



Pocket Mobile Club

Help Guide

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Pocket Mobile Club User Guide

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Part Number: PMCUG070802

1st Edition: August 2007

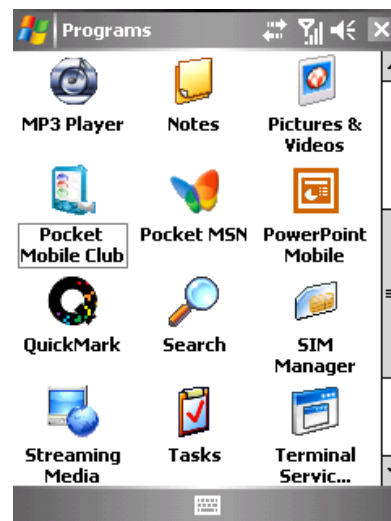
For any feedback or questions, please email to
support@inspire-tech.com

1 Installation & Register Product

Pre-requisites:

Please check that you have installed **Microsoft.Net Compact Framework 2.0** into your **Windows Mobile 5** (Skip this step if you are using Windows Mobile 6)

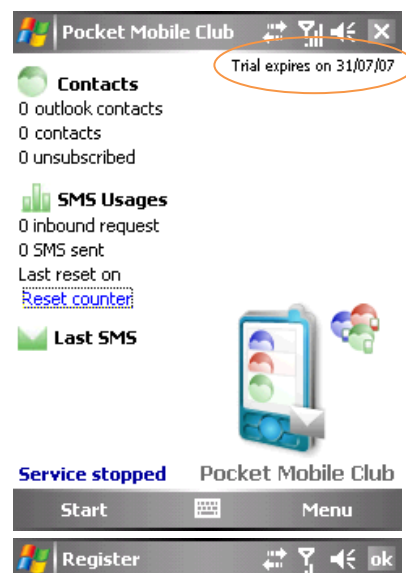
1. Download PMCsetup.mis to your desktop and install it via ActiveSync.
2. After Syncing with your Pocket Device, launch the Pocket Mobile Club from the shortcut on Programs Menu.



3. In the summary page it will display the trial expiry date.
4. To register the product, click **Menu > Activate**
5. You need a valid product key to activate the product

Note:

Trial license is only valid for 14 days. The functions you can test are for Business edition with the limitation of sending up to 10 messages during broadcast.



6. Fill in the registration form and click the **Activate** button to activate the application.

Note:

Ensure that you have turned on Internet via 3G, GPRS or Wifi

7. If registration is successful, the trial expiry date will change to Business or Personal Edition.

Reg Code	E18DHN01M3AD48BC
Name	Jenny
Email	Jenny@inspire-tech.com
Company	Inspire-Tech
Mobile	90033008
Office	
URL	www.inspire-tech.com

Activation requires Internet via 3G, GPRS or Wifi.

Activate

2 Understand Summary Page

1. After launching the Pocket Mobile Club, you will see the Summary Page
2. You will see the Product edition on the top right corner. Some functions will be disabled for Personal Edition.
3. The Contacts section have the following information

Outlook contacts	Total of Contacts in your Pocket Outlook
Contacts subscribed	Total of Contacts subscribed to Pocket Mobile Club. This is if your contacts have sent in SMS to subscribe to your mailing list.
Unsubscribed	Total contacts unsubscribed from your mailing list. Once a contact sends a SMS to unsubscribe from your mailing list and Pocket Mobile Club registers the request as a valid unsubscribe request, the contact will be categorized as unsubscribed. Thereafter, any future broadcast will not be sent to this person.



4. SMS Usages stores your usage until you reset. It can be used to track your usages and tally with your phone bill.

Inbound request	It shows the accumulated incoming SMS processed by Pocket Mobile Club before you reset the counter.
SMS Sent	It shows the accumulated SMS sent from broadcast, CRM and autoreplies before you reset the counter.
Last reset on	It shows the date when it was last reset.
Reset Counter	You can click on this if you wish to reset the counter



5. You can view the last incoming SMS from the **Last SMS** section.

3 Setting up Subscription

Note: The Subscription engine is only available for Business Edition.

3.1 Setting up of Subscription

This is one of the core features of Pocket Mobile to allow customers to auto subscribe to your mailing list without you having to manually type in the details. Before you start the service in Pocket Mobile Club, you should configure the settings to your preference.

