him, and then to create a new live account for him after that. Now this is all a self-service procedure.

4.1.10. Enable Promo Codes during Signup

This feature allows marketing team to communicate specific promocodes, and we can give the customers who sign up more credits than normal trial accounts. Marketing team couldn't launch campaigns for specific customers to promote the platform.

4.2. SMS Campaigning

Once a user logs in, he/she can start sending SMS campaigns if they have enough credit in their balance. They can choose one of the following types: Regular SMS, Personalized SMS, SMS with hyperlinked CTA, or Personalized SMS with hyperlinked CTA.

4.2.1. Sending Regular SMS

Users will land on the campaign selection page right after he logs in. Then using SMS Broadcast, he will select the option "Regular Campaign."

Users will need to fill his campaign's name and select a sender from the senders assigned to him in "Station."

To add recipients, Users has three options:

- Type his recipient numbers directly (Useful to test the service first or send one message to your own handset to see how the campaign will look before actually sending the whole campaign)
- From file (Excel or CSV file containing all recipient numbers in the first column)
- From contacts/groups already uploaded to the platform

Users can utilize one or more of those options using the recipient control. Then, they will press next to be taken to the next part of the platform, composing the message's text. While composing his message he will see the count of the message's characters and the expected parts per message

After composing is done, Users will press next to move to the next step, where he chooses whether he wants to send the campaign now, later, or just save it as a draft to resume editing it later

Saving the campaign as a draft, will just show it in campaign listing, where Users can resume the campaign sending process later. While "Send Now" will immediately start sending the campaign once Users reviews the campaign in the coming final step. Scheduling the campaign will allow Users to select a date of sending the campaign once he reviews the campaign and saves it.

Now Users is almost done, he will press next to see a brief of the campaign details so far, and an estimated cost along with his current balance. The estimated cost is based on the average SMS price, and isn't the actual cost. The actual cost is only determined after sending all messages.

After reviewing Users will be ready to send his campaign immediately -in case he selected send now- or at a later scheduled time -in case he selected a scheduled time- by simply clicking "Finish."

After clicking finish, the campaign will be sent, scheduled, or just saved as draft -as per user's previous choice- and he will be redirected to the campaign listing page.

4.2.2. Sending Personalized SMS

Like sending a regular SMS campaign, Users will select a broadcast campaign, but in this case, he will select Personalized Campaign. Users will enter the "Campaign Name" and select the campaign's sender from the dropdown list, both are mandatory.

A personalized campaign can only be sent using a recipients' file, the file should include the recipient number in the first column, and any personalization data is in the consecutive columns.

A template is available, Users can download it and fill his data in the template and reupload it. In the next step, Users will enter the message text exactly like a regular message. To personalize the message's text, Users can use any data in the recipient file by writing "@" followed by the column name.

Users can use the auto-complete or just write the full name of the column, this will replace each message in the campaign with the corresponding values of the recipient.

In the next step, Users will setup the sending options. Now Users can review his message before sending/saving it. Notice that in the review, the parameter will still appear as a parameter, the values will be replaced for each individual message with the recipient's data.

4.2.3. Sending SMS with Hyperlinked Call-To-Actions

Running SMS campaigns with CTAs helps businesses to monitor Users' responses and clicks on the embedded links within messages. It can be used for surveys and rating experiences. It's like creating a Regular SMS campaign, but with slight changes to the second page of the platform.

Users will have the option to enter a redirect URL. This is the URL that the recipient's browser will be redirected to after he clicks the link and his click is recorded, by default we provide a content-neutral page if Users doesn't want to create a specific landing page for that campaign.

Note: The redirect URL is where the recipient will land after he clicks, not the URL that will appear in the message. The URL appearing in the message is a variable URL to capture each user's response.

The rest of the journey for this kind of campaign is the same, and the summary page for the campaign should show Users a summary of his results. An export button will allow Users to obtain a detailed report of each recipient's response.

