

## TextGen | Customer FAQ's

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### What is TextGen?

TextGen is a business telephone number that supports both text and voice conversations, making a traditional telephone line more versatile and “smarter”.

Your customers can initiate conversations using their mobile, text-enabled devices; without an app, without a QR code, just a regular 10-digit phone number.

### **How does TextGen work?**

Using TextGen is simple – once you have a text-enabled telephone number, your customers can initiate text conversations with your business by simply sending a text to your number.

On the business side, TextGen conversations are housed in a single cloud-based web portal where the business can access all the conversations sent to that number, whenever they are needed. Those conversations can also be exported as .pdf or .csv files, so they can be used with any reporting or database tool.

### **Who can use TextGen?**

- General Communication Use Cases
  - Real time texting support for SMBs to Contact Centers
  - Extension of phone number to web
  - Reduction of call hold times by use of text
  - Increase in quality of offshoring customer support
- General Use Cases
  - Product registrations, surveys, warranty, support
  - Reservations, orders, appointments, truck roll avoidance
  - Status reporting, human capital, defect reporting
- Vertical Use Cases
  - Asset tracking, lost and found, fleet management
  - Chronic care, home health care patient management
  - Collections, billing, payments, receipts, coupons

### **Why would I need TextGen?**

- Convenient, fast, efficient.
- Makes cell-phone housed data useful to the business
- Keeps traffic directed at the business contact number
- Mitigates labor costs.
- Ideal for quick, specific requests.
- One telephone number for text and voice, without changing carriers.

### **What is the difference between TextGen and TextGen Pro?**

TextGen and TextGenPro both offer easy to implement text-enabled phone numbers and both offer 24/7 access to the data gathered in the conversations using the TextGen number.

**TextGen** is ideal for small businesses that do not have a centralized customer or inventory databases, or other automated tool to acquire, track and deliver company information. All the information acquired by TextGen would stay in the TextGen cloud until the business decides to download it for their records.

**TextGenPro** is the next level of TextGen, and is designed to integrate with the back-end databases that drive appointment setting, inventory management, customer relationship management, delivery or shipping information or virtually any other manner of data collection and delivery. TextGen Pro can automatically populate a company database or hook into the database to deliver information to the customer.

**Does TextGen only work with smartphones?**

No. TextGen will work with any cell phone that can text – no data plan, app, or other smartphone specific functionality is required

**Will my telephone number be disabled while TextGen is being programmed?**

The voice portion of your telephone number will continue to work as it always does, even during the TextGen implementation phase.

**Will my telephone number be affected by texting traffic?**

The voice portion of the telephone number is unaffected by concurrent text traffic. That is part of the beauty of TextGen.

**Will my texting traffic be affected by voice traffic?**

The texting part of the phone number is unaffected by concurrent voice traffic.

**How many simultaneous texters can be using the number at once?**

To date, there has been no limitation on the number of simultaneous texters that can be on the line. However, like any system, should traffic continue to build, there could be slight delays associated with the processing of a heavy text load.

**Can a script be assigned to more than one text number?**

Yes, a script can be assigned to multiple TextGen numbers

**Are there additional fees for multiple TextGen numbers assigned to a single script?**

Yes, there is a nominal per script fee per additional number assigned to the existing script. Your initial TextGen set up includes one TextGen number and one script.

**Can a TextGen number accept more than one script?**

Yes, custom scripting is available that allows for choices and menu options that could divert the Texter to various different scripts, depending upon their responses.

**Are there additional fees for multiple scripts to a single number?**

Yes, there is a nominal per script fee for additional scripts assigned to the same number. Your initial TextGen set up includes one TextGen number and one script.

**Is TextGen expensive to implement?**

The entry price for TextGen is very affordable, and can be under \$100 per month with a low one-time programming fee. TextGen is priced competitively to give the benefit of texting to the smallest start-up business and encourage mass adoption.

**What other charges should I expect once I start using TextGen?**

You will have your regular monthly fee, plus the cost of the texting traffic itself. Additional numbers assigned to the same script will require a nominal monthly fee. The same is true of additional scripts assigned to a single number.

**May I use TextGen for blast text marketing?**

No. TextGen conversations must be initiated from your customer to you. Promote your text-enabled number to your customers through mailings, advertising, or social networks. Include it in your invoicing, newsletters, phone calls, business cards and correspondence or any customer communication you have.

**How much training do I need to devote to learning to use the TextGen portal?**

TextGen requires very little training time. Most TextGen clients are comfortable using TextGen and setting up new accounts in under an hour.

**Do I need to change my telephone company?**

No, your voice carrier stays the same. All you need to do is provide some simple documentation to TextGen, and we will text-enable your existing phone number.

**Can I use a brand new number?**

Yes! If you would like to use a new number for text/voice service, simply tell us that when the account is set up, and you will be provided a brand new number already text and voice enabled.

**May I text-enable a toll-free number?**

TextGen will be available for toll-free numbers before the end of 2013. As soon as texting to toll free numbers is available, an announcement will be sent to clients, prospects and the industry at large.

**Can TextGen meet compliance regulations for financial or PHI transactions?**

TextGen offers an enterprise-class version that will allow your TextGen program to run exclusively within your own firewalls and all the data will reside within your network, meeting the compliance restrictions your business may face. Please call or text 978-528-4120 for more information.

**Can TextGen access my database and deliver information to my clients based on keywords?**

Yes, TextGenPro is the version you would use accomplish this. TextGenPro offers web hooks, which essentially grab information from your database, like a keyword based fish hook, and deliver it to the customers' phone.

**Can TextGen information automatically populate my database?**

Yes, TextGenPro is the version you would use to accomplish this. TextGenPro offers an API, a simple sophisticated piece of computer code, which will bridge TextGen with your database, allowing customer data to automatically populate into your system.

**Can I have a number for just my TextGen information?**

Yes, you can keep your TextGen number exclusive to text messaging if that is how you choose to use it.

**Can I choose or be assigned a TextGen area code that matches my geographic region?**

Yes. Like any telephone number, special geo requests for area codes can be met.

**Will I still be able to use my number for talk?**

Yes. The beauty of TextGen is that there is only one number for talk and text. Your main sales or business number can now accommodate both communication channels.

**Is TextGen available through any phone carrier?**

Yes – because your voice carrier does not change. TextGen enables the texting part of the telephone number only.

**Will information that travels through TextGen be secure and private?**

Information that travels through TextGen is more secure than it would be travelling through to your cell phone. TextGen information is housed in a password-protected cloud-based database, not on a mobile device. Additionally, all the conversation detail, including time and date stamp, message ID and other pertinent details are easily retrievable. Your account is controlled by you, including access and passwords. Your account details can only be exported by you, using the password provided.

Should your business require financial or PHI compliance, consider TextGen enterprise, where TextGen can be installed to be managed from within your own network.

**How do I sign up for TextGen?**

Simply go to our website, [www.textgen.com](http://www.textgen.com), and fill out the information on how to get started.

**Do I need any additional software or installation to support TextGen?**

No. TextGen is both device and app independent, and quickly installs into virtually any pre-existing telecommunications system.

**What type of support is available if any problems occur with my TextGen number?**

We offer 24/7 customer support. We can be reached at [978-528-4120](tel:978-528-4120) by text or voice or email us at [support@textgen.com](mailto:support@textgen.com)

**Is TextGen available for resale?**

Yes, TextGen is the ideal application for resale because it lends itself to any vertical market and is the ideal companion to existing products and services offered by telecomm, call center, hosted and managed service providers and independent resellers. It is also the perfect addition to a voice carrier service looking for a new service to introduce to a saturated voice market.