

# GLOSSARY

Discover the fascinating  
language around  
business SMS

Spryng 

MAY 2021

# INTRODUCTION

## Glossary

/ˈɡlɒs(ə)ri/

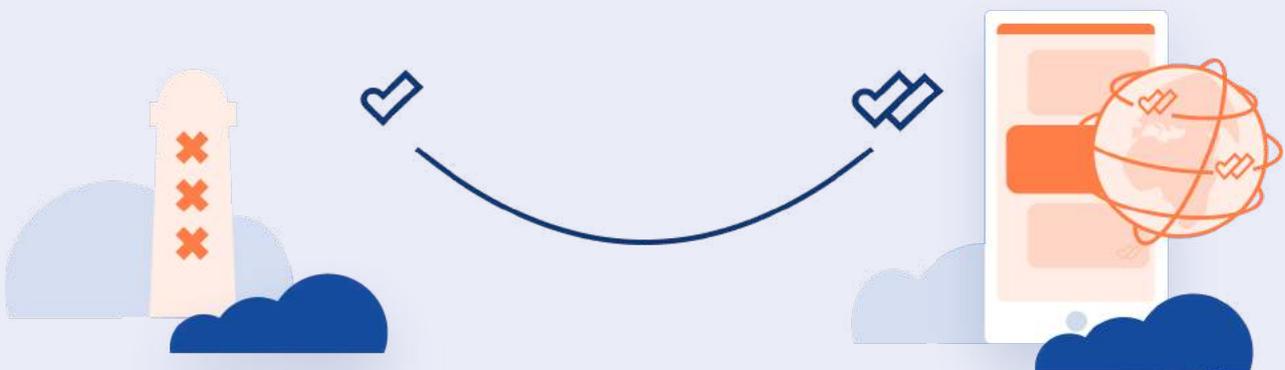
NOUN - glossaries

A list of terms in a special subject, field, or area of usage, with accompanying definitions.

In the messaging industry, a fairly modern branch of telecommunications, there are many unusual words not commonly known to everybody. Some might also just have a different meaning than in colloquial language. SMS for business purposes is a bit of a techy subject and sometimes fairly hard to tackle without a minimum of knowledge in this sector. Even for people who start working at Spryng, the exciting journey begins with learning a whole new set of words - almost a different language. Thus, we completely understand the need for a little bit of explanation. Used wisely, SMS is a key element of any marketing campaign, but also allows your customers to identify themselves or to send out reminders and notifications.

We at Spryng believe this world should be accessible to all those who want it, so we have created our own glossary, a small subject-related dictionary with explanations on meaning, usage and additional information on how the respective terms apply to Spryng.

Enjoy discovering the fantastic world of SMS!



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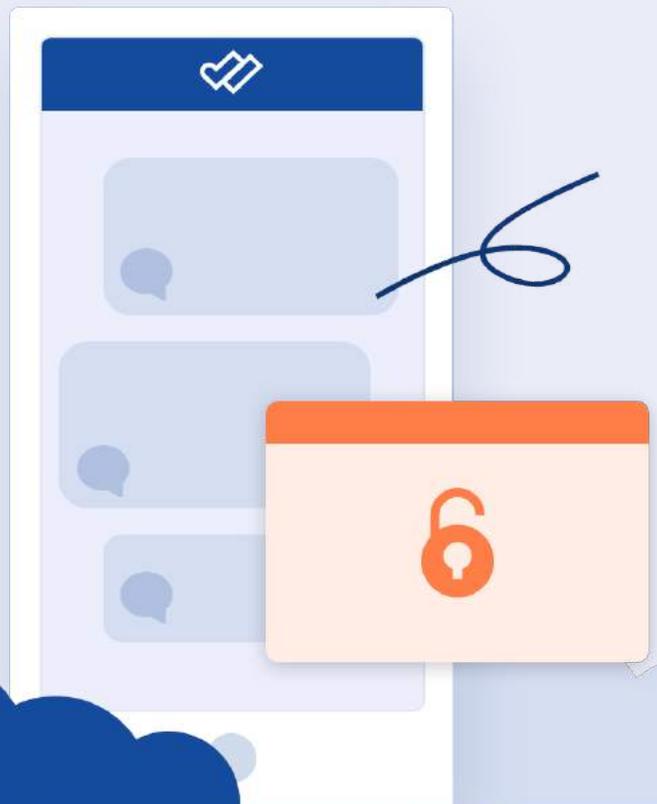
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## Appointment Reminders