4.2.4. Sending Personalized SMS with Hyperlinked Call-To-Actions

This is similar to sending Regular SMS with CTA; however, it provides the same options that are presented for the Personalized SMS.

4.2.5. Sending an SMS Survey

Allowing Users to create and send an SMS survey. Users in certain regions rely on SMS to receive user feedback, having a tool for this from the portal should be a huge plus for non-technical Users to achieve the task.

4.2.6. Show Aggregated Result for Surveys

Showing aggregates for replies on user survey. Showing the result instead of asking for it manually from CEQUENS.

4.2.7. Export SMS Survey Results

Allowing Users to export survey results. Users had access to survey aggregated results only, he had to request for the detailed report manually, now he has access to the detailed report.

4.2.8. Resend Failed Campaigns

Allows the customer to resend a failed campaign. In some cases, the campaign will fail due to lack of credit, and the customer will have to recreate the campaign after charging his account, this option will quickly resend the same campaign without having to create it from scratch.

4.2.9. Select Country before Sending Campaigns (SMEs)

The SME customer now will need to select the country before sending his campaign. SME customers will have worldwide coverage, and he can send a campaign to a country that requires sender ID registration using a sender ID he hasn't registered in that country. We now ask the customer to enter the destination country and if the country requires sender ID registration, he will be warned about the consequences of not registering the sender ID.

4.3. Account Settings

The Settings are found on the side menu can be accessed from the gear in the top right side of the platform. It will show Username, role, balance, safe limit, and account manager. It also allows Users to perform some important actions that will help him use our services.

4.3.1. Add Credit

Users can click “Add credit” in the side bar to top-up his credit using PayPal. Once Users decides the amount he wants to pay, he will use PayPal’s portal to finalize the payment, and once confirmed by PayPal the balance will be added to his account.

4.3.2. Manage Users

An Admin user can use the “Manage Users” to activate or deactivate other Users under the same account. Notice that a user can’t deactivate himself. Inactive Users can’t login to the portal until they are activated again.

4.3.3. Edit Profile

User can edit his own profile using the “Edit Profile” option from the side bar.

4.3.4. Change Password

When choosing change password from the side bar, Users can change his password. Users will enter his old password, his new password, and confirm his new password. If the info is correct and the password conforms to the standards, the password will be changed successfully.

4.3.5. Change Language

Users can use the side bar to toggle between Arabic and English interfaces.

4.3.6. Logging out

Users can logout using the button in the side bar.

4.3.7. Credit History Report

Allows Users to see his credit transactions. Users now can see his credit transactions on the new platform without having to refer to the old portal.

4.3.8. Coverage and Pricing

Allow Users to see his coverage and pricing for each destination. Users now can review his pricing and coverage in the new portal without having to refer to the old portal.

4.4. User Management

4.4.1. New Identity Provider to Facilitate Better Security

Different techniques for provisioning and refreshing security tokens have been implemented. Now a new token generation and refreshing technique is implemented using a different identity provider. The way we used tokens to identify and secure our Users wasn't up to the standard level of security.

Now we have a sophisticated standard way of identifying our Users and securing their traffic to maintain the security of their sessions.

4.4.2. Forget Password

User can now change his password from the portal before logging in. If a user is stuck in login, and he can't remember his password, he can do so without having to refer to our support team.

4.4.3. Change Password

A logged in user can change his password from the portal directly. This will allow CEQUENS Communication Platform Users to change their passwords without having to contact support to do so.

4.4.4. Deactivate/Activate User

An admin can now deactivate a user or activate an inactive user. This will allow the admins more control over Users within their accounts.

4.4.5. Edit User Details

Allow Users to edit his personal details like full name, phone number, time zone, and mobile no. If a user has changed his location to a different time zone, or if the same user is being transferred to a different person, Users can use this feature to manage such transition.

4.4.6. Accounts Listing

Allow the master account to see all the subaccount under his account and their status. This feature introduces the concept of subaccounts and master accounts to the platform allowing master accounts to start managing their subaccounts.

