



**PreventionPaysText**

# **Enterprise Tier 1 Short Code Texting**

**Meeting the Communication Needs of  
the New Generation of Help-Seekers**

[www.preventionpaystext.com](http://www.preventionpaystext.com)

PreventionPays short codes strictly adhere to CTIA & FCC Communication  
Guidelines

Proud Members and Supporters of AIRS

# Texting Trends

- Americans under 55 now text more than they talk on the phone and email
- Over 70% of Americans prefer to text over phone for live help
- Over 98% of texts are opened in first 5 minutes
- Over 100 Million US households no longer own a landline
- 80% of all web browsing in the US is happening on smart phones
- Individuals who grew up texting are now adults. *And it's this group that is seeking human services and resources with the expectation that these services be accessible by text.*
- **Studies on text behavior report that subjects prefer texting when dealing with emotional issues, or asking for help. Many individuals find it easier to ask for help by text.**

# Security Protocols

PreventionPays Text is a web-based service and supports https secure socket layer (ssl)\*. I&R Specialists log in with a username and password.

All data resides on dedicated servers to ensure availability, access, and security.

Absolutely no software or information (e.g. unique identifiers, or text message content) is downloaded onto staff computers.

As such, PreventionPays Text is on dedicated co-lo servers owned and operated wholly by Educational Message Services.

Web-Based Computing (where the secure environment is shared among other nonprofits and like-minded agencies) also supports sharing capacity, like the ability to transfer “sms traffic” between queues, e.g. a 2-1-1 is experiencing downtime due to inclement weather. They temporarily route their I&R traffic to a neighboring 2-1-1, outside the impact zone (as just one example).

# End User Privacy

Short codes assure the opt-in/opt-out is fully automated.

All carriers test this functionality regularly.

“Automated Opt-in” means the end user has the right to request communication by texting a keyword to a short code.

Example: “For help from a specialist, text your zip code to 898211”

They also have the right to opt out by texting STOP, CANCEL, QUIT, UNSUBSCRIBE. Opt out requests will remove the number from the “queue” and the mobile phone will be alerted they will not receive any further messages from the short code. The site will have a complete record of the encounter; they just won’t be able to continue texting with the phone. End user can opt in again simply by re-texting the keyword.

# Message Routing

The opt in is also how the system assures routing.

When the end user texts the keyword to 898211 (in the case of 211, the end user's 5 digit zip code) they will be routed to the proper site (the site responsible for the zip code). If they text a keyword that isn't active/recognizable, they will get an auto-response asking for their zip code or if they are texting from an unsupported zip code (continuing with the 2-1-1 analogy) they will be told they can call 2-1-1 for live help.

The system is calibrated to be symbiotic with phone support so that no one is left unsupported.

Short code services are strictly governed by CTIA and FCC laws and guidelines.

It is because of these regulations that end user initiated texting is the only strategy recommended and used by HHS, CDC, HRSA

Tier 1 assures access across all US Carriers and supports message tracking

# Message Tracking

PreventionPays Platform supports an industry-leading “In-App Message Tracking System” – a fully-automated system of alerts when messages are delivered to the mobile phone!

*Our unique message tracking system ensures every* message is being securely recorded and archived on dedicated servers. Every message will update when it’s delivered to the mobile phone. In the background, our system is being alerted by the mobile carriers with delivery confirmation receipts.

When delivery is not possible we are also alerted. We receive a different code depending on whether the delivery attempt can be retried. We also employ auto-retry so you don’t have to repeatedly send the same message if you get an “unable to deliver” alert. The system will auto-retry every five minutes until delivered.

# Messaging Capacity

## Live, one-on-one texting for live help (I&R)

Manage simultaneous, concurrent conversations spread across multiple responders

## Reminders/auto-responses to keywords

Create reminders that will go out at specific dates/times or stagger them according to a message track, at specified intervals

## Triages (as seen in the demo)

Build and manage live questions and answers, fully automated.

## Reminder Series

Create educational messages that begin when a client joins and stagger them over time, weekly, biweekly or whatever intervals you desire.

## Group Messages

Create ad-hoc groups based on preference, response to triage questions, information obtained during a live encounter

## Appointment Reminders

Create and manage appointment reminders by text!

# Live Demo Starts Now!

For the live demo you can use your mobile phone:

To begin, please text **EXPRESS** to **85511**

You will be prompted to text the first letter of the issue you would like info about, e.g. “**F**” for food, “**U**” for utility help, etc.

For demonstration purposes use the following zip code when prompted: **93023**

At the end of the demo, you may text **STOP** to opt-out

\*Please note: if you have any issues opting in we will provide you with the slides so you can test at your convenience. There may be delays between messages and this varies between mobile carriers.



# Screenshot of Phone

STEP 1: You're texting to "85511"

STEP 2:  
In the message type the word "EXPRESS"

STEP 3:  
When prompted text the first letter of the issue e.g. "F" for food, "U" for utility, "T" for tax help!

STEP 4:  
When prompted for your zip code use "93023"



(Text STOP to opt-out. Standard msg&data rates apply.)

# Some Helpful Links

You can read more about the crucial role of I&R Texting here:

<http://www.preventionpaystext.com/news/2015/3/25/pew-internet-says-70-of-americans-prefer-text-over-calling>

And here:

<http://www.preventionpaystext.com/news/2014/7/8/demographics-are-changing-rapidly>

You can read about Tier 1 Short Code Texting Here:

<http://www.preventionpaystext.com/news/2015/1/6/the-skinny-on-short-codes>

And here:

<http://www.preventionpaystext.com/news/2014/8/3/wq60dype5wag1mpo0dpxeui213iljm>

# Questions

Contact us at:

1252 Devon Ln

Ventura CA 93001

(805) 653-6000

Email: [Info@preventionpaystext.com](mailto:Info@preventionpaystext.com)

[www.preventionpaystext.com](http://www.preventionpaystext.com)



PreventionPays Text will be highlighted at the 2-1-1 General Assembly this year at AIRS in Dallas! We hope to see you there!

You may count this session as 1 hour(s) toward your 10 hours required learning for AIRS recertification! Submit title and date of webinar to AIRS!