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Appointment reminders are text messages send a few days/hours/minutes prior to an appointment. This function of SMS was the start of Spryng 15 years ago. By reminding patients of their appointments, the medical office takes on the responsibility of patients showing up. It is important to note that no-shows otherwise lead to big losses for the institutions. Nowadays, we see that this tool is also used by shops, hairdressers, massage salons, etc.

## Application Programming Interface

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An Application Programming Interface (API) is a software intermediary that allows two applications or programs to talk to each other. Each time you send an instant message or check the weather on your phone, you're using an API. Spryng's API allows all sorts of systems to send out SMS via the phone networks.



## Array

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Similar to other programming languages, an Array in JSON is a list of items surrounded in square brackets ([ ]). Each item in the array is separated by a comma. An array can store multiple value types, including string, number, object or other array. Arrays are needed in regard to the integration and use of our API.



## Autoscaling

Also called automatic scaling, is a method used in cloud computing that dynamically adjusts the amount of computational resources in a server farm automatically based on the amount of current requests. Spryng's servers are using automatic scaling to guarantee optimal performance.



## Authentication

The process or action of verifying the identity of a user or process. Different systems may require different types of credentials to ascertain a user's identity. The credential often takes the form of a password, which is a secret and known only to the individual and the system. Additional security can be provided by using authentication methods such as one-time-codes sent via sms to the user's phone in order to protect sensitive information.

## Back-up

A copy of a file or other item of information made in case the original is lost or damaged in order to provide higher data security. Spryng backs up all important information safely.



```
const spryng = new Spryng
const message = await spryng
  encoding: 'auto',
  body: 'Test message',
  route: 'business',
  originator: 'Example Co',
  recipients: ['316123456'],
  reference: 'ABC123'
})
```

## Bearer Token

The predominant type of access token used with OAuth 2.0 systems. A Bearer Token is an opaque string, not intended to have any meaning to clients using it. For example, Spryng's REST API is connected to a specific portal user with a Bearer Token, which can be generated in the portal profile. It always starts with the letters EY. Please note that it will only be visible once, so remember to save it immediately!

### **REST API BEARER TOKEN:**

**"EYJ0EXAIOIJKV1QILCJHBGCIOIJSUZI1NIISIMP0ASI6IJM1NZQ3ZDM5MGU3NDE4ZJCYNMFKZGZJZWQYZWY3M2UWNZY1ZWNJZGIYYJQ3MMQ0MDAZM2Q2NGU..."**

## Bulk SMS

Refers to sending an SMS message to multiple end users at the same time. Bulk SMS is typically a "one-to-many" type of message and frequently used for marketing purposes. Via our platform up to 200,000 SMS can be sent within 5 minutes.



## Character Set

Defines the valid characters that can be used in source programs or interpreted when a program is running. For Spryng's SMS these are Unicode characters and Plain text, offering different lengths of texts.

## Click & Collect

A shopping facility whereby a customer can buy or order goods from a store's website and collect them from a local branch and as such avoid delivery fees. This method has risen in popularity over the most recent years. SMS can be an extremely useful tool to avoid no-shows in this scenario.



## Content restrictions

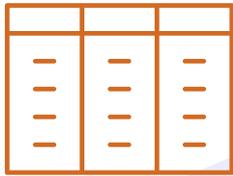
The content restrictions regulate the content an SMS can have in specific countries. These can reach from adult content, over gambling texts, all the way to religiously sensitive content. Spryng is well aware of all the current restrictions in various regions.

## Country Code

A short numeric geographical code representing a specific country or area. Country codes are set internationally and need to be entered without the preceding 00 or + when using them with Spryng, so for example 31 for the Netherlands. Without the proper country code, a message will be undeliverable.



# Cost Allocation



A process of providing relief to shared service organization's cost centers that provide a product or service. At Spryng, this more specifically means the possibility to see the exact amount of SMS sent by all subaccounts in the statistics. This leads to very easy organisation and accounting processes.

