

User Guide - Times Mobile SMS App Extension (Zoho CRM)

Introduction

Zoho customer can now leverage the SMS capabilities of Times Mobile to communicate with their customers for the SMS communication of different categories – Promotional, Service Implicit, Service explicit.

In addition, businesses can automate sales and marketing engagements by sending personalized texts through a secured SMS Platform.

For SMS Service support: reach out us @ support@timesmobile.in

Prerequisites for Integration

The following are the prerequisites:

- You must have a Zoho account and Times Mobile SMS App installed from Zoho Market Place
- You must have DLT-approved details i.e. templates, Headers if the region of your account is in India.


Process to Install & Use TIL SMS App

This process involves the following steps:

1. Installation: Go to Zoho Market Place and Install the Time SMS App.
2. Experience Service: On Installation by default 10 demo credits will be there for experience the Times Mobile SMS App for pre-configured DLT Approved SMS template with respective Header.
3. Registration: Once demo credits over, client can initiate Registration process by providing PE Id and Header
4. Header Management: Zoho Client can add/update the DLT approved Headers (Sender Id)
5. Template Management: Zoho Client can add DLT approved message templates and can use SMS communications to their customers.
6. Send SMS – Single & Bulk: Zoho client can send using Times Mobile SMS App to single customer as well as Bulk present in his Contacts along with personalization.

1. **Installation:** Go to Zoho Market Place and Install the Time SMS App.

Please refer below screenshots:



SMS-TimesMobile

Times Mobile Part of Times Internet Limited offers enterprise communication services that includes SMS, Voice, Email, RCS WhatsApp Business Messaging. This extension gives an ability to enable SMS communication in a smarter safe way

Do you want to install the extension shared by support@timesmobile.in?


Extension Details

| | |
|---------|-------------------|
| Name | : SMS-TimesMobile |
| Version | : 2 |

I have agreed to the [Terms of Service](#).

I authorize SMS-TimesMobile to access and process my data as required.

[Continue](#)



SMS-TimesMobile

Times Mobile Part of Times Internet Limited offers enterprise communication services that includes SMS, Voice, Email, RCS WhatsApp Business Messaging. This extension gives an ability to enable SMS communication in a smarter safe way

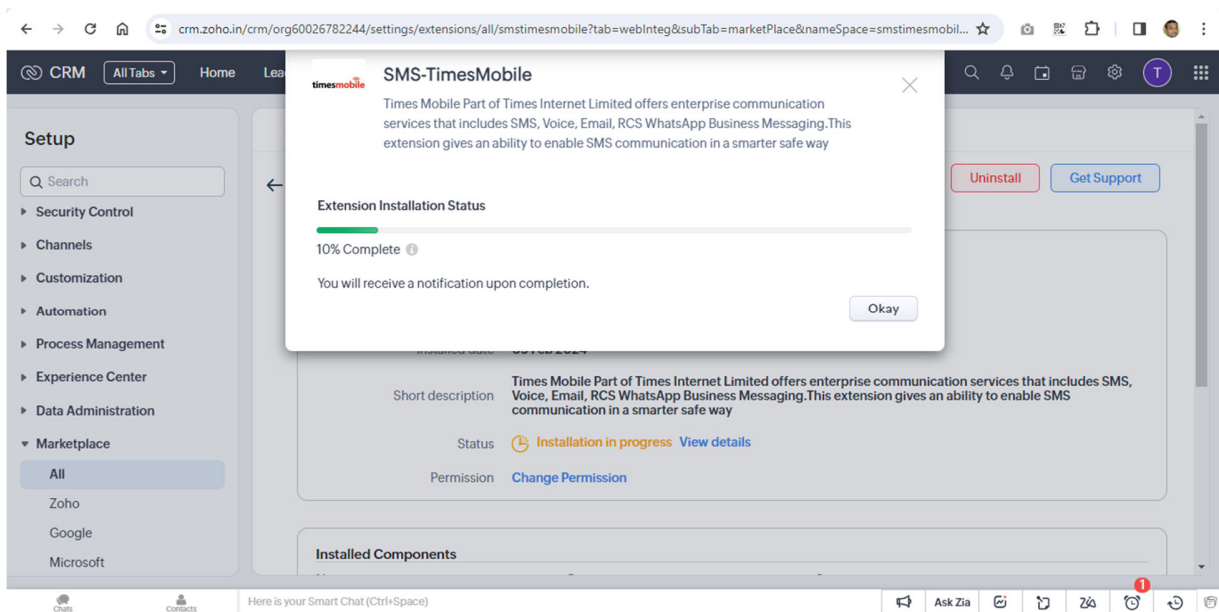
Choose Users/ Profiles

Install for admins only

Install for all users

Choose profiles

[← Back](#) [Confirm](#)



crm.zoho.in/crm/org60026782244/settings/extensions/all/smsmobile?tab=webInteg&subTab=marketPlace&namespace=smsmobile...

