

Important Announcement for All SMS Users on 8x8

Last Modified on 06/20/2024 11:42 am EDT

We first alerted customers to this change on March 2023. If you have already taken care of this, there's nothing else to do.

Critical changes are taking place regarding 8x8's SMS/MMS messaging service via **Work for Desktop** and **Work for Mobile** applications in the US and Canada.

In order to control spam messages, U.S. wireless service providers now require that all SMS/MMS messages be managed as application-to-person (A2P) messages if they (1) originate from a business and (2) terminate to the U.S. wireless service providers' subscribers. To accommodate this change, 8x8 has announced the availability of a new Admin Console workflow which enables the one-time self-registration to The Campaign Registry, **which is required for all customers using the 8x8 SMS service in US and Canada.**

[Click here for step-by-step instructions for registering in the Admin Console.](#)

This new workflow provides a quick and easy way for customers, or partners on behalf of their customers, to complete the SMS service registration as required by U.S. wireless carriers, and in line with the industry requirements set out in the CTIA Messaging Principles and Best Practices. *A one-time registration fee of \$115 USD will show up as a billing adjustment for each customer account whose registration is completed within Admin Console.*

We urge all 8x8 customers using the SMS functionality to register before June 17, 2024. Effective June 17, 2024, all unregistered SMS traffic will be blocked by the underlying SMS carrier. IMPORTANT: Campaign verification may take up to a week after submission, as the underlying carrier will review your submission and approve it manually. Once the campaign is approved, you will be able to [assign phone numbers to the campaigns.](#)

Enablement

Please refer to the following support articles to complete the registration process.

[SMS Campaign Registration: Admin Console Configuration](#)

[SMS Campaign Registration: How to assign an SMS Campaign to a phone number](#)

Below is step by step instructions on how to fill out the registration info.

What is the change?

U.S. wireless carriers now classify SMS/MMS messages sent from any business application to a U.S. mobile subscriber as application-to-person (A2P) messages. This will also include one-to-one conversational messages supported by your 8x8 service, previously viewed as person-to-person. To continue sending SMS/MMS using 8x8 Work without risking non-delivery, the company business entity must be registered in The Campaign Registry. For more details about this SMS campaign registration requirement, please visit the following article: **[Unregistered SMS/MMS Message Blocking](#)**

Instant Messaging (IM) vs SMS

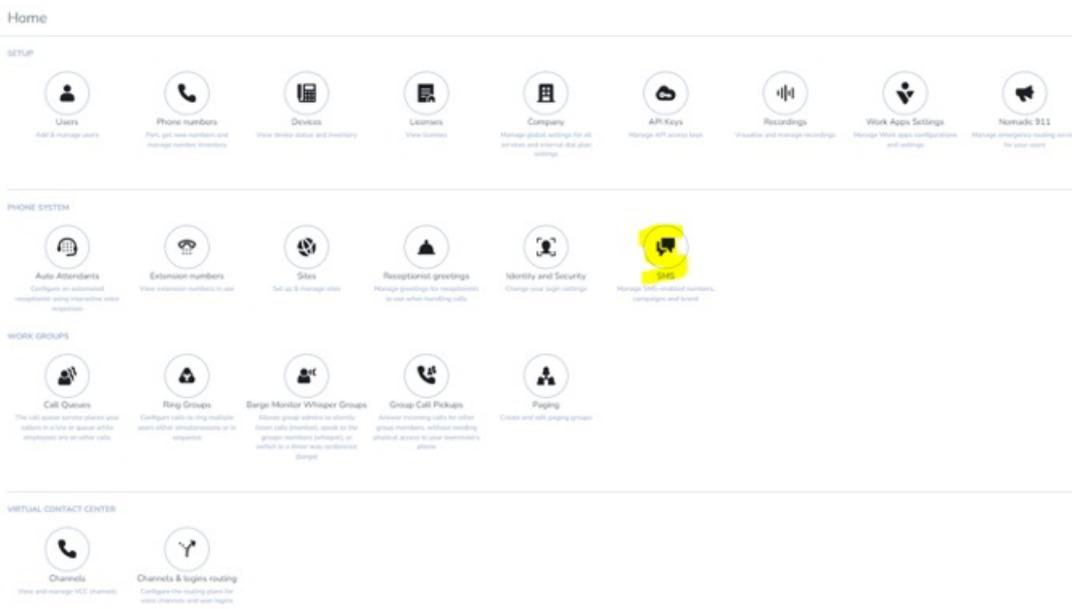
8x8 Work has a built-in instant messaging (IM) feature designed to allow users of 8x8 Work on the same 8x8 service to chat directly with each other. Even though this IM feature uses the same Messages interface as SMS messages do in 8x8 Work, IM is not SMS. If you use IM internal to your company and do not send any SMS messages to any mobile phone subscribers, SMS campaign registration is not required in your case.