# Credit Alert

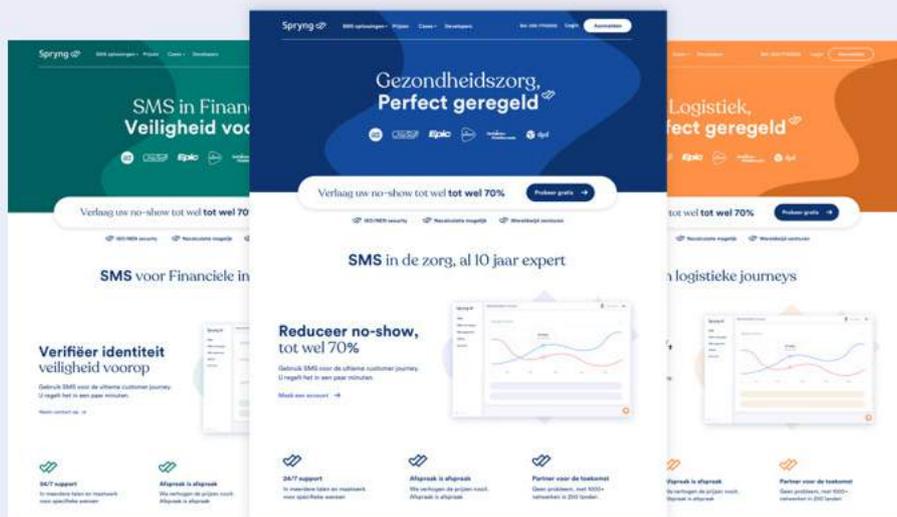
When the amount of credits in your account in the portal reaches a specific low number set in advance, you can get a notification via mail or SMS. This allows for timely top-up of the credits to ensure there are always enough resources available to send SMS. This functionality needs to be activated in your account manually once. If you would like to have an automatic top-up at this point, please contact Spryng at [support@spryng.nl](mailto:support@spryng.nl)



# Credits



Are the “currency” with which you pay for sending SMS in our portal. The prices vary depending on several factors, including country of origin and destination as well as amount bought. Credits can be purchased via our customer portal or as an automatic top-up by contacting Spryng.



## Customer Experience

A totality of cognitive, affective, sensory, and behavioral consumer responses during all stages of the consumption process including pre-purchase, consumption, and post-purchase stages. All of these stages can be improved and assessed easily by using SMS messages.



## Custom Field

Custom fields are a means for storing and representing custom contact data. You can use these when creating a template in our portal and each of them accounts for 22 characters. Custom fields show data that is unique to each contact and has to be entered when adding the account to the address book. To add custom data you can use an Excel file saved as CSV, whereby the information for the first custom field will be filled in the second column of the file.

## Customer Portal

Our customer portal is the webpage designed to give current customers access to services and information they need. It's private and secure, requiring log-on, if wished also with 2FA. Here you can manage your credits, send sms, see your statistics and change personal data. It's use is free of charge and it works as a personal dashboard and an account can simply be created via our website.



## Data privacy

The protection of personal data from those who should not have access to it and the ability of individuals to determine who can access their personal information. This topic plays a major role at Spryng as we deal with plenty of sensitive data from various industries. All our employees, but specifically our security officer, constantly checks for possible dangers and breaches.

## Data Retention Period

The length of time records are being kept in a certain location or form for administrative, legal, fiscal, historical or other purposes. Specifically for us, we use this data for support purposes in case any problems come up. At Spryng, customers can choose themselves how long they want their records to be stored on our systems between. This can be from 0 to 90 days.



## Data Security

Means protecting digital data, such as those in a database, from destructive forces and from the unwanted actions of unauthorized users, such as a cyberattack or a data breach. Spryng is taking on huge responsibility in this area, e.g. by verifying any request before allowing access to a specific account.

## Delivery Rate

The percentage of messages that were actually delivered to recipients' inboxes, calculated by subtracting bounces from the gross number of SMS sent, then dividing that number by messages sent. Spryng aims at delivery rates above 97% by resending SMS that were not immediately delivered.



