



Product Brief

AT&T Landline Texting

Texting with your Customers from your Business Landline

How much time does your business spend on the phone? From answering calls to listening to voice mail messages, it can add up to a significant amount of time. Your customers may not want to wait in queues or get voicemail. Often, they would rather text you – just like they do everyone else in their life. Now you can let them.

With AT&T Landline Texting you can send and receive texts using your existing landline or toll-free number. Customers text you on your business number and you can respond back. Or, you can start a new conversation.

app on your device to read your messages, send a response, or to send new messages. Your customers simply send and receive texts on their mobile phones as they do today. No new equipment is required, and you can stay with your current landline or toll-free service provider.

Once set up, you can manage your contacts list and depending on the package purchased, take advantage of various productivity tools such as creating groups, adding a customized signature to your messages, or setting up an auto reply.

Potential Benefits

- Increased responsiveness to customers
- Greater productivity
- Leverage an existing asset
- Be mobile

Features

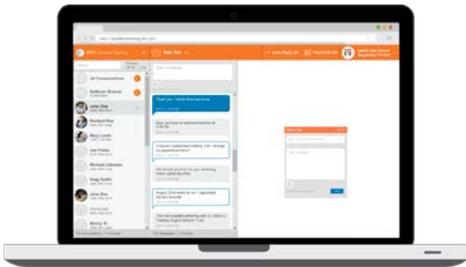
- AT&T Landline Texting gives your customers the freedom to communicate by text
- Customers text the number they already know – your EXISTING business number
- Receive texts to your landline or toll-free number on mobile devices and respond from virtually anywhere

Reaching Customers

Studies show that consumer use of texting is very high, and that 91% of consumers prefer receiving a text message over a voicemail from a business.¹

In a world where voice calls and email are less capable of cutting through, businesses have an opportunity to reach customers with the simplicity and urgency of texting.

When creating your text messaging program, you will want to consider applicable opt-in and other legal/regulatory requirements. You should seek appropriate guidance from your legal advisor.



How it Works

AT&T Landline Texting is simple to use. AT&T enables your existing business number to send and receive texts. Use a web browser or an

1



A mobile user sends a text to your landline number

2



Read your messages using a web browser or an app

3



Respond to the text or create a new message

Industry Solutions

AT&T Landline Texting can improve communications in most industries with customer facing roles. Following are some examples.

Customer Use Cases

Car dealership

The service department of a car dealership experiences high call volume and is missing calls. Calling customers back is not only time consuming but risks a further round of phone tag. With AT&T Landline Texting, many of the service department's customers prefer to simply text in their query allowing the dealership to send quick, prompt, and succinct responses. The solution reduces calls, saves time and allows the service department to focus on getting customers on their way.

Realty office

A realty office wishing to minimize no-shows calls prospective buyers before their appointments to reconfirm attendance, but notices that they often do not pick up the calls. The realty office moves to AT&T Landline Texting to send appointment reminders and requests return text confirmations. Benefits include time savings from not making calls, more efficient rescheduling and prospective buyer convenience. The buyers especially like the ability to text back their response or to just click on the realty office's phone number in the text when circumstances require human interaction.

Staffing

A staffing agency needs to match hiring managers with temp staff quickly and efficiently. The process of contacting candidates for jobs can involve time consuming voice calls and voicemails. AT&T Landline Texting enables the agency to text their talent pool and receive prompt responses. Recruiters like the immediacy of text messaging and appreciate not having to divulge their personal mobile number to receive a text.

Supported Features

Browser or App Access

The service can be accessed using a browser, desktop apps and mobile apps. Desktop

Industries That May Improve Communication Using AT&T Landline Texting

When implementing your text messaging program, you will want to consider relevant opt-in requirements and you should seek appropriate guidance from your legal advisor.

	Verticals	Use Case
Agents and Dealers	Car Dealerships	Sales efforts, service department, scheduling appointments
	Insurance Agents	Sales efforts, responsive relationship
	Realtors	Sales efforts, responsive relationship, scheduling appointments
Retail	Retail Stores	General Q&A, administrative
	Online Retailers	Receipts, delivery confirmations, general Q&A
	Salons/Spas – hair/nail/spa	Scheduling appointments, reminders, administrative
	Restaurants	Reservations and reminders, general Q&A
Licensed Professionals	Attorneys	Scheduling appointments, general Q&A
	Veterinarians	Scheduling, appointment reminders, updates on pet health
Services	Staffing companies	Swift communication with job applicants and managers
	Transportation – taxi/limo/trucking	Text for a cab or limo, dispatching, updates
	Contractors – AC/electrical/plumbers/etc.	Scheduling appointments, time changes, updates, Q&A
	Education – nursery/daycare/k-12/college	Alerts, notifications, general communication and updates

apps² are supported for Windows and Apple. Mobile apps are supported for Android and iOS³ based tablets and smartphones.

