

EasySMS Office Custom Database

The EasySMS Office system provides a complete sms solution for companies wishing to deploy an integrated multi-user sms system. The software is deployed as an SMS Server attached to multiple networked Clients.

With the EasySMS Office Custom Database management it is possible to add additional fields to your contacts database. This provides the functionality of allowing data storage with fields more specific to your business requirements

These additional user-defined fields can then be utilised to refine contact searches in Bulk SMS's as well as being embedded into the sms's themselves. Coupled with the standard Customer History feature or with the Issue Management facility, the EasySMS Office system now provides powerful CRM functionality.

Adding Custom fields

Custom fields can be added using the EasySMS Office Configurator. The Following field types are available:

- Integer field
- Currency (float) field
- Date / Time field
- String field
- String List field (predefined select list)

Adding custom field is simple as shown in the example form. Fields can be added, edited or removed from the database.

In addition, the Import Name entry allows for importing of custom fields from .csv files.

The screenshot shows the 'Add Customer Field' dialog box. On the left, a list of field titles includes 'Gender', 'Nickname1', 'LastUpdated', 'Children', 'Amount Owning', 'Age Group', 'Handicap', and 'Moms Name'. The 'Gender' field is selected. On the right, the 'Field Information' section contains the following fields: 'Title' (Gender), 'Field Name' (Gender), 'Import Name' (Gender), 'Type' (String List), and 'Length' (50). Below these is a 'List Options' section with a list box containing 'Male', 'Female', and 'Other'. At the bottom of the right pane are buttons for 'Add', 'Insert', 'Edit', and 'Remove'. At the very bottom of the dialog are 'Save' and 'Cancel' buttons.

During Bulk SMS contact filtering queries, the custom fields can be utilised to target bulk sms recipients based on your custom customer data.

As many custom fields can be included into the query as may be required.

Custom fields may then be inserted into personalised bulk sms's, providing incredible flexibility in sms text content.