## Delivery Report Callback

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Refers to a request to the API to retrieve the delivery callbacks of certain messages. It is important to note that this counts towards the rate limit per minute.



## Electronic Health Record

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An Electronic Health Record (EHR) is a software application in which medical patient data is stored and made available in digital form and can also be called electronic patient record. These systems work on a real-time, patient-centered basis, mostly in hospitals, that make information available instantly and securely to authorized users. In connection to these systems, SMS is often used for authentication purposes or appointment reminders. Thanks to its origin in the health care sector, we already have many [links to different EHR systems.](#)

## Delivery Report

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An SMS delivery report shows the current status of the text messages that you submitted to the carrier. These can be seen in the Spryng portal or retrieved as a callback from the API.

## Downtime

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The time during which a machine, especially a computer service, is out of action or unavailable for use. Spryng's downtime in the last two years was 0%, as you can [check on our website.](#)

## End-to-End- Encryption

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A system of communication where only the communicating users can read the messages. Only the sender and receiver will know the content of an SMS and nobody in between can see the text. All messages sent via Spryng's Gateway are End-to-end-encrypted.



# Encoding

Encoding is the process of converting data from one form to the other so that it can be easily processed, transmitted and translated uniformly. This is what happens to SMS texts.

# Filters

An API includes filters to add extra logic before or after action method executes. Filters can be used to provide features such as logging, exception handling, performance measurement, authentication. The available filters at Spryng and their application can be seen in the [API documentation](#) on the website.

# GitHub

GitHub is a web-based version-control and collaboration platform for software developers. GitHub facilitates social coding by providing a web interface to the Git code repository and management tools for collaboration. Spryng's API documentation and supporting information can be found on the respective [GitHub page](#).

# Error Code

When a problem occurs on a digital service, an error code and message will appear in the browser. The error code and message that appears is determined by the type of error. Typically the error code consists of a 1 to 4 digit number and a brief message describing the error. If you receive an error code while sending an SMS via Spryng you can find the exact error code and meaning in our [documentation](#).

# GDPR

General Data Protection Regulation 2016/679 - A regulation in EU law on data protection and privacy in the European Union and the European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas. All of Spryng's operations are [in line with GDPR](#) requirements.



# Grey Routing

The practice of exploiting a mobile phone network vulnerability which allows SMS traffic to travel for free between international operators. Your message could originate in the UK, and be intended for a UK handset, but by transmitting via selected international networks, it can travel around the world, and come back to be delivered to the UK networks at very little cost. However, this practice results in very poor quality routes and Spryng does not support or use these measures in any way.

An API integration is the connection between two or more applications, via their APIs, that lets those systems exchange data. API integrations power processes throughout many high-performing businesses that keep data in sync, enhance productivity, and drive revenue. Spryng's API already has many existing integrations into software applications.

# Inte- grations

# ISO

From Greek "isos" meaning "equal"; It describes the "International Organization for Standardization," a non-governmental organization based in Geneva, Switzerland. The ISO 27001 regulation thereby refers to data security and privacy standards, which Spryng is certified to adhere to at all times. Spryng is the only SMS provider in Europe that has both ISO and NEN.

An open standard file and data interchange format that uses human-readable text to store and transmit data objects consisting of attribute-value pairs and arrays. It is a very common data format, with a diverse range of applications, one example being web applications that communicate with a server - such as Spryng.

# JSON- Format



## Keyword

An SMS keyword is the word that a consumer sends back to a phone number, usually a short code, to immediately receive information or an action back. Often, the end result of the keyword is to encourage an opt-in or opt-out of a database to be marketed to in the future. They can also indicate which organisation an SMS is meant for when several companies are using a shared short code number. This is an additional paid service that Spryng offers, whereby availability of keywords must be checked with the operators.

## Last Mile

Refers to the short geographical distance that must be spanned to provide services to end-customers by logistic companies. Specifically this relatively brief part of the way includes various challenges which can easily be overcome by using SMS messages.



## Long Code

An SMS long code is a standard, 10-digit number. Just like a short code, it can be used to send and receive SMS messages.