Devices

Depending on the package purchased, two or more devices can be logged in simultaneously.

Messages

Text messages can be sent and received with all packages. Only the Premium package allows sending of MMS messages.

Customizable Signature

A short, personal message can be added to each outbound text message.

Auto Reply

An automated text message can be sent to anyone who texts into an account. The auto

reply feature can be set for specified hours of the day/day of the week.

Scheduled Texting

A text message can be set to send to one recipient, multiple recipients, or a group at a specific date and time.

Group Texting

A named group of up to 50 contacts can be created. Text messages sent to named groups will go out as a blind carbon copy. Recipients will not be able to see what other recipients received or replied to the message.

Keywords

Users can choose a specific word for customers to text into their business number. Once someone texts in the keyword, they will receive an automated response with a link, call-to-action, specific information, etc.

Additional Users

Additional Users may be added to the Premium package at a cost. Users may have Admin or Operator features. Operators may send and receive text messages, but do not have access to Admin features.

Inbound Forward

The Premium Package includes Inbound Forward, which allows inbound messages to be forwarded to a URL you select for subsequent management.

API Access

Customers may also build their own interface or integrate into their existing platform using our API solution. For more information about the AT&T Landline Texting API please visit www.att.com/landline-texting.

Solution & Pricing Chart

	Basic	Standard	Premium
Price	\$10/month	\$25/month	\$100/month
Included Messages	100 texts*	Unlimited texts	Unlimited Texts/MMS
Included Users	1	1	1 (Optional Add'l Users ¹)
Device logins included	2	Unlimited	Unlimited
Maximum Messages/Minute	3	3	20
Contact Import		Y	Y
Customizable Signature		Y	Y
Auto Reply Messages		1	Unlimited
Scheduled Texting			Y
Group Texting			Y
Keywords			5
User Management			Y
Inbound Forward			Y

Optional Charges

*The Basic package includes an allowance of 100 messages (sent or received) per month. Use of more than 100 messages in any month will automatically incur an additional fee of \$15 allowing unlimited messages to be sent/received for the remainder of that month.

¹Premium allows Additional Users to be added to the service at \$25/user/month. (It is not possible to add Additional Users to Basic or Standard packages.)

For more information contact an AT&T Representative or visit www.att.com/landline-texting.

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To learn more about AT&T Landline Texting visit www.att.com/landline-texting or have us contact you.

¹Source: Harris Poll – The High Demand for Customer Service Via Text Message, August, 2014

²Available soon after launch.

³Pew Research, U.S. Smartphone Use in 2015, April, 2015.

Important Information

Emergency Notification – AT&T Landline Texting must not be used as the primary or sole method of sending Messages that contain information that is essential to the protection of life or property. First responders should not rely on AT&T Landline Texting for such situations; in such situations AT&T Landline Texting may be more susceptible to blocking, outages, delays and congestion, and greater risk of non-delivery.

General – AT&T Landline Texting is available to Customers with a qualified AT&T business or government agreement (“Enterprise Agreement”) and a Billing Account Number (“BAN”) and an associated cellular telephone number (“CTN”). AT&T Landline Texting may not be available for purchase in all sales channels or in all areas. Some landline or toll-free telephone numbers may be ineligible for use with AT&T Landline Texting. AT&T Landline Texting Customers must have the right to use a valid landline or toll free telephone number that has been issued by an authorized numbering provider. Customers’ right to use proposed numbers is verified before they may use AT&T Landline Texting, and Customers may be requested to provide certain information in order to enable AT&T or its suppliers to perform such verification. For Users who access AT&T Landline Texting using the software application, coverage is not available in all areas. AT&T wireless coverage maps are available at www.wireless.att.com/coverageviewer. Wireless service is subject to transmission limitations and terrain, system, capacity and other limitations. Availability, security, speed, timeliness, accuracy and reliability of service are not guaranteed by AT&T. When users are outside of the coverage area, access will be limited to information and applications previously downloaded to or resident on their device. For devices and service from other wireless carriers, all technical support, voice, messaging and data usage will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to the applicable wireless carrier for such rates, terms and conditions.