4.4.7. Activate/Deactivate Accounts

Allow the master account to activate inactive subaccounts and deactivate active subaccounts. This feature introduces the concept of subaccounts and master accounts to the platform allowing master accounts to start managing their subaccounts.

4.5. Billing

4.5.1. Top-Up Credit Using PayPal

This feature allows a prepaid CEQUENS Communication Platform user to top up his credit using PayPal.

Note: This feature is accessible directly via console.cequens.com/add/credit only for now, it will be accessible for everyone very shortly after different internal stakeholders test it, it is ready from our

side. This empowers our pre-paid user to use CEQUENS Communication Platform with no need to contact Cequens for such a trivial task as adding credit to his account.

4.6. Invite Users

CEQUENS Communication Platform Users now can invite new Users directly from platform under the same account. This will allow Users to gain more autonomy as they will not have to use a different portal. They will invite other user to connect and use the CEQUENS Communication Platform.

4.6.1. Invite Multiple Users

Previously, after inviting a user, trying to invite another user again without closing the sidebar, didn't work, you had to dismiss the bar and invoke it again to do so, this is now fixed.

4.7. Personalized SMS API

This API will allow a user to send large volume of SMS with different messages to different recipients using a CSV sheet directly from an API that allows basic authentication user/pass. A user needed an API that allows his system to directly send a campaign, not through our portal. He also requested using basic authentication not token based authentication.

The API has a set of limitations now:

- Maximum request = 30 requests per minute.
- Maximum no of recipients = 3k recipients per request.
- API doesn't accept call back URL as a parameter.

4.8. API Token Management

4.8.1. Create API Tokens

Allowing Users to create API keys. API Users didn't have a place in our new platform to create API keys, they needed to use the old portal to do this, now they can do it from the new platform.

4.8.2. Regenerate API Tokens

Allow Users to regenerate a new token while disabling the old one. Sometimes a developer may have his token breached or he just wants to regularly recycle his tokens for security reasons.

4.8.3. Set Token Expiry Date

Allowing Users to set an expiration date for his token. Allows the developer to set the expiry date for his token, old behavior required disabling the token manually since all tokens never expired.

4.9. Reporting

4.9.1. Report Summary

This feature shows Users a summary of the messages he sent through all Cequens interfaces. It isn't limited to CEQUENS Communication Platform traffic.

Note: This feature is accessible directly via console.cequens.com/reports only for now, it will be accessible for everyone very shortly after different internal stakeholders test it, it is ready from our side.

Users need an operational report that gives him insights about all his traffic sent through CEQUENS. This report will give Users a summary of his traffic. He can filter his traffic with a limitation of maximum one-month period.

4.9.2. Detailed Report

This feature allows Users to see the details of his report after viewing the summary.

Note: This feature is accessible directly via console.cequens.com/reports only for now, it will be accessible for everyone very shortly after different internal stakeholders test it, it is ready from our side.

Users need an operational report that gives him insights about all his traffic sent through CEQUENS. This report will give Users the details of his traffic after he views the summary. He can filter his traffic with a limitation of maximum one-month period.

4.9.3. SMS Count Chart

This feature displays a visual chart for Users' number of messages. Users doesn't have to export his report to an external sheet to count the number of messages and compare it across a period of time.

4.9.4. SMS Cost Chart

This feature displays a visual chart for Users' SMS spending. Users doesn't have to export his report to an external sheet to aggregate the cost of his messages and compare it across a period of time.

4.9.5. Filter SMS Report by Status

Allowing Users to filter his messages by status. Users sometimes needs to drill down in the report to do some analysis, and he couldn't do it from the platform directly.

4.9.6. Return Number of Messages Instead of Parts

Show number of messages instead number of parts in reports. It was confusing showing number of parts in the aggregates while in details showing messages not parts.

4.9.7. Filter Reports by Interface

Allow the customer to filter his traffic by interface. Allow the customers to drill down in their reporting and find better analytics of their consumption.

4.9.8. Filter Reports by Account

Allow the master account user to filter the traffic by subaccounts under his master account. Allow the customers to drill down in their reporting and find better analytics of their consumption.