## Long SMS

Mobile phones and their networks support concatenated short message services to overcome the limitation on the number of characters that can be sent in a single SMS text message (160 characters) transmission. Using this method, long messages are split into smaller messages by the sending device and recombined at the receiving end. Each message is then billed separately, but all are shown as one long SMS to the receiver. This method works until up to 10 SMS messages in one.



## Machine-to-Human

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Machine-to-human (M2H) is a form of communication in which humans co-work with Artificial Intelligence (AI) systems and other machines as opposed to utilizing them as tools or devices. The aim of this machine to human collaboration is to use each other's strength, speed, physical abilities and to tackle weaknesses. We see this kind of traffic often at customers for example in combination with alarm systems.

## Mail2SMS

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Email to SMS, is an alternative method of SMS messaging straight from your mailbox. It can be done from any imaginable mail application. This is advisable when no API can be connected to the existing software.

## MO Gateway

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MO (Mobile Originated) messages are any type of messages that flows from a mobile device to a web application or platform. An MO Gateway is needed to receive SMS in Spryng's platform.



## Machine to Machine

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Two machines "communicating," or exchanging data, without human interfacing or interaction. This includes serial connection, powerline connection or wireless communications in the industrial Internet of Things and can be facilitated via SMS.

## Multi-Factor Authentication

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Used to ensure that digital users are who they say they are by requiring that they provide at least two pieces of evidence to prove their identity. One of the factors used can be a code sent via SMS to the user's phone.



### NEN

A private, non-profit organization, operating as the central point in the Netherlands for information on standards and standards development. The NEN 7510 thereby prescribes data security standards in the health care sector. Spryng is approved to work within these regulations, was established in the health care market and thus knows this industry extremely well.



### Network

A mobile network is a communication network where the link to and from end nodes is wireless. When joined together, these cells provide radio coverage in order to share resources, exchange files, or allow electronic communications. Spryng is connected to almost 1000 networks in nearly 200 countries. Hence, we send our sms via the fastest routes and with highest quality.

### No-Show

A person who has made a reservation, booking or appointment but neither keeps nor cancels it. This does not only occur in health care, but causes major losses in several industries. A great solution for this problem is sending SMS appointment reminders.

### Net Promoter Score

A Net Promoter Score (NPS) is a score to measure customer loyalty and satisfaction. This score can be calculated by asking customers how likely they are to recommend your product or service to others on a scale of 0-10. Not only can SMS messages help improve your customer experience but also the survey to find out your current NPS can be conducted via SMS.

### Notification

The action of notifying someone via SMS. This can, for example, be an appointment reminder.

## Opening Rate

A figure measuring how successful or optimal a service works. It is measured with number of SMS opened divided by the gross amount of messages sent. This value is extraordinarily high for SMS services in comparison to similar communication via mail or push notifications: 98% of SMS are read within 3 minutes!

## Operator

A mobile network operator (MNO), also known as a cellular company, or mobile network carrier, is a provider of wireless communications services that owns or controls all the elements necessary to sell and deliver services to an end user. Spryng cooperated with various local operators in countries all over the world to ensure best quality routes.

## One-Time-Password

OTP, also one-time PIN or dynamic password, is a password that is valid for only one login session or transaction, on a computer system or other digital device. OTPs avoid several shortcomings that are associated with traditional (static) password-based authentication; one implementation is two-factor authentication. OTPs can safely be sent in an SMS via Spryng's systems and will be delivered within seconds.



## Originator

A person who creates or initiates something. In this case it is the person or company the SMS is sent from. This is one of the parameters required for some calls on the API.



# Opt-In

To choose to do or be involved in something, for example to allow for receiving promotional SMS from a business. In that case people need to specifically consent to be contacted by your organisation.

# Opt-Out

Refers to several methods by which individuals can avoid receiving unsolicited product or service information. This ability is usually associated with direct marketing campaigns such as e-mail or SMS marketing. This is often done via a link included in the SMS or by sending back a specific pre-set text or keyword.



# Parameters

API parameters are the variable parts of a resource. They determine the type of action you want to take on the resource. Each parameter has a name, value type and optional description. In simple terms, API parameters are options that can be passed with the endpoint to influence the response. These can include originator, message ID, recipient, scheduled from or route, depending on the action called.