Messages – Customer is solely responsible for the content of all Messages Customer transmits using AT&T Landline Texting. AT&T does not itself verify the content of Messages sent by

Users or messages received by Users. AT&T has no responsibility for the accuracy, completeness, safety, reliability, timeliness, innocuousness, legality or applicability of any Message sent to a mobile number or received by any User. Customer's Messages are sent at its own risk. The availability, security, reliability, accuracy or speed of Message delivery, availability of specified throughput, or timeliness of Message delivery is not guaranteed, and AT&T and its suppliers disclaim all Service Level Agreements (SLAs) or guarantees with respect to the performance of AT&T Landline Texting. The delivery time of Messages is dependent upon the conditions prevailing at the time of submission, and the actual delivery and/or delivery of Messages within a specific period of time are not guaranteed. Messages may not be successfully terminated, or terminated in a timely manner, on a User's device for reasons such as the User's device not working properly, being switched off or out of range, or having insufficient message storage space. Messages are deemed to have been delivered when they are delivered to the immediate destination, including mobile telephone networks, or any other intermediary server/API that is designated as the point of delivery for the Message. Delivery on behalf of mobile carriers is not guaranteed. Although AT&T Landline Texting provides extensive text messaging coverage including all major U.S. mobile carriers, there is no guarantee as to its network coverage.

Message Retention and Deletion – Messages sent and received using AT&T Landline Texting will be retained by AT&T for a period established by Customer of up to seven (7) years, regardless of whether Messages are deleted by individual Users of the service or by API command. If Customer does not affirmatively establish a retention period, Customer's Messages will be retained for eighteen (18) months. In addition, Customer's administrators may direct AT&T to delete stored Messages at any time. AT&T will comply with Customer's direction to delete Messages within approximately five (5) business days. Requests to delete Messages must specify the time period(s) for which Messages should be deleted. Requests to delete individual Messages or Messages sent or received by specific Users will not be honored. Customers may request access to and retrieve stored Messages at any time up to thirty (30) days after cancellation or termination of service.

Disclaimers – AT&T and its suppliers disclaim any warranty, express or implied, that Customer's use of AT&T Landline Texting will meet Customer's requirements, that use of AT&T Landline Texting will be uninterrupted, timely, secure or free from error, or that any information Customer obtains as a result of using the service will be accurate or reliable. AT&T Landline Texting is provided on an "AS IS" and "as available" basis, and Customer's use of the service is at its sole risk. AT&T and its suppliers disclaim all liability related to or arising out of Customer's use of AT&T Landline Texting, including but not limited to any claim of actual or alleged infringement or misappropriation of intellectual property. AT&T and its suppliers disclaim all liability to Customer for Customer's inability to access AT&T Landline Texting for reasons beyond their control, including but not limited to cases in which Customer attempts to send Messages to any non-supported, restricted, blocked or unavailable wireless phone numbers or devices.

Customer Responsibilities – Customer is solely responsible for abiding by the terms and conditions governing the use of its registered landline and/or toll free number(s) as set forth by the provider of its landline or toll free service. AT&T Landline Texting requires Internet access, for which Customer is solely responsible. Customer must inform Users (i) that Messages are retained regardless of whether they have been deleted by individual Users or by API command and (ii) the period of time that Customer has requested that its Messages be retained. Customer may not use AT&T Landline Texting to transmit Protected Health Information ("PHI"). Customer is solely responsible for all uses of AT&T Landline Texting by its Users and shall indemnify and hold harmless AT&T and its suppliers against all claims arising from or related to such use. If Customer is in breach of any terms or conditions hereof or Customer's Enterprise Agreement, then in addition to any other remedies set forth in the Enterprise Agreement, AT&T may refuse new activation requests and/or modify or terminate Customer's use of AT&T Landline Texting. Customer may only access AT&T Landline Texting via the interface purchased and by no other means. Customer may not access (or attempt to access) AT&T Landline Texting through any automated means (including use of any scripts, web crawlers, spiders, robots, site/search retrieval application) especially for the creation of User accounts. Customer is solely responsible for safeguarding its access to AT&T Landline Texting. Customer must take all reasonable steps to ensure that Customer's passwords, username(s) and API access keys are not disclosed to unauthorized third parties or compromised in any way. Further, Customer is solely responsible for all activities that occur in connection with its account. If Customer becomes aware of any unauthorized use of its password(s), access keys or of its account, Customer must immediately notify AT&T Customer Care at 866-563-4703 or via use of the Support link on the Service Portal.

Reservations – AT&T reserves the right to modify or enhance the features or capabilities of AT&T Landline Texting, including Message limits, at any time with or without notice. AT&T reserves the right to change, suspend, terminate, remove, impose limits on the use or access to, or to disable access to AT&T Landline Texting software for any reason at any time without notice and will have no liability to Customer or any third party for doing so. AT&T reserves the right to conduct work at a remote location or use, in AT&T's sole discretion, employees, contractors or suppliers located outside the United States to perform work in connection with or in support of AT&T Landline Texting.

