



SMS GATEWAY CENTER

Communicating Both Ways

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How to Guide

Send SMS Survey and Creating Survey Forms

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Introduction

Easily create surveys and get maximum responses by sending to your clients and peers. Drag and Drop form creation tool is an excellent assistant to create your awesome web survey form and get your customers participation.

Send Mobile SMS Web Surveys

Data Capturing is the utmost important when you conduct surveys. With us, you can personalise and create awesome survey form to capture the data basis on the mobile recipient and get maximum responses with great analytics. Our Survey forms are mobile optimised which is combined with your personalised SMS Campaign. **Our Survey program is absolutely Free when you compare with popular survey providers.**

Let's not waste your time and get to the point directly to learn how to create survey forms and conduct an SMS Survey.

Creating a Survey Form

Step 1:

Login to your account, Go to Manage Surveys from your left sidebar menu. Click on Add New Survey button.

Step 2:

ADD BASIC INFORMATION FOR YOUR SURVEY FORM.

The screenshot shows a form titled "Add New Survey" with the following fields:

- Survey Page Title:** An empty text input field.
- Survey Start Time:** An empty text input field.
- Survey End Time:** An empty text input field.
- Default Message for Expired Surveys:** A text area containing the message "Oops! This survey has been expired." with a small icon in the bottom right corner.
- Default Survey Page Background Color:** A text input field containing the hex code "#ffffff".
- Default Survey Page Text Color:** A text input field containing the hex code "#333333".

Survey Page Title:

Add a Page title, this will be displayed as Web Meta Title on the Survey Form Page.

Survey Start Time:

Enter the timestamp to run/start the survey when you run the campaign.

Survey End Time:

Enter the timestamp to retire/expire the survey.

Default Message for Expired Surveys:

Enter the message which you want to show it to the users when they visit your survey page after expiry.

Default Page Background Colour:

You can enter Hex Colour code for the default page background colour. Default is #FFFFFF (White colour)

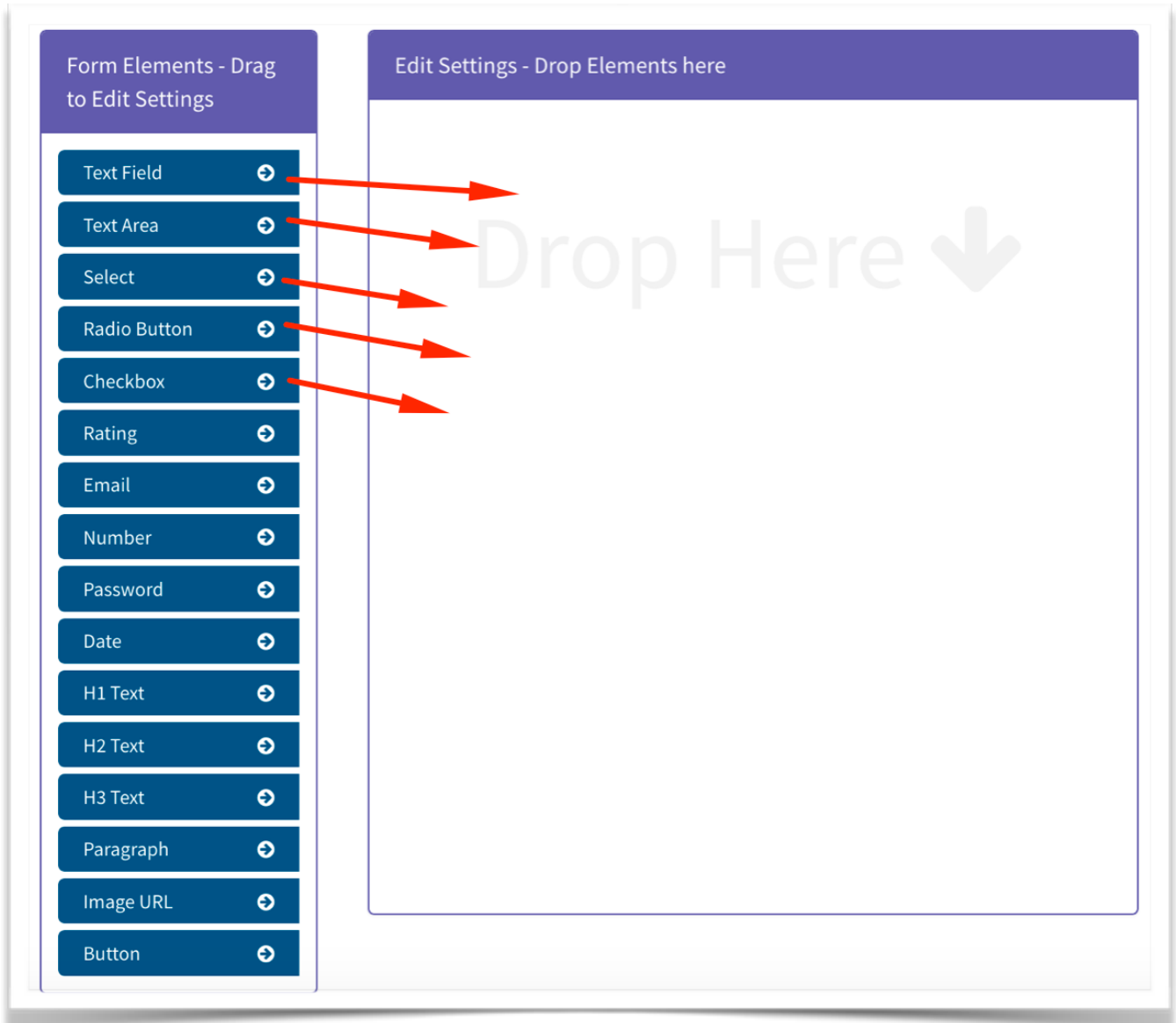
Default Page Text Colour:

You can enter Hex Colour code for the default page text colour.

Step 3:

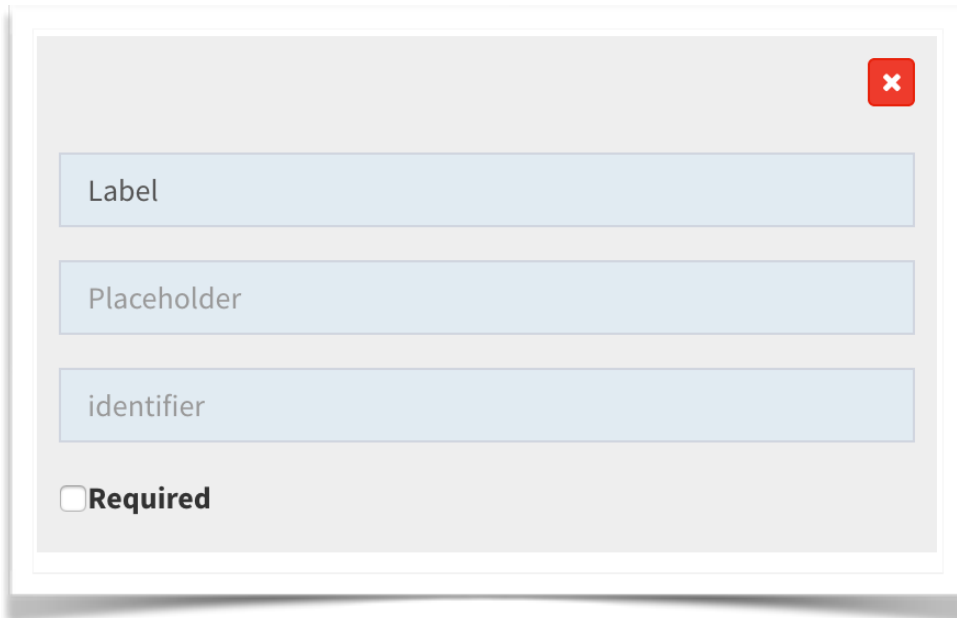
Add Form Elements to your Survey Form.

Drag each form element to create new form field. We will explain one by one below.



Text Field:

A **text field**, defines a single-line **text input field**, is placed on a web page using the `<input>` tag, with the type attribute set with a value of `"text"`.