# Penetration Testing

Also known as a pen testing or ethical hacking, it is an authorized simulated cyberattack on a computer system, performed to evaluate the security of the system; this is also used to assess the security of the systems Spryng is using.

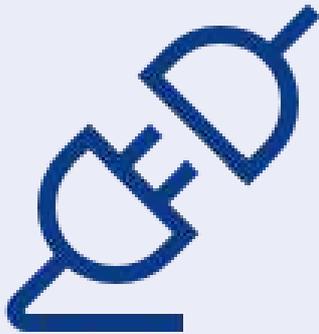
# Plain Text

A specifically simple character set that allows for the longest sms length. It includes a number of basic characters, such as letters, numbers, the most common punctuation signs as well as a minor amount of special signs.



## Plug & Play

A standard for the connection of software or devices to personal computers, whereby a device only needs to be connected to a system in order to be configured to work perfectly, without any action/bigger efforts by the user. Sending SMS via Spryng can be set up according to this method as there already are many existing integrations into different softwares.



## Prio-Routing

Different uses of SMS have different requirements to the routes used. As such, when using SMS for authentication purposes, it is crucial that the delivery is highly secure and tremendously fast. For this reason we use prio-routes to send out, for example, one-time-passwords to be delivered within a maximum of 4 seconds.

## Postpaid

Postpaid allows you to make unlimited usage of services which you pay for at the end of the month. At Spryng it is possible to receive every beginning of the month an invoice for the really used volume of the previous month.

## Promotional SMS

Promotional or marketing messages typically refer to any message sent for promoting, up-selling, or advertising a business. They are the third type of SMS, next to authentication and transactional messages. For sending these kind of messages you need a opt-in from the receiver.



# Rate Limit

Used to control the amount of incoming and outgoing traffic to or from a network. For example, let's say you are using Spryng's API, which is configured to allow 1200 requests per minute. If the number of requests you make exceeds that limit, then an error will be triggered.



# Rich Communication Services

A next generation SMS protocol that upgrades text messaging. Rich Communication Services (RCS) allows features like payments, high-resolution photo & file sharing, location sharing, video calls, and much more. This is a future option that Spryng is working on at the moment. If your company implemented the REST API, you will soon be able to use it.

# Recipient

A person or thing that receives or is awarded something, in this case the person an SMS is delivered to. For every message, the recipients can be seen in the statistics in the portal.

# Reference

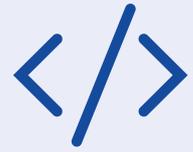
The unique ID of a message with which it can be identified. It is needed, for example, to retrieve information on the status of the message via an API call.

# REST API

Also RESTful API, is an application programming interface that conforms to the constraints of REST-architectural style and allows for interaction with RESTful web services. REST stands for representational state transfer. Our REST API has more functionalities than the Simple API and is constantly updated. At the moment, you can only send SMS, but in the future also RCS and WhatsApp Business will be available via the REST API.

# Routes

Routing is the process of selecting a path for traffic in a network or between or across multiple networks. It is performed in many types of networks, including the public telephone network, and computer networks. Spryng offers different routes for different uses of SMS to always ensure the best quality and the best price. We can even connect personal routes for specific companies.



## Software Development Kit

A Software Development Kit (SDK) is a set of tools provided by the manufacturer of a platform, operating system or programming language. SDKs help software developers create applications for that specific platform, system, or programming language. SDKs for Spryng can be found [via the website using Github](#).

## Secret Key

An encryption key that is kept concealed. At Spryng, it refers to the Secret Key, which you need to add to integrate the Simple API.

## Sender ID

The name or number that identifies the sender of an SMS message. When a message is delivered to a mobile phone, the recipient may see a row of digits, a word made from letters or a combination. The length of these is limited to 11 numbers or 14 characters and it is set in the portal. Please note that in some countries restrictions apply and the sender ID is overwritten or a prefix is required.

## SFTP

In computing, the SSH File Transfer Protocol is a network protocol that provides file access, transfer, and management over any reliable data stream. It was designed by the Internet Engineering Task Force as an extension to provide secure file transfer capabilities. At Spryng we use this so customers can upload their recipients file on a save server and we collect this data and place it in their Spryng account.