Exclusive Remedy – Customer's sole and exclusive remedy against AT&T and its suppliers for any damages, losses, claims, costs and expenses arising out of or relating to use of AT&T Text Messaging will be termination of service.

End User License Agreement – Customer's use of AT&T Landline Texting, including related software, is subject the terms of its Enterprise Agreement and the End User License Agreement located at landlinetexting.att.com/legal. The AT&T Landline Texting EULA must be accepted before Customer's (and each User's) first use of the service. If Customer or a User does not accept the terms of the EULA, Customer (or the User) must not use the service. Customer must accept the EULA as the party liable for each User, and agrees in such case that the Users will comply with the obligations under the EULA. Customer and its Users are individually and jointly liable under the EULA.

Data Privacy – Customer Personal Data may be transferred to or accessible by (i) AT&T personnel around the world (ii) third-parties who act on AT&T's or AT&T's supplier's behalf as subcontractors; and (iii) third parties (such as courts, law enforcement or regulatory authorities) where required by law. Customer will only provide or make Customer Personal Data accessible when Customer has the legal authority to do so and for which it has obtained the necessary consents from its end users, and will camouflage or securely encrypt Customer Personal Data in a manner compatible with the service. As used herein, the term Customer Personal Data includes, without limitation, name, phone number, email address, wireless location information or any other information that identifies or could reasonably be used to identify Customer or its Users. Customer is responsible for providing Users with clear notice of AT&T's and Customer's collection and use of Customer Personal Data obtained via AT&T Landline Texting and for obtaining Users' consent to that collection and use. Customer may satisfy its notification requirements as to AT&T by advising Users in writing that AT&T and its suppliers may collect and use Customer Personal Data by providing for User review the relevant links to the Product Brief or other sales information that describes AT&T Landline Texting and to AT&T's Privacy Policy at www.att.com/privacy.

Messages, Privacy and SPAM – AT&T is a strong supporter of a SPAM-free communication environment. AT&T Landline Texting monitors text message behavior for the purpose of minimizing complaints on unwanted SPAM, which may cause delivery delays. Any account found to be using AT&T Landline Texting for SPAM may be suspended without notice, and Message volume will be throttled on accounts deemed to be sending SPAM messages. If Customers know of or suspect any violators, please notify AT&T immediately at mobilityabuse@att.com or deliver an SMS message to 7726. Any unused credit or remaining service fee will not be refunded. AT&T Landline Texting looks for keywords that denote an individual's intention to opt-out of receiving text messages. Those keywords include, but are not limited to: stop, stopall, block, end, unsubscribe, and quit. If a message is received from a recipient and the response contains one of these values, Customer will not see the recipient's response. Such recipients will receive an informational text message, letting them know that Customer's number has been blocked from texting to the recipients and giving them a way to undo their action if it was unintentional. Otherwise, Customer will be blocked from sending Messages to those individuals. Notwithstanding AT&T's anti-SPAM commitment and procedures, it is Customer's responsibility to comply with all applicable SPAM and privacy regulations and guidelines in each jurisdiction where messages are transmitted, distributed or received. Customer agrees it will not use AT&T Landline Texting to send recurring, non-conversational or non-human-to-human Messages to any recipients without their consent. Customer will have the burden of proving consent with clear and convincing evidence if a recipient complains Customer did not obtain consent consistent with applicable rules and regulations. Customer may not use AT&T Landline Texting to transmit any communication that would violate any applicable federal, state or local law, court order or regulation, including but not limited to the Telephone Consumer Protection Act, 47 U.S.C. § 227 ("TCPA"), the rules governing the DoNotCall Registry, currently found at www.donotcall.gov, and the CAN-SPAM Act. Customer agrees to comply with the Guidelines of the Mobility Marketing Association, currently found at <http://www.mmaglobal.com/bestpractices.pdf>, and of the CTIA, currently found at http://www.wmcglobal.com/images/CTIA_playbook.pdf, as such guidelines may be amended from time to time. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate Customer's AT&T Landline Texting without notice. AT&T's failure to take any action in the event of a violation shall not be construed as a waiver of the right to enforce such terms, conditions, or policies. Use of AT&T Landline Texting is subject to the AT&T Acceptable Use Policy, which can be found at <http://www.att.com/aup>. Customer and its Users must cooperate with AT&T and/or governmental authorities in investigations alleging a violation or prohibited use of AT&T Landline Texting. AT&T's privacy policy may be viewed at www.att.com/privacy.