1. After launching the Pocket Mobile Club, Click on **Menu** and select **Settings**.
2. Under the **Format** tab, you need to configure the following:

Incoming SMS Format	Choose one of the format options that you prefer to capture customers information. If you chose the 1 st option where you need to capture the email address, make sure the customer sends in the SMS with his email address. Otherwise, the program will take it as a invalid SMS.
Keywords	Put in your desired keyword. Each keyword represents a separate category and they are not case sensitive. If you have multiple keywords, you can use comma to separate the multiple keywords. A simple keyword you can use is JOIN .
Send reply	Select the checkbox to type in the reply message. The counter on top of the message box will count the number of characters and SMS used for your autoreply. (It is better to have auto reply, so that your customer knows that he has successfully subscribed to your mailing list)

3. Under the **More** tab, you can opt to turn on the **Invalid keyword reply** & type in your customised reply.

Purpose: For any incoming SMS that does not match the subscribe, unsubscribe & other auto replies criteria, the sender will get this auto reply message. Take for example, if your customer did not send in the right keyword or format to subscribe to your mailing list. It can be used as a friendly reply to give the instructions on the correct format.

Note: If this is your personal phone and you do not wish to let this autoreply generate a reply on any incoming SMS, you can turn off by deselecting the check box.

4. Click **Ok** to exit
5. Click on the **Start** button in your Summary Page for the service to start.
6. After your service has started, any incoming SMS will be processed. If it meets your subscription keyword and format, Pocket Mobile Club will capture the mobile number, name submitted and store it in the category name of the matching keyword and Pocket Mobile Club category within your Pocket Outlook. If email format is selected, the email will also be captured in the contact's email address.

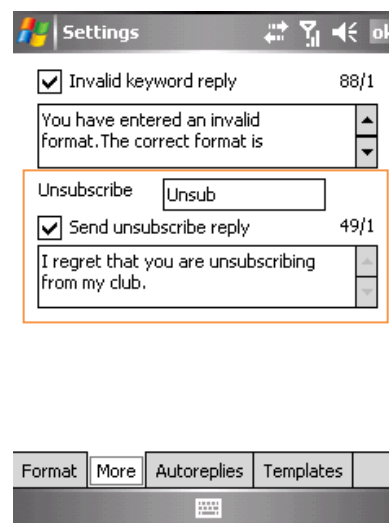
Note: The Start/Stop button is disabled for Personal Edition since the function is not applicable.



3.2 Setting up of Unsubscribe

1. Go to the **More** tab under **Settings**
2. Type in a keyword for Unsubscribe function e.g. Unsub or Unsubscribe. (Keyword is not case sensitive.)
3. Select the checkbox so your phone will autoreply each time it receives the unsubscribe keyword.
4. Customize your reply.
5. Click **Ok** to save & exit and click on the **Start** button in your Summary Page for the service to start.

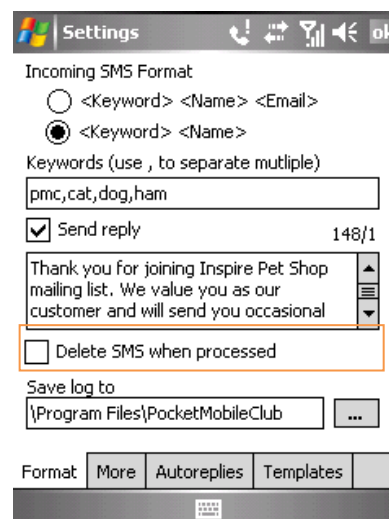
Note: Each time the customer sends SMS that matches your unsubscribe keyword, the system will process it. In future, if you try to broadcast, this contact will be automatically removed from the mailing list but still stays in your Outlook contacts.



3.3 Auto Deletion of Incoming SMS

1. Go to the **Format** tab under **Settings**
2. You can choose to select the checkbox to clear incoming SMS inbox automatically if you wish to turn on the auto deletion function.
3. You need to click restart the service on the first screen of the program for this change to take effect.

Note: This will delete all incoming SMS from your SMS Inbox in your Message box regardless of the format, thus it is recommended to leave this unchecked. All incoming SMS will still be logged in the message inbox when you have start the service.



4 Setting up Autoreplies

The Autoreplies setting allows you to create keywords and its corresponding replies so that you can allow your customers to send the keyword to auto receive some information. Each time your customer sends SMS that matches your autoreply keyword, they will receive an autoreply.

Note: The Autoreplies engine is only available for Business Edition.

1. Go to **Menu** and select **Settings**.
2. Choose the **Autoreplies** tab.
3. Select the checkbox.
4. Type in your desired keyword.
Type in the corresponding response
(You can leave the keyword unchanged and only update the latest content.)
5. Repeat the steps if you wish to add more autoreplies.
6. Leave it unchecked if you wish to turn it off.
7. After settings have been customized click the OK button to save.
8. Click **Ok** to save & exit and click on the **Start** button in your Summary Page for the service to start.