## Shortcode

Also short numbers, are short digit sequences, significantly shorter than telephone numbers, that are used to address messages in the short message service systems of mobile network operators. In addition to messaging, they enable recipients to reply to the messages received; please be aware that this is an additional paid service.

## Smishing

The fraudulent practice of sending text messages purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords or credit card numbers. Spryng has various mechanisms in place to prevent imposters from using our systems and endangering our clients or their customers.



# SMS

.....  
Short Message Service is a text messaging service component on mobile devices. The length of the texts is limited to 160 characters plain- or 70 characters Unicode-text and there is no internet, but just a network connection needed to send and receive the SMS.  
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## SMS Gateway

Enables a computer to send and receive SMS text messages to and from an SMS capable device over the global telecommunications network (normally to a mobile phone). The SMS Gateway translates the message sent, and makes it compatible for delivery over the network to be able to reach the recipient. Spryng's API functions as an SMS Gateway.

## SMS Log

An official record of all messages sent and received which can easiest be retrieved in the portal. It states time, date, status, sender and recipient of a message.

## SMS Marketing

Sending promotional campaigns or transactional messages for marketing purposes using text messages. These messages are mostly meant to communicate time-sensitive offers, updates, and alerts to people who have consented to receive these messages from your business. This is a growing trend.

## SMS Provider

An SMS service provider is a business entity that provides SMS messaging services but is not a mobile network operator. It acts as a middleman between mobile network operators and SMS service users, also companies. SMS service providers are also known as SMS gateway providers and Spryng is one of them.

## SMS Strategy

A part of the marketing strategy involving the use of SMS for promotional purposes to increase customer satisfaction, NPS and revenue all at once.



# SSL Certificate

SSL Stands for secure sockets layer. It refers to a protocol for web browsers and servers that allows for the authentication, encryption and decryption of data sent over the Internet. As Spryng is highly concerned with security, our website and portal work with SSL protocols to keep your information as safely as possible.

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# Staggered Prices

Prices for credits to send SMS are staggered at Spryng. There are no set-up or monthly fees, just the price of the credits. They are valid for one year and there is a minimum amount to be bought, with a quantity discount given at certain set amounts.

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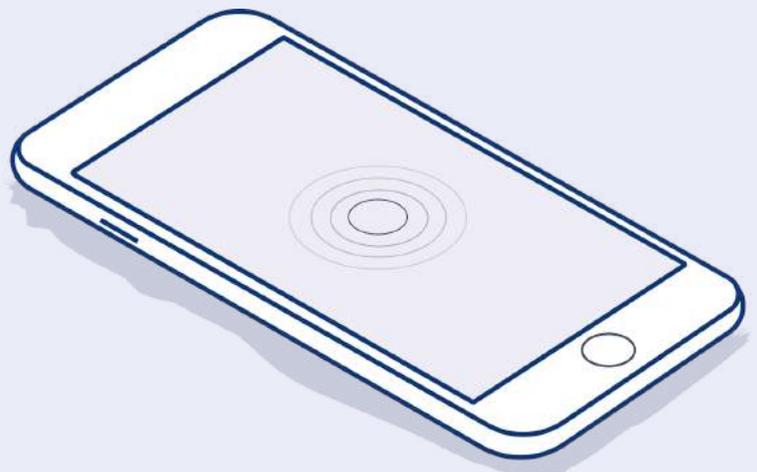
# Status

Describes the current status of an SMS sent. This can be seen, sent, delivered, pending, cancelled or failed. The status of a message can be seen in the statistics in the portal or via a request from the API.

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# String

A String API is how you get language text strings to use in the user interface. It handles internationalisation issues, and will use a number of settings and environment variables to present the best text to every user. Spryng's API makes use of strings.



# Subaccounts

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A segregated account nested under a larger account. These separate accounts get access via their own password and username, while the main account can supervise all actions taken in all accounts. This configuration is a useful tool for different departments, clients or uses of SMS in order to keep an organised overview over all messages sent and credits used.