The image shows a configuration interface for a text field. It features a light gray background with a red 'X' icon in the top right corner. Below the icon are three light blue input fields: the first contains the text 'Label', the second contains 'Placeholder', and the third contains 'identifier'. At the bottom left, there is a checkbox labeled 'Required' which is currently unchecked.

Label: Enter the Label Name, **For Example: Your Name**

Placeholder: Enter help text for user to enter into the field box. **For Example: Enter your name.**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customerName (Note: Do not give space or add special characters in this field)**

Required: Check required if you want users to fill the field compulsorily.

Once you fill as above, the final output will be as shown in the picture below.



The image shows the final rendered text field. It has a white background with a light gray border. The text 'Your Name' is displayed in bold black font at the top left. Below it is a text input field with a light gray border and a light gray placeholder text 'Enter your name'.

Text Area Field:

A **textarea field**, defines a multi-line **textarea input field**, is placed on a web page using the `<textarea>` tag.



The image shows a configuration window for a text area field. It has a light gray background and a white border. In the top right corner, there is a red square button with a white 'x' icon. Below this, there are three light blue input fields stacked vertically. The first field contains the text 'Label', the second contains 'Placeholder', and the third contains 'identifier'. At the bottom left of the configuration area, there is a checkbox labeled 'Required' which is currently unchecked.

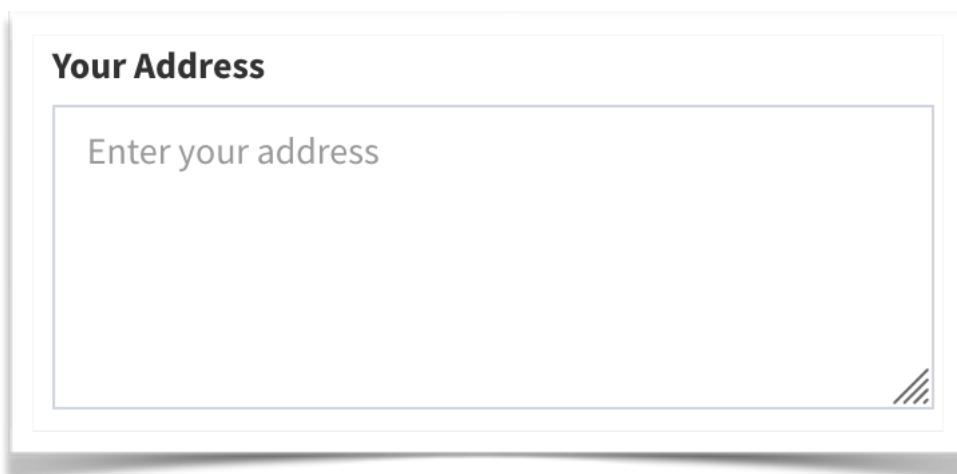
Label: Enter the Label Name, **For Example: Your Address**

Placeholder: Enter help text for user to enter into the field box. **For Example: Enter your address.**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customerAddress (Note: Do not give space or add special characters in this field)**

Required: Check required if you want users to fill the field compulsorily.

Once you fill as above, the final output will be as shown in the picture below.



The image shows the final rendered output of the text area field. It is a white rectangular box with a thin gray border. At the top left, the text 'Your Address' is displayed in a bold, black font. Below this, the text 'Enter your address' is displayed in a light gray font, serving as a placeholder. In the bottom right corner of the text area, there is a small icon consisting of three parallel diagonal lines.

Select Field:

A `<select>` tag is used to create drop down list of options, which appears when the user clicks on form element, and it allows to choose one of the options. The `<option>` tag is used to define the possible options to choose from. The tag is put into the `<select>` tag.

Allow Multiple Selection: Check this if you want users to select multiple options from the given options.

Label: Enter the Label Name, **For Example: Select Gender**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: gender (Note: Do not give space or add special characters in this field)**

Option: Enter text which user will be shown within the dropdown options.

Value: Enter the option value to be identified with Identifier later. (This is hidden for users)

Once you fill as above, the final output will be as shown in the picture below.

Radio Button Field:

The `<input type="radio">` defines a **radio** button. **Radio buttons** are normally presented in **radio** groups (a collection of **radio buttons** describing a set of related options). Only one **radio** button in a group can be selected at the same time.

