

United States short code request form

Important: All fields in this form are required. If any field is left blank, your application will be delayed!

Note: Before you begin filling in this form, be sure to read the [Set up an SMS short code](#) article.

Your Genesys Cloud **Organization ID:**

What type of short code would you like to request?

Random short code

Vanity short code:

Company information

Company name:

Mailing address:

City:

State:

ZIP code:

Primary contact name:

Primary phone number:

Support email address:

Note: Carriers require a customer support email. This must be your company's customer support email address.

Support toll-free number:

Note: Carriers require a toll-free support number for all short codes.

Tax ID number:

Note: Carriers require this for all short codes.

Short code use cases

What is the name of your short code program?

Note: Your program name should appear at the front of every message you send. For example: "<company> alert:", "<company>:", "<company> Rewards:" See additional examples in the opt-in, opt-out, and help sections of this application.

What is your company's website URL?

What is the URL for your short code program?

Note: If you have a URL specific to your short code program, supply it here. Otherwise, enter your main company website URL.

How do you plan to use your short code?

If you chose Other, please explain:

Note: The Sweepstakes/Promotions use cases require the completion of additional documents and may also be subject to a longer provisioning time. Sweepstakes and contest forms must be attached to the email along with this application. Please include any promotional and/or marketing materials that relate to your use of the short code. We will work with you to complete the appropriate documents for your use case.

How will your customers sign up to receive messages from your short code? (Choose all that apply.)

Send a text message to your short code

On your website or mobile application

Other method

If you chose Other, please explain:

What message will you send to your customers to confirm sign up?

160 Characters Maximum

What frequency will users receive text messages from your short codes?

Users will receive messages per

If you chose Other, please explain:

Please provide some examples of type of messages you will send with your short code.

Important: When filling in these fields, be as specific and detailed as possible!

160 Characters Maximum

Do you want to be able to use MMS messages with your short code? Yes No

Note: Adding MMS messages to your short code will incur a \$625.00 one-time fee.

Terms of Service

Carriers require you to provide your company's short code terms of service as a part of the application approval process. You can see an example short code terms of service with all the required information [here](#).

Best practice is to provide a URL to the short code terms of service that is live and public facing.

My company's short code terms of service is live, public facing, and has all the required information. It is available at this URL:

If your company's short code terms of service will not be public facing, you must provide an additional attachment with your proposed terms of service verbiage AND explain why it is not available via a public URL.

My company's short code terms of service will not be public facing. Please explain:

Privacy Policy

Carriers require you to provide your company's privacy policy as a part of the application approval process. You can find more information about a privacy policy [here](#).

Best practice is to provide a URL to the privacy policy that is live and public facing.

My company's privacy policy is live and public facing.

It is available at this URL:

If your company's privacy policy will not be public facing, you must provide an additional attachment with your proposed privacy policy verbiage AND explain why it is not available via a public URL.

My company's privacy policy will not be public facing. Please explain:

Call to action/Sign up process

How will your customers sign up to receive messages from your short code service?
(Check all that apply.)

Customers can enroll by calling the company call center.

Customers can enroll by filling in a form on our website.

Customers can enroll by sending a keyword on their mobile device.

Carriers require you to provide visual mockups or scripts that detail the sign-up process your customers will experience. You must supply these mockups/scripts along with your application form. You can find a list of required elements as well as example mockups and scripts [here](#).

I have attached a mockups/scripts to my application form.

Opt-out keywords

Carriers require that your company's short code implement and respond to the following Opt-out keywords: STOP, STOPALL, UNSUBSCRIBE, CANCEL, END, and QUIT. These keywords will be setup automatically with the provisioning of your short code. You may request additional/custom Opt-out keywords if you desire.

Required elements for your Opt-out message:

- Program name
- Indicate user will no longer receive messages

Optional Elements:

- Re-subscribe options (Opt-In Keywords, phone number, email address)

Examples:

- Genesys Rewards: You have been successfully unsubscribed, you will receive no further messages from this number.
- Genesys: You are opted Out and will no longer receive notifications. To resubscribe reply START or contact us at genesys@sample.com or 1-800-123-4567.

Provide the message that you will send to a customer in response to an Opt-out request:

160 Characters Maximum

Do you want to request additional/custom Opt-out keywords? Yes No

Opt-in keywords

You may allow customers to opt-in to messages from your short code or opt back in to receiving messages after opting-out. Opt-in keywords are optional and not required, but best practice recommends: START, YES, and UNSTOP.

Best Practices for your Opt-in message:

- Program Name
- Message indicating use has been subscribed to your program
- Help Keyword or support phone number or email for more information
- Opt-Out keywords
- Msg&Data Rates May Apply disclosure
- Message Frequency expectations

Examples:

- Genesys Rewards: You have been successfully subscribed. Reply HELP for Help. Reply STOP to Opt-out. Msg&Data Rates May Apply.
- Genesys: Thank you for subscribing to Genesys Sample Program. Reply STOP to stop. Email genesys@sample.com for information. Msg&Data Rates May Apply.
- Genesys Notifications: Thank you for enrolling. Reply STOP to cancel, HELP for help. Msg&Data Rates May Apply.

Do you want to add any Opt-in keywords? Yes No

Help keywords

Carriers require that your company's short code implement and respond to the following Help keywords: HELP. You may request configuration of additional/custom Help keywords if you desire.

Required Elements:

- Program name
- Opt-out information, Opt-out keyword
- Msg&Data Rates May Apply disclosure

Optional Elements:

- Toll-Free Support Number for more information
- Email address for more information
- URL Link to terms or program information

Examples:

- Genesys Rewards: Reply STOP to unsubscribe. Msg&Data Rates May Apply.
- Genesys Notifications: Reply STOP to unsubscribe. Call 1-800-123-4567 for support. Msg&Data Rates May Apply.
- Genesys: For info about Genesys Program see Terms: www.sample.com/terms. Reply STOP to Cancel. Msg&Data Rates May Apply.

Provide the message that you will send to a customer in response to a Help request:

160 Characters Maximum

Do you want to request custom Help keywords? Yes No

Provide the email address that you would you like to use to receive updates about the application:

Are there any other comments or additions you'd like to submit for consideration

Yes No

If you have any questions about the form, please refer to supporting documentation in the Genesys Cloud [Resource Center](#). If you still have questions, you can email GenesysCloudShortCodes@genesys.com.

Important: If you leave any fields on this form blank or you do not attach any of the required documentation, your application will be returned for completion and will result in processing delays.

Please email the completed form, the Letter of Authorization (found on the following page) along with any required supporting information to: GenesysCloudShortCodes@genesys.com.

Letter of Authorization (LOA)

As an authorized representative of
("Customer"), I hereby authorize and appoint Genesys to procure the short codes specified in this
application on our behalf.

Your name:

Your signature:

Date:

Note: An actual hand written signature is required. You can print this page, sign it, and scan it. Or
you can paste a scanned image of your signature in the space provided.

If you have questions about the LOA form, contact Genesys at: GenesysCloudShortCodes@genesys.com