# Sustainability

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The capacity to maintain in an ongoing way across various domains of life. In the 21st century, it refers generally to the capacity for Earth's biosphere and human civilization to co-exist. SMS is a communication service that is highly ecological and supports sustainability by using a minimal amount of resources.

# Templates

Text messaging templates provide pre-set text that can be used to quickly send common text messages without typing the message itself. These templates can be set up in the Spryng portal and may include custom fields which are then filled with name, date and time of an appointment or other custom data saved in the address book. These templates can be reused and thus increase efficiency when sending out SMS.

# Time Restrictions

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In some countries, SMS faces many regulations on its use. One example are time restrictions, e.g. between which hours it is permitted to send promotional messages. Of course Spryng is aware of these regulations and respects them in its operations.

# Time Stamp

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A digital record of the time and date when an SMS was sent or received. These can be seen for every single message in the statistics section in the Spryng portal.

# Transport Management System

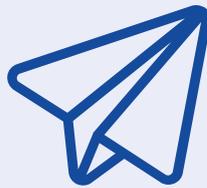
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A logistical platform to manage supply chain, transportation, operations and documentation. A TMS usually "sits" between an ERP and warehouse/distribution module. Our API can be integrated into these systems with ease to allow for SMS notifications and alerts to be sent automatically in order to increase efficiency and lower costs.



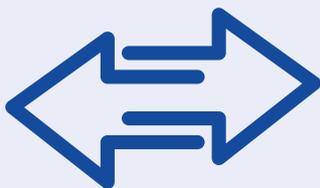
## Top-Up

Generally, add to a number or amount to bring it up to a certain level. Specifically, at Spryng we refer to topping up when talking about buying additional credits via the platform. There is also an option for automatic top-ups once a certain low level of available credits is reached.



## Two-Way Communication

A form of transmission in which both parties involved transmit information rather than a one-sided conversation or monologue. Two-way communication is often referred to as interpersonal communication and is, amongst others, possible via short message services. This means that the recipient of your SMS can also reply to your message.



## Transactional Message

At its core, a transactional message is an automated message that's triggered by an action a given consumer takes. These include notifications and reminders and are one possible type of SMS.

## Two-Factor-Authentication

Two-Factor-Authentication (2FA) is a method of establishing access to an online account/platform/website or computer system that requires the user to provide two different types of information. One of these types can be a one-time password or code sent via SMS. It strongly increases security in comparison to using a static password and username only.

## Unicode

An international encoding standard to use with different languages and scripts, by which each letter, digit, or symbol is assigned a unique numeric value that applies across different platforms and programs. Unicode-texts can be sent via SMS with up to 70 characters which allows for sending the most special characters as well.



## Virtual Private Cloud

An on-demand configurable pool of resources allocated within a cloud environment, providing a certain level of isolation between the different organizations using the resources. Spryng is using Amazon Web Service's servers located within the EU, which automatically adjust the space used depending on the current volume.

## Virtual Mobile Number

A Virtual Mobile Number (VMN) is a telephone number that is not tied to a specific phone device or line and allows the user to redirect and route calls from one number to another number, IP address, or device. It can be used to receive SMS on a computer and is not country specific. It can also be used as a Sender ID. Please note, that this service is an additional paid offer.

## Volume

At Spryng, this specifically refers to the amount of SMS sent, usually within a month. Depending on the volume of messages sent and especially volume of credits bought, we offer staggered prices.



## WhatsApp for Business

A free to download app which was built with the small business owner in mind. WhatsApp Business makes interacting with customers easy by providing tools to automate, sort and quickly respond to messages. The use of the service is connected to additional costs and when using businesses have to keep in mind that a customer service is necessary to respond to incoming messages. You will soon be able to use WhatsApp Business with our REST API.

## Whitelisting

The practice of explicitly allowing some identified entities access to a particular privilege, service, mobility, access or recognition. It is the opposite of blacklisting. At Spryng, we whitelist, so allow, specific contents, numbers and senders in the respective countries and regions after thorough background checks and research depending on the local restrictions.





# CONTACT

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Would you like to know how SMS can be implemented in your organisation? Are there still some open questions we could help with?

Feel free to contact Spryng for an individual consultation and further information!

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