The screenshot shows the 'Settings' application with the 'Autoreplies' tab selected. It displays three keyword entries:

- Keyword 1:** Checked checkbox, keyword 'Promo', count '44/1', response 'Happy hours : 7.30pm - 8.30 pm every Friday.'
- Keyword 2:** Unchecked checkbox, keyword 'Location', count '59/1', response 'Our new Branch is 45 Boat Quay. We welcome you to visit us.'
- Keyword 3:** Unchecked checkbox, keyword 'Operating', count '36/1', response 'Operating hours : 11am-11pm everyday'

At the bottom, there are tabs for 'Format', 'More', 'Autoreplies', and 'Templates'. The 'Autoreplies' tab is currently active.

5 Setup Message Templates

The Templates setting allows you to create frequently used message templates and use it for your future broadcasts.

1. Go to **Menu** and select **Settings**.
2. Choose the **Templates** tab.
3. Select from the list box.
4. Replace your content with preferred template.
5. Click on the **Save** button

Note: Type the message you want in the textbox. If you wish to insert mail merged fields from Outlook to create more personalized message, you may use <FileAs>, <FirstName>, <LastName>. **The special fields are case sensitive.**

The screenshot shows the 'Settings' application with the 'Templates' tab selected. A dropdown menu is open, showing 'Choose one' and 'Special dishes today: Ch'. Below the dropdown, there is a text area containing 'Special dishes t' and 'at 15% discour'. A 'Save' button is visible at the bottom right of the screen.

The screenshot shows the bottom navigation bar with tabs for 'Format', 'More', 'Autoreplies', and 'Templates'. The 'Templates' tab is currently selected.

6 Add New Contact

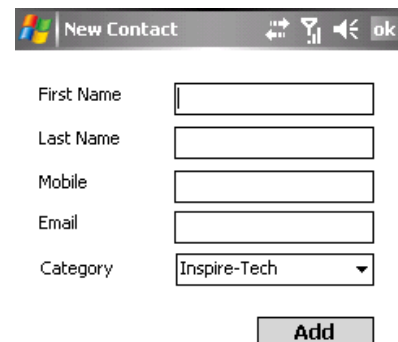
There are different ways to add new contact. Three possible methods to add new contact are:

- Add new contacts directly via desktop Outlook and synchronize with Pocket Outlook or add directly into Pocket Outlook.
- Customers automatically subscribe themselves by sending in a SMS after you have configured and start the Pocket Mobile Club service.
- Add contacts via the New Contact function in Pocket Mobile Club.

1. Go to **Menu > Select New Contact**
2. Enter the contact details
3. Select the Category to assign the contact to
(The list of categories are the existing categories in your Outlook)

Note:
All fields are mandatory.

4. Click **Add** button
5. The contact will be stored in the selected category and Pocket Mobile Club.

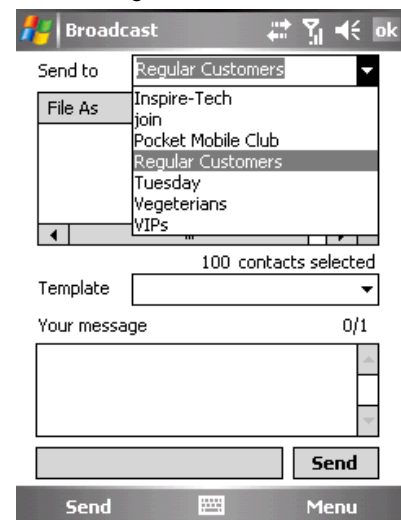


7 Broadcast SMS

Ensure that you have some contacts in your Pocket Outlook and your contacts are categorized.

1. Go to **Menu > Select Broadcast**
2. Enter the contact details
3. Select the category name. Only 1 category can be selected on each broadcast.
4. Wait a while for the names to be loaded on this grid. You can preview your recipients here.

Note: The waiting time is longer if you have a huge mailing list in the selected category.



5. You can remove a name from this broadcast by deselecting the checkbox.
6. Type your message in the message box. You can select the preconfigured templates.
7. You can check your message length & number of SMS used
8. Click **Send** button to broadcast.

9. The progress bar will move while the broadcast is in progress.
10. The broadcast is completed when the progress bar reaches the end.
11. Go to the **Status** column within the grid to see the sent status
12. All outgoing messages can be viewed in the message log. (Only Business Edition can store and view message logs)

NOTE: If you have recently created new Categories, click **Menu> Refresh Category** for the category list above to be updated

Broadcast [Send] [Menu] [OK]

Send to: Regular Customers

File As	Mobile	Status
<input checked="" type="checkbox"/> Adams, C...	+65 20001...	
<input checked="" type="checkbox"/> Aguilar, J...	+65 20001...	
<input checked="" type="checkbox"/> Alameda,...	+65 20001...	
<input checked="" type="checkbox"/> Alvarado,...	+65 20001...	

100 contacts selected

Template: Today special dishes: Chick...

