

# How to Choose an SMS Aggregator: Checklist

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SMS testing tool

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# Preliminary considerations

## Reputation Check

- Look for customer reviews, ratings, and testimonials online.
- Check their case studies, success stories, and any industry recognition or awards.
- Ask the aggregator for references.
- Ask your professional network. Leverage industry forums, attend trade shows, or use social media networks like LinkedIn.

## Connections

- Ask how many direct connections the aggregator has. It will also help to determine whether they belong to Tier 1 or Tier 2.
- Ask what methods are used for non-direct connections.

## Cost

- Understand the cost structure. Some aggregators may charge per message, while others might offer packages based on the volume of messages.
- Clarify any hidden or extra costs, such as setup fees or additional charges for premium features.

## Coverage

- Ensure the aggregator can deliver messages to your target geographic areas.

## Support

- Ask about average response time.
- Evaluate the efficiency of their ticketing process.
- Ask about the level of experience of their compliance and provision team.

## Features

- Determine which features are essential for your business.
- Evaluate their API.
- Ask if they integrate with other platforms and software.

# Trial Period Evaluations

## ■ Assess Scalability

Send messages in varying quantities and at different times to check aggregator's ability to manage and deliver high-volume SMS traffic efficiently.

## ■ SMS Delivery Assessment

Test SMS delivery by sending messages to various networks in different regions.

## ■ Conversion Rate Analysis

Monitor the conversion rates closely. A high delivery rate should ideally correlate with a high conversion rate.

## ■ Integration Checks

Ensure the integrations that you need work smoothly and enhance your business operations rather than creating complications.

## ■ API Evaluation

Assess API's performance and ease of integration into your systems. Make sure the documentation is comprehensive, and the functions you need are supported.

## ■ Data Adequacy

Do you have sufficient data from the aggregator about your messaging activity? This could include delivery reports, error reports, or analytics on open rates.

## ■ Customer Support

How responsive and effective their customer support is? How quickly do they resolve your queries or issues? Are they easily reachable?

## ■ Customizability

Can the platform be customized to suit your needs? Can you set specific routing rules? Can you easily segment your audience for targeted messaging?

## ■ Security

How well are your data and your customers' data protected? Look for evidence of encryption measures, secure data handling policies, and compliance.

## ■ Continuous Improvement

Are they open to feedback and suggestions? Do they periodically update their features and enhance their platform?

## Post-Selection Observations

### ■ Watch for red flags

Keep an eye out for potential issues such as delayed message delivery, frequent errors, poor customer service, or sudden, unexplained changes in pricing. These could signal a problem with the aggregator's service or reliability.

### ■ Continuous Testing

Test aggregator's services with an independent tool. TelQ's SMS testing tool allows you to assess the quality of your aggregator's services, including aspects like delivery speed, message content accuracy, and network coverage.

### ■ Conversion Rate Monitoring

Regularly check the conversion rates. If there are inconsistencies between high delivery rates and low conversion rates, it might be time to question the reliability of the delivery reports or reconsider the message content.

### ■ Performance Review

Regularly review the aggregator's performance against the expectations set during the selection process. This could involve assessing their delivery rates, response times, support quality, and the ongoing relevance of their features and integrations for your business needs.

### ■ Feedback and Communication

Maintain open lines of communication with your aggregator. Provide feedback about their services, whether positive or constructive. A reputable aggregator should value your input and be proactive in addressing any issues or concerns.

### ■ Stay Informed

Keep yourself updated about advancements in SMS technology and best practices. This knowledge can help you better evaluate your aggregator's performance and push for improvements where necessary.