Need Help?

Please email service@vertical.com or call 877-Vertical Option 1 for Customer Service if you need assistance with the registration or you do not have access to the admin console.

Step-by-Step Instructions

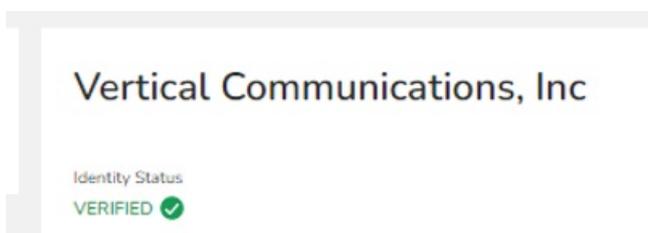
1. Click on the new **SMS** button on the **Application** page of **Admin Console**.



2. Fill out your company information.

* Legal company name Placeholder text	
* DBA or Brand name, if different from legal name Placeholder text	* What type of legal form is the organisation? Select... ▼
* Tax Number/ID/EIN Placeholder text	Tax Number/ID/EIN Issuing Country Select... ▼
Alternative Business ID (DUNS, GIIN or LEI) Select... ▼	DUNS or GIIN or LEI Number Placeholder text
Stock Symbol Placeholder text	Stock Exchange Select... ▼
* Website Placeholder text	
Brand Address	
* Address / Street Placeholder text	* City Placeholder text
* State / Region Placeholder text	* Postal Code / ZIP Code Placeholder text
* Country Select... ▼	
Brand Contact Details	
* First Name Placeholder text	* Last Name Placeholder text
* Support Email Address Placeholder text	* Support Phone Number Placeholder text
<input type="button" value="Cancel"/> <input type="button" value="Save"/>	

- Once you hit **Save**, the system will verify your information and you will get a **Success** message.



- In the next section, fill out **Your Campaign**.
Here is a basic example of how to fill it out. There is more info on each section by clicking on the **Info** button. *PLEASE NOTE: Campaign Description must be 40 characters or more.*

Your Campaign ^

Define your campaigns

* Select a use case
UCAAS Low Volume ▼

* Campaign Description
SMS Communication

* Call-to-action message ⓘ
Text "YES" to Receive Messages from Vertical Communications

Campaign and Content Attributes

Subscriber Opt-In ⓘ

Opt-in keywords
YES x Add keywords

Opt-in message
Thanks for subscribing! Text "STOP" to stop

Subscriber Opt-Out ⓘ

* Opt-Out keywords
STOP x Add keywords

* Opt-Out message
Text "STOP" to Opt out

Subscriber Help ⓘ

* Help keywords
HELP x Add keywords

* Help message
Text "HELP" for Help

5. Once done, you will see a **Pending** status. This status will remain until the Carrier approves your registration. **This may take up to one week.**

Your Campaign ^

Define your campaigns

Campaign Status
PENDING CARRIER APPROVAL ↻

Campaign ID
CTEYAHN

6. Once approved, you can enable SMS texting by assigning your SMS phone numbers to the "Campaign".

Your Campaign

Define your campaigns



Can't create campaigns until your brand is detailed above and verified.

