

SMS PORTAL PACKAGES

Why to use the SMS Portal

- Timely and wider reach to your audience/ project participants with customized information
- Ability to monitor the project performance by reaching all participants (those with mobile phones) within a very short time and collect quarterly data for an informed decision (reaching majority as opposed to sampled population).
- Increased interaction with project participants- easy to reinforce the message provided during one-time training or any other contact with intermediaries; ability to collect issues of concern from your audience/ project participants for operational support, ability to have evidence-based supportive supervision.
- Only registered audience/ project participants' phone numbers can interact with the system and are charged normal SMS rates.
- For accountability.

SERVICES	STARTER	BASIC	STANDARD	PREMIUM
System orientation	✓	✓	✓	✓
Account Setup and customization	✓	✓	✓	✓
Initial uploading of contacts	✓	✓	✓	✓
Support the development of messages	-	-	-	✓
Review crafted messages	✓	✓	✓	✓
Additional features on the portal	-	1 feature	2 features	4 features
Group Messages Report	✓	✓	✓	✓



System utilization report	-	-	Monthly	Monthly
Data interpretation and analysis	-	-	Quarterly	Bi-monthly
Number of consultations	1/month	2/month	3/month	Up to 5/month
Number of uploaded contacts	1-100	101-400	401-999	1000 and above
Monitoring and Follow-ups	-	✓	✓	✓
Number of Admins	2	2	2	2
PRICE FOR EACH PACKAGE	TZS 250,000/month	TZS 350,000/month	TZS 750,000/month	TZS 1,050,000/month

INITIAL ACCOUNT SETUP: This is a ONE time cost for all the packages. It includes account setup, customization, system orientation, and initial uploading of the contacts which is a total of **TZS 700,000/-**. We offer a 1-month familiarization to all our clients to interact with their beneficiaries on the SMS Portal after account setup payment.

BASIC FEATURES ON THE PORTAL: Dashboard (pictorial summary of the message sent/ received based on the groups- daily/ monthly/ cumulative), contacts, incoming and outgoing messages (individual, group and all), location (region, district, ward, village), groups (able to cluster various groups up to 4 clusters), reports (areas specific report can be generated)



PACKAGE DESCRIPTIONS:

STARTER: Best suitable for clients with a maximum of 100 participants/ audience who mainly want to interact through sending new or reinforcing messages (as updates, instructions, etc) and receive feedback with an opportunity to visualize and analyze feedback received. During the consultation, clients are supported to reflect and create meaning of the data especially those received from the audience.

BASIC: An upgrade from the starter package that includes additional services such as monitoring and follows for more engagement between the clients and the beneficiaries. This is suitable for clients that have conducted outreaches, training, or workshops and aim to send information, updates, instructions, and reinforcement messages, and also require feedback and regular follow-ups to ensure that the message is well understood and is put into action. This package is suitable for clients with up to 400 beneficiaries. The client receives up to 2 consultation sessions to reflect on the feedback received and how they inform attainment of the intervention objectives.

STANDARD: This is an advanced package from the Basic package that offers customization of the portal to match the client's needs over and above the portal basic features. Clients have an opportunity to get up to two additional features that shall be customized in the system without additional charges to best reflect unique requirements, especially those that are related to reports to be generated. With additional features according to our client's preference, they are able to reach up to 999 people within 30 minutes by sending and receiving messages. The client's admin interaction on the portal gives them the opportunity to monitor, follow up and extract the group reports as well as consult our team up to 3 times a month for reflection and discussion. As a monitoring tool, clients have an opportunity to send quarterly monitoring questions to all participants/audiences with an intention of collecting data that will facilitate report generation. As part of the service offered, clients are supported with data analysis and interpretation for informed decision-making.



PREMIUM: This is the **REAL DEAL**, it comprises all the SMS portal functions customized to our client's needs. This package allows our clients to lay back and consult us up to 5 times a month while our team handles and manages all the engagements on the portal on their behalf. This package allows our clients to interact with at least 1,500 people in 30 minutes and customize the portal with additional features that our clients require to facilitate interactions with the target groups as well deliver desirable results. As a monitoring tool, clients have an opportunity to send bi-monthly monitoring questions to all participants/audiences with an intention of collecting data that will facilitate report generation. As part of the service offered, clients are supported with data analysis and interpretation for informed decision-making.