5. UI Revamp

5.1. Dashboard

We have created a landing page where Users will see the most relevant actions and items to his account. It improves the landing experience, and later it will help us customize Users' experience.

5.2. Navigation Enhancement

We have changed how Users navigates through the platform to improve the navigation experience. It will also allow us to easily add more channels.

5.3. Add SMS Consumption Chart to Dashboard

We have added the SMS consumption chart for the last 30 days to the landing page. We need to make the landing page relevant to the customer's needs and to provide the most critical info he might be interested in.

5.4. Add Pricing and Coverage to Landing Page

We have added the pricing and coverage to the landing page. We need to make the landing page relevant to the customer's needs and to provide the most critical info he might be interested in.

5.5. Improve Navigation Behaviour

We have further improved the navigation behavior. The customer can quickly navigate home, we added a breadcrumb control to indicate his location, and we have added the left navigation bar to empower a second level of navigation.

6. Number Discovery

6.1. Single Number Discovery

We have added the number discovery section in the platform and allowed the customer to lookup one number. Allow the user to understand and test the number discovery service.

6.2. Bulk Number Discovery

Allow the customer to request a bulk number discovery lookup, either standard or premium. Allow the customer to submit a bulk number discovery request directly through the portal.

7. Add-On Features

7.1. Adding CEQUENS Chatbot to the Portal

We allowed Users to hook to our chatbot to help with his inquiries. For some minor enquiries, the bot can answer Users' problems.

7.2. Provide Stakeholders with a List of Trial Accounts

We provide a tool/page that lists the trial accounts and Users with the ability to manually activate any inactive user. User success and/or support will need this tool to manually activate a user or to just get a list of Users to contact them.

7.3. Mark Campaign as Failed if it Stopped for Lack of Credit

A campaign that fails to start or complete due to lack of credit will be marked as failed. Previously a campaign that isn't sent due to lack of credit would remain in progress until changed manually, this was misleading for Users and required manual intervention from our side.

7.4. Integrate with Different Password Managers

We ensured compatibility with famous password managers. Some password managers weren't compatible with our portal.

7.5. Register Sender ID

Allow the customer to request a sender ID through the portal. Customers usually need to contact support to request a sender ID, extending the communication cycle needed to do so and making the self-service experience lacking.

About CEQUENS

CEQUENS is a leading Communication Platform as a Service (CPaaS) provider that aims to bridge communication gaps in a communication-driven world. Powered by innovation and guided by a Cloud-First and Mobile-First approach, we provide omnichannel communication services and APIs that enable enterprises and developers to communicate with their user base worldwide. As an Endeavor Entrepreneur and GSMA Associate Member and ISO-Certified company, CEQUENS plays a pivotal role in transforming communication in the region.

CEQUENS proprietary, PCI/DSS compliant Communication Platform leverages the latest cloud technologies and features a comprehensive portfolio of products and solutions that are industry-focused, agile, scalable, and cost-effective.

The products and solutions developed by CEQUENS address the global and local communication challenges; whether scalability, reliability, cost efficiency, channel variety, and measuring Return on Marketing Investment (ROMI), across various countries in the MENA region, Africa, GCC, Asia, Europe, and USA. While working with businesses from various industries, CEQUENS takes pride in its outstanding user support and growing team of global citizens. We also provide Managed Services that are flexible by design and can adapt to the ever-changing needs and requirements of various industries.

CEQUENS' competitive edge is its continuous ability to innovate and evolve with the rise of new technologies. Operating from several offices, our international client base includes large public and private enterprises, public institutions and agencies, and mobile network operators and aggregators. The company also acts as the gateway for global Over-the-Top (OTT) players.

Values That Drive Us

Our success is not only due to the quality of our work. It's down to our attitude, our approach, and the way we treat our Users.



CUSTOMER FOCUS



PASSIONATE LEARNERS



BIG THINKERS



WINNING LEADERS



AGILE

GET IN TOUCH

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