Your message: 55/1

Today special dishes: Chicken Maryland at 15% discount.

[Send]

Broadcast [Send] [Menu] [OK]

Send to: Regular Customers

File As	Mobile	Status
<input checked="" type="checkbox"/> Adams, C...	+65 20001...	Sent
<input checked="" type="checkbox"/> Aguilar, J...	+65 20001...	Sent
<input checked="" type="checkbox"/> Alameda,...	+65 20001...	Failed
<input checked="" type="checkbox"/> Alvarado,...	+65 20001...	Sent

100 contacts selected

Template: Today special dishes: Chick...

Your message: 55/1

Today special dishes: Chicken Maryland at 15% discount.

[Send]

Broadcast [Send] [Menu] [OK]

Send to: Inspire-Tech

File As	Mobile	Status
---------	--------	--------

0 contacts selected

Template:

Your message: 0/0

Dear <FileAs>, you are invited to our Annual Storewide Sale.

[Update Category] [Reload contacts]

[Send] [Menu]

8 CRM: Send Birthday Greetings

Make sure your contacts have birth dates stored in the Pocket Outlook prior to using this feature.

TIPS:

You can directly add the birthday of your contacts in Pocket Outlook or manage the details on your desktop Outlook and synchronise with your Pocket Outlook.

1. Go to **Menu** > Select **CRM**
2. Select the **Birthday** option
3. Use the calendar to select the date range that you wish to query.
4. Click **Get contacts**
5. Wait a short while as the program search for the contacts & load on the grid.

CRM

Type ☒ Birthday ☐ Anniversary

From 18/06/07 to 25/08/07

File As	Date	Mobile
0 contacts selected		

Get contacts

SMS Message 52/1

Dear <FileAs>, Happy birthday to you on <Date> ...

Send

6. The contacts that matches the date range will be displayed in the grid
7. Deselect the checkbox to remove name from mailing list.
8. Type your greeting message in the SMS Message textbox.
9. You can use <FileAs> or <FirstName> or <Date> to personalise the message.

Note:

The format tags will merge with the Outlook contacts field and the special fields are **case sensitive**.

10. Click the **Send** button to send messages to the recipients in the grid.
11. Once the progress bar reaches the end, you can view the status
13. Go to the **Status** column within the grid to see the sent status
14. All outgoing messages can be viewed in the message log. (Only Business Edition can store and view message logs)

CRM

Type ☒ Birthday ☐ Anniversary

From 18/06/07 to 25/08/07

File As	Date	Mobile
<input checked="" type="checkbox"/> Ackerma...	09-Aug	+65 20001
<input checked="" type="checkbox"/> Carey, Ri...	16-Aug	+65 20001
<input checked="" type="checkbox"/> Kearney,...	20-Jul	+65 20001

6 contacts selected **Get contacts**

SMS Message 52/1

Dear <FileAs>, Happy birthday to you on <Date> ...

Send

9 CRM: Send Anniversary Reminders

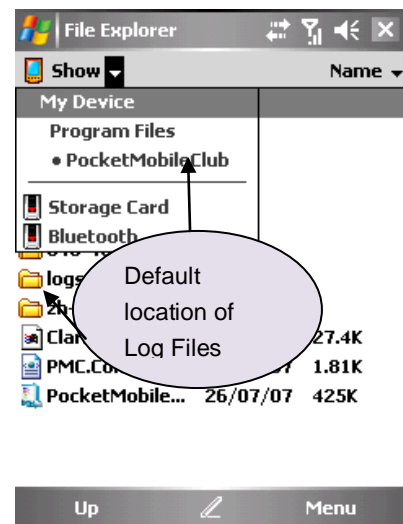
The steps to send anniversary reminders are exactly the same as birthday greetings. The difference is in the selection of the type that you choose. For Anniversary reminders, you select **Anniversary** rather than Birthday. Similarly, you can only find contacts in your selected date range if you have previously added the anniversary date to the contacts in your Pocket Outlook.

10 Storing & Viewing Message Logs

10.1 Viewing Message Logs

Sent, Failed and Incoming messages are stored in the log folder. By default it will be saved in program Files\PocketMobileClub.

1. In your Windows Mobile menu, select **Start> File Explorer**
2. Select **My Devices>Program Files>Pocket Mobile Club**
3. The Logs are found in the Logs folder.
4. Click on the Logs folder and you will find 3 sub folders containing the message logs.



10.2 Storing in another location

To store your log file in another location. (E.g. storage or memory card), follow the steps below.

1. Go to **Menu>Settings**
2. In the **Format** tab, click the browse button
3. Select the location. You can choose Storage Card.
4. Click **Save** to save your new settings & return to the Format screen.
5. Click **Ok** save the new settings and exit from the Settings function.

