Dr. Know's *Text Messaging - Information/Promotional*

The Dr. Know Messaging Information/Promotional Messaging is a complete system for sending messages to your customers. It is designed to assist you in following the new Federal legislation on electronic communications through a series of control features. Customer information can be inputted manually or imported from lists generated in CoStar or from Excel files.

Features

1. Messages can be saved, edited and reused.
2. Customers can be selected based on a several service types.
3. Controls prevent messages from being sent when a customer is not in need of that service (i.e. right after a customer has had an oil change).
4. Messages automatically comply with the specifications of the privacy legislation.
5. Add a custom logo to the top of messages.
6. Attach a flyer image to a message.
7. Include a URL the message which will point the customer to a web page with more details of your offer.
8. Easy to use and inexpensive.

A. Recipient Selection:
1. Select Message Recipients – either Uber or Regular.
2. Select a sub-set by the service to be promoted
3. Select if recipients need to have had the service to receive the special.

B. Message Details
1. Select and edit the message to be sent. Messages can be saved for future use.
2. Federal regulation requirements are automatically inserted.
3. Attach an image (i.e. the specials flyer etc.)
4. Enter a URL which will direct the user to a web page with more information about the special.
5. The complete message to be sent is shown in the bottom left of the screen.

C. Received Message
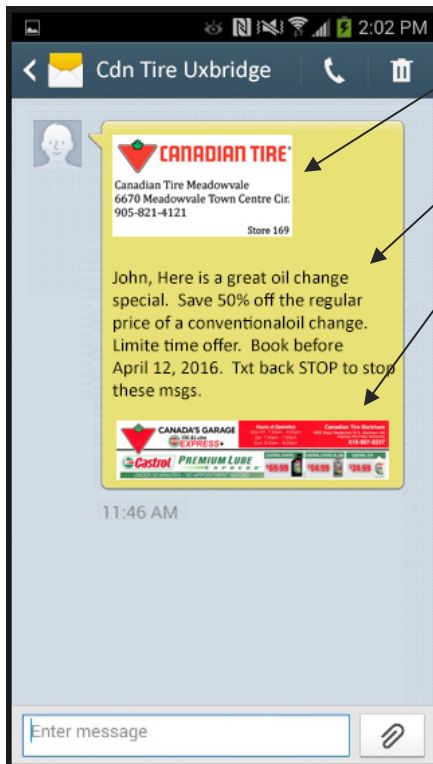
Store logo can be included in the message to add authenticity.

Message body can contain URLs.

Attached image.

If the recipient replies to the message then a pop-up notification appears on the computer at the store.

IMPORTANT CONTROLS:
1. The Dr. Know system will NEVER send another text message to a customer who has opted out by replying "STOP" back to a sent message.
2. Only one (1) promotional message can be sent per month.
3. As per carrier regulations, a limited number of messages can be sent each day.

D. Reply's from the Customer

If the recipient replies to the message to book an appointment, a text message is sent to the store. The message appears in a pop-up box on top of all other windows so that the Service Advisor sees the incoming message immediately.
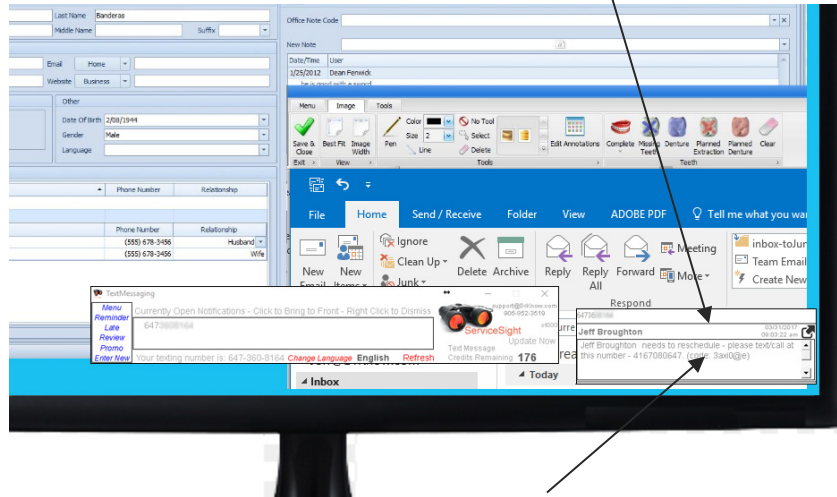
I want to book this special. Jeff 4167080647.

This desktop app makes the incoming messages immediately noticeable to the Service Advisor or other staff. It is easy for them to text back to the customer's phone using the keyboard at the PC, saving time and money.

In addition, incoming text messages can be forwarded to other mobile numbers (i.e. the Service Manager) so that incoming messages are dealt with promptly even if the Service Advisors are busy and away from the computer.

A Note About Sending Electronic Messages

SENDING ELECTRONIC MESSAGES NOW REQUIRES EXPRESS CONSENT

Valid consent given in writing or orally
- The recipient gave you a positive or explicit indication of consent to receive commercial electronic messages.
- Your request for consent set out clearly and simply the prescribed information.

Keep records
- Keep records of how you obtained implied or express consent, since in both cases you have the **onus to prove consent.**

TIME LIMIT
- Express consent is not time-limited
- Unless the recipient withdraws his or her consent.

WHAT INFORMATION NEEDS TO BE INCLUDED IN A COMMERCIAL ELECTRONIC MESSAGE?

Identification
- Identify your business name, if different from your name (if not, identify your name) and the name of anyone else on whose behalf or business you are sending the message.

CONTACT INFORMATION
- You must include your mailing address.
- You must also include one of: a phone number to access an agent or a voice messaging system, an email address, or a web address for you or the person on whose behalf you are sending the message.
- Ensure these contact methods are accurate and valid for a minimum of 60 days after sending the message.

Opt Out Method
- You must include instructions on how to stop receiving messages.

BE CLEAR
- If you are using a link to provide the required information, the link must be clearly and prominently displayed in the message.

Send Messages During Business Hours
- Only send out messages during your regular business hours. Never in the middle of the night.