Label: Enter the Label Name, **For Example: Where do you currently reside?**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: currentreside (Note: Do not give space or add special characters in this field)**

Option: Enter text which user will be shown with the radio button options.

Value: Enter the option value to be identified with Identifier later. (This is hidden for users)

Once you fill as above, the final output will be as shown in the picture below.

Checkbox Button Field:

The `<input type="checkbox">` defines a **checkbox**. The **checkbox** is shown as a square box that is ticked (checked) when activated. **Checkboxes** are used to let a user select one or more options of a limited number of choices.

Label: Enter the Label Name, **For Example: Which vehicles do you own?**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customervehicle (Note: Do not give space or add special characters in this field)**

Option: Enter text which user will be shown with the checkbox to check.

Value: Enter the option value to be identified with Identifier later. (This is hidden for users)

Once you fill as above, the final output will be as shown in the picture below.

Rating Field:

A star rating is a rating question that lets people rate a product or service with a number of stars. The number of stars can vary from 5 to 10 stars. A star rating question is a type of rating question that allows users to rank attributes on a scale represented with stars, instead of radio buttons or checkboxes. A star rating can be used when asking for general opinions, emoji or smiley rating are more suitable when asking about emotions or sentiments.

The screenshot shows a configuration window for a star rating field. It contains three input fields: a text field with the label "How would you rate our services?", a dropdown menu currently set to "Star Rating", and a text field with the identifier "servicesrating". A red close button is located in the top right corner.

Label: Enter the Label Name, **For Example: How would you rate our services?**

Rating Type: Select the type of rating, Star or Happy Faces Rating.

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: servicesrating (Note: Do not give space or add special characters in this field)**

Once you fill as above, the final output will be as shown in the picture below.

The screenshot shows the final rendered star rating field. It displays the question "How would you rate our services?" followed by a minus sign, five stars (the first four are green and the fifth is grey), and a blue button labeled "Four Stars".

E-Mail Field:

The `<input type="email">` defines a **field** for an **e-mail** address. The **input** value is automatically validated to ensure it is a properly formatted **e-mail** address.

Label: Enter the Label Name, **For Example: Your E-Mail**

Placeholder: Enter help text for user to enter into the field box. **For Example: Enter your E-Mail.**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customerEmail (Note: Do not give space or add special characters in this field)**

Required: Check required if you want users to fill the field compulsorily.

Once you fill as above, the final output will be as shown in the picture below.

E-Mail Field:

The **input** element, having the "number" value in its type attribute, represents a **field** for a **number input**. In modern browsers **number fields** are usually represented by controls that enable users to change its value in a graphical way, instead of having to **input** it directly as a string.

The screenshot shows a configuration window for a form field. It contains three input boxes: the first with the text 'Mobile', the second with the placeholder text 'Your mobile number', and the third with the identifier 'customerMobile'. Below these boxes is a checkbox labeled 'Required' which is checked. A red 'X' icon is located in the top right corner of the configuration window.

Label: Enter the Label Name, **For Example: Your Mobile**

Placeholder: Enter help text for user to enter into the field box. **For Example: Your mobile number.**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customerMobile (Note: Do not give space or add special characters in this field)**

Required: Check required if you want users to fill the field compulsorily.

Once you fill as above, the final output will be as shown in the picture below.

The screenshot shows the final rendered form field. It has a label 'Mobile' in bold. Below the label is a text input box with the placeholder text 'Your mobile number'. A small up/down arrow icon is visible on the right side of the input box.

Password Field:

<input> elements of type **password** provide a way for the user to securely enter a **password**. The element is presented as a one-line plain text editor control in which the text is obscured so that it cannot be read, usually by replacing each character with a symbol such as the asterisk ("*") or a dot ("•").

The screenshot shows a configuration window for a form field. At the top right is a red close button with a white 'x'. Below it are three text input fields. The first field contains the text 'Secret Token'. The second field contains the placeholder text 'Enter your user secret token'. The third field contains the identifier 'customerSecretToken'. At the bottom left, there is a blue checkmark followed by the text 'Required'.

Label: Enter the Label Name, **For