Your SMS enabled phone numbers

Enable or disable SMS capabilities for your phone numbers, and assign them to your campaign



User	Phone Number	Assignment	
csr test2	(470) 275-1300 Ext. 60001	Unassigned	
csr test1	(240) 479-1976 Ext. 99951	Unassigned	
Jeremy Markey	(720) 792-0235 Ext. 88836	Unassigned	
Eric Caughenbaugh Sales Engineering	(614) 408-1381 Ext. 81381	Unassigned	
Craig Gironda	(475) 223-1297 Ext. 86512	Unassigned	
Curtis Fuhrmanek	(678) 597-2916 Ext. 81382	Unassigned	
Billy Swartzel	(513) 973-4059 Ext. 81382	Unassigned	

When the carriers are verifying your campaign they will be looking to see if the following disclaimer and privacy policy are present on your website. While the verbiage does not need to be exactly as it is shown it needs to make the same point. If this is not on your web site you will not get carrier approval and will not be able to use your SMS until this is completed. It is best to have this information on the contact page or at least a link on the contact page directing the customers to the disclaimer and privacy policy.

DISCLAIMER:

"By providing my phone number to "Company Name", I agree and acknowledge that "Company Name" may send text messages to my wireless phone number for any purpose. Message and data rates may apply. We will only send one SMS as a reply to you, and you will be able to Opt-out by replying "STOP". For more information on how your data will be handled please visit (PRIVACY POLICY) (LINK attached)."

PRIVACY/POLICY

"No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties."

Campaign Verification

Assuming no changes are required campaign verification may take around a month after submission, as the underlying carrier will review your submission and approve it manually. Once your campaign is approved, you must also assign phone numbers to the campaigns. It can take 7-14 business days for the carrier's first event to show up. <Inserted here for web site updates>

The presence of required entries for **Subscriber Opt-In, Opt-Out, and Help** does not indicate that 8x8 can perform automated reply responses to mobile phone subscriber messages. Customers using the 8x8 SMS service must manually send such responses to mobile phone subscribers, when needed.

IMPORTANT Note about Automation: Note that the presence of required entries for **Subscriber Opt-In, Opt-Out, and Help** does not indicate that 8x8 can perform automated reply responses to mobile phone subscriber messages. Customers using the 8x8 SMS service must manually send such responses to mobile phone subscribers, when needed.

The **Your Campaign** section of the form is about "What we are doing, and why." It must be completed and marked as **Verified** before you can proceed with enabling SMS for your users and assign them to the campaign.

While still In **Home > Phone System > SMS:**

1. Fill in the form in **Your Campaign**. See the screenshot of the completed form and **Verified** message, below.
2. Scroll down and acknowledge the **Registration Fee** by checking the box.
3. Click **Create** to complete the process.

Campaign Verification Fields

Use Case	This is defaulted to UCaaS Low Volume as the only option. 8x8's Work SMS is designed to be used as a business phone number that allows SMS communications on a conversational level.
Campaign Description	Provide a description of how your business leverages SMS to conduct your business. Important: This field has a <u>minimum</u> requirement of 40 characters.
Call-to-action message flow	Describe how a consumer opts-in to the campaign, therefore giving consent to the sender to receive their message. There are many ways this can be done: <ul style="list-style-type: none">• Example 1: Customers opt-in by visiting www.examplewebsite.com and adding their phone number. They then check a box agreeing to receive text messages from your business.• Example 2: Consumers opt-in by texting START to (111) 222-3333 to opt in.• Example 3: Customers opt-in by visiting www.examplewebsite.com and adding their phone number. They then check a box agreeing to receive text messages from your business. Additionally, consumers can also opt-in by texting START to (111) 222-