SMS-TimesMobile

Times Mobile Part of Times Internet Limited offers enterprise communication services that includes SMS, Voice, Email, RCS WhatsApp Business Messaging. This extension gives an ability to enable SMS communication in a smarter safe way

[Uninstall](#) [Get Support](#)

Extension Installation Status

10% Complete

You will receive a notification upon completion.

[Okay](#)

Short description: Times Mobile Part of Times Internet Limited offers enterprise communication services that includes SMS, Voice, Email, RCS WhatsApp Business Messaging. This extension gives an ability to enable SMS communication in a smarter safe way

Status: Installation in progress [View details](#)

Permission: [Change Permission](#)


Installed Components

Chats | Here is your Smart Chat (Ctrl+Space) | Ask Zia | Zia | 1

Time Mobile SMS App - Installation

2. **Experience Service:** On Installation by default 10 demo credits will be there for experience the Times Mobile SMS App for pre-configured DLT Approved SMS template with respective Header.

Send SMS ✕




| | |
|---|--|
| Campaign Name | Template (Selected) |
| <input type="text"/> | Dear Customer, Times Mobile is the messaging and performance marketing platform of The Times Group- Please go with the {#var#} for any queries |
| To | Header (Selected) |
| <input type="text" value="9876543210"/> | <input type="text" value="TIMMOB"/> |
| | Available Credits |
| | <input type="text" value="10"/> |

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Time Mobile SMS App - Experience the service

3. **Registration:** Once demo credits over, client can initiate Registration process by providing PE Id and Header

Send SMS ✕




Please complete your registration process. [Register Now](#)

| | |
|---|--|
| Campaign Name | Template (Selected) |
| <input type="text"/> | Dear Customer, Times Mobile is the messaging and performance marketing platform of The Times Group- Please go with the {#var#} for any queries |
| To | Header (Selected) |
| <input type="text" value="9876543210"/> | <input type="text" value="TIMMOB"/> |
| | Available Credits |
| | <input type="text" value="0"/> |

Send Bulk SMS





Registration

PE Id

Header

Register

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Time Mobile SMS App - Registration

4. Header Management: Zoho Client can add/update the DLT approved Headers (Sender Id)

CRM | All Tabs | Home | Leads | Contacts | Accounts | SMS Header | Services | Projects | ... | Enterprise-Trial UPGRADE | + | 🔍 | 🔔 | 📄 | ⚙️ | 👤 | ☰

Edit SMS Header [Edit Page Layout](#) Cancel Save and New Save

SMS Header Image



SMS Header Information

| | | | |
|---------------------|----------------------|------------------|----------------------|
| SMS Header Name | <input type="text"/> | SMS Header Owner | Times Mobile |
| DLT Approved Header | <input type="text"/> | PE Id | <input type="text"/> |


Client Script

Chats | Contacts | Here is your Smart Chat (Ctrl+Space) | 🔊 | Ask Zia | 📄 | 📄 | 📄 | 🕒 | 🔄 | 🗑️

CRM | All Tabs | Home | Leads | Contacts | Accounts | SMS Header | Services | Projects | ... | Enterprise-Trial UPGRADE | + | 🔍 | 🔔 | 📄 | ⚙️ | 👤 | ☰

Edit SMS Header [Edit Page Layout](#) Cancel Save and New Save

SMS Header Image



SMS Header Information

| | | | |
|---------------------|--------|------------------|----------------------|
| SMS Header Name | TIMMOB | SMS Header Owner | Times Mobile |
| DLT Approved Header | TIMMOB | PE Id | XXXXXXXXXXXXXXXXXXXX |

Client Script

Chats | Contacts | Here is your Smart Chat (Ctrl+Space) | 🔊 | Ask Zia | 📄 | 📄 | 📄 | 🕒 | 🔄 | 🗑️

CRM | All Tabs | Home | Leads | Contacts | Accounts | **SMS Header** | Services | Projects | Enterprise-Trial UPGRADE

All SMS Header | Create SMS Header | Actions

Total Records 1 | 10 Records Per Page | 1-1

| SMS Header Name | SMS Header Owner | Modified Time |
|-----------------|------------------|---------------------|
| TIMMOB | Times Mobile | 31/01/2024 05:15 PM |

Filter SMS Header by

System Defined Filters

- Touched Records
- Untouched Records
- Record Action
- Related Records Action
- Latest Email Status
- Activities
- Notes

Filter By Fields

- Created By
- Created Time
- DLT Approved Header

Here is your Smart Chat (Ctrl+Space) | Ask Zia

Time Mobile SMS App - Header Management

- Template Management:** Zoho Client can add DLT approved message templates and can use for SMS communications to their customers.

CRM | All Tabs | Home | Leads | Contacts | Accounts | **SMS Template** | Services | Projects | Enterprise-Trial UPGRADE

Create SMS Template | Edit Page Layout | Cancel | Save and New | Save

SMS Template Image

SMS Template Information

SMS Template Name:

Category:

Header:

- None-
- Service Implicit
- Service Explicit
- Promotional

SMS Template Owner:

DLT Template Id:

SMS Template Message Content:

Client Script

Here is your Smart Chat (Ctrl+Space) | Ask Zia

Create SMS Template [Edit Page Layout](#)

[Cancel](#) [Save and New](#) [Save](#)

SMS Template Image



SMS Template Information

SMS Template Name:

SMS Template Owner:

Category:

DLT Template Id:

Header:

SMS Template Message Content:

Client Script

All SMS Header

[Create SMS Header](#) [Actions](#)

Total Records 1

10 Records Per Page | 1-1

Filter SMS Header by

Search

System Defined Filters

- Touched Records
- Untouched Records
- Record Action
- Related Records Action
- Latest Email Status
- Activities
- Notes

Filter By Fields

- Created By
- Created Time
- DLT Approved Header

| <input type="checkbox"/> | SMS Header Name | SMS Header Owner | Modified Time |
|--------------------------|-----------------|------------------|---------------------|
| <input type="checkbox"/> | TIMMOB | Times Mobile | 31/01/2024 05:15 PM |

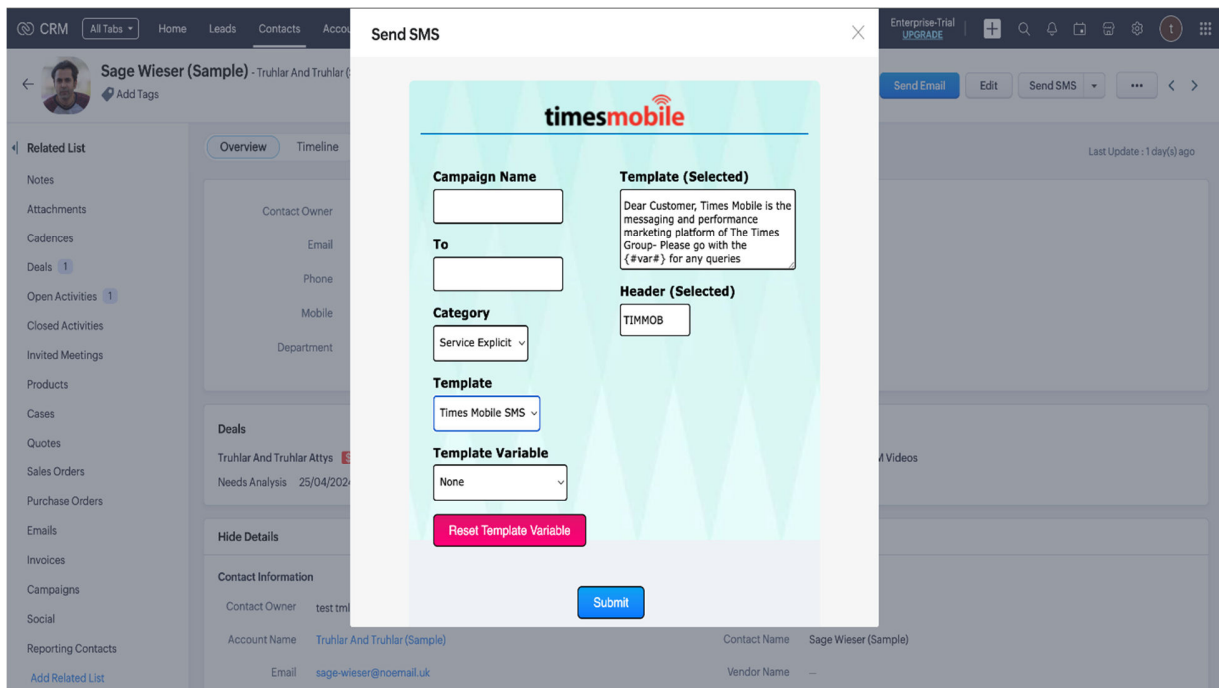
Time Mobile SMS App - Template Management

6. **Send SMS – Single & Bulk:** Zoho client can send using Times Mobile SMS App to single customer as well as Bulk present in his Contacts along with personalization.

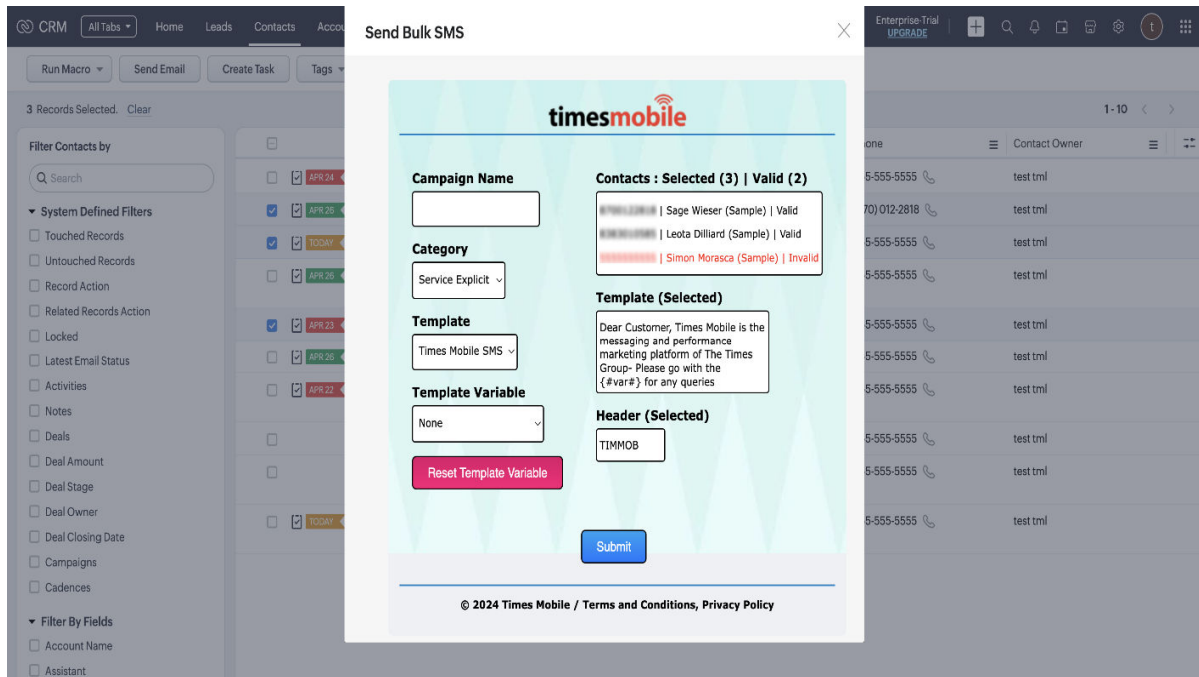
Variable Handling: If there are variables in template text, then to replace it please select the variable place-holders **{#var#}** and then select the respective value from “Template Variable” drop down.

Note:

- a. As per DLT guidelines, the dynamic value can be placed only against variables present in the message text up to 30 characters max.
- b. The message text must be exactly same as the approved DLT template, except the variables.



Time Mobile SMS App - Send Message to Single User



Time Mobile SMS App - Send Message to Bulk User

Troubleshooting

Failed to send out SMS notifications: If any issue occurs while sending test message or registration follow the below steps:

- Raise the Zoho Support Request to get the error code if the issue persists.
- Connect with the TIL support team to get this resolved after you receive the error code from the Zoho Support team. TIL Support Email: support@timesmobile.in

FAQs

1. Where to check DLT guidelines for sending service/promotional SMS?
Ans: For TRAI regulations and DLT registration details, please refer to TRAI Regulations on Commercial Communications (DLT portal) - SMS in India.
Refer: <https://docs.timesmobile.in/cpaas/DLT.pdf>
2. What are DLT approved SMS templates and what is the approval process?
Ans: To know about details of DLT SMS templates and its approval process, please refer - <https://docs.timesmobile.in/cpaas/DLT.pdf>
3. What is DLT approved Header/Sender ID and How to get it approved?
Ans: For DLT Approved Header/Sender ID, please refer - <https://docs.timesmobile.in/cpaas/DLT.pdf>