

# SMS Compliance Requirement Change

## A2P 10DLC



In the U.S., telecom carriers have introduced 10DLC compliance requirements to bolster message deliverability, reduce spam, and enhance end-user security. 10DLC is a type of long code number specifically designed for Application-to-Person (A2P) messaging. It allows businesses to send text messages to customers using a dedicated 10-digit phone number. The introduction of 10DLC compliance by major carriers in the U.S. aims to improve the overall messaging ecosystem.

### How is our organization impacted?

Beginning July 5, 2023, Total Expert's SMS service supplier began limited blocking of messages to U.S.-bound numbers, which will lead to blocking of all messages by August 31, 2023 if not registered to a 10DLC campaign. To comply with this new regulation and enforcement from our telecom supplier, Total Expert has created a migration process to group all numbers associated with a unique organization under a single brand for that organization.

**ACTION REQUIRED!** So that Total Expert can register your company immediately and avoid potential disruption, [please complete this form](#) by **Monday, 8/7**. Below are the fields you'll complete on the form; please take a moment to gather this information before you begin filling it out.

### Part 1: Brand Registration

#### Business Information

- Business Name
- Physical Address
- Business Type (Partnership, Corporation, Co-Operative, LLC, Non-Profit)
- Company Status Private or Public
  - If Public: Stock Ticker & Exchange
- Tax ID or Business Registration Number and Type
  - (EIN for US-based companies, other Business License or Tax ID number for non-US)
- Industry
- Website
- Regions of Operations

## Point(s) of Contact

- An email address for notifications (we recommend using distribution lists if you have multiple users who wish to be notified)
- One authorized representative for questions regarding registration answers or brand questions:
  - Name
  - Email
  - Business Title
  - Phone Number
  - Job Position

## Part 2: Campaign Registration

The campaign registration is the second half of the 10DLC registration process. This is where Total Expert will register your organization under one campaign type. In the form, please provide the following information:

- Campaign Description: For example, "To follow up with consumers that have requested a personal quote from our company."
- Sample Message 1: For example, "Thank you for your request, someone will reach out to you shortly with additional information."
- Sample Message 2: For example, "Thank you for your request. You may view your quote [here]."
- Do messages include embedded links? Yes/No
- Do messages include phone numbers? Yes/No
- How do users consent to receive messages? For example, "End users opt in by visiting our website and providing their phone number OR by texting START to (111-222-3333)."

## What does this mean for our use of SMS through Total Expert?

Due to this regulatory change, Total Expert will no longer be able to support the following:

- Users will no longer be able to buy individual or blocks of numbers for SMS messages
- Co-marketing partners will no longer be able to obtain a number or send SMS messages through Total Expert's platform
- There will be a temporary hold on provisioning of new numbers

Total Expert will continue to support the following:

- Manual message sends by a user
- Automated SMS messages from Journeys

## How long will registration take?

Full Brand and Campaign registration times can take anywhere from 1 to 9 weeks. Campaign Registrations are reviewed organization by organization and take the most time.

## **What do we do if we have critical SMS messages to send before our organization is registered?**

If any SMS messages leading up to a completed 10DLC registration are considered critical, we recommend an email be sent in conjunction with the SMS message to ensure deliverability.

## **How will this impact our billing?**

- If your organization is currently set up on Total Expert's corporate billing process, no additional billing action is needed.
- If your organization leverages Total Expert's pass-through billing to charge users, Total Expert will work with you to convert your company to corporate billing. Your billing will be waived for up to 90 days while we are working together on the change.
- Our immediate focus is to register your organization to meet the new regulations. Once that is complete, Total Expert will engage with you, if needed, to change your billing process.

## **Will there be a setup fee for establishing corporate billing?**

Total Expert will waive the one-time setup fee for current customers due to this regulatory change.

## **Who do I contact if I have more questions?**

Please reach out to your Total Expert Customer Success Manager

[For an overview, please watch this brief video.](#)