

20 questions to ask when comparing texting platforms

1. Does the platform use short codes or long codes (10-digit phone numbers)?
2. Are there unlimited incoming and outgoing messages?
3. Is voice-forwarding available for inbound calls to the texting number?
4. Are there individual inboxes for staff or one inbox to be triaged by many people?
5. Can images, emojis, and links be included in both incoming and outgoing messages?
6. Does a contact receive messages from the same number every time or do numbers rotate?
7. Are you able to send texts longer than 160 characters, or will “U need 2” use slang and truncate words to stay under the limit?
8. Do you allow the creation and storage of texting templates for each department to share with their users?
9. Is it possible to create/import custom contact fields while in the platform?
10. What is the maximum amount of recipients per text message?
11. Are you able to segment contacts into lists in order to send mass, but personalized, messages using merge fields? Can these lists auto-update based on set criteria?
12. Are messages able to be stored in your ERP/CRM under the appropriate contact?
13. Can someone else be temporarily assigned as a caretaker for an inbox?
14. Are you able to track groups of messages as a campaign and review reporting related to that campaign?
15. Is there a mobile app available?
16. Can you schedule outgoing messages for later days/times?
17. Are there flexible notification settings?
18. Can supervisors oversee accounts and monitor for appropriate use? Can accounts be shut off quickly if need be?
19. Are opt-outs recorded in both the platform and in the CRM/Student Information System?
20. Is there a way to validate a contact's number is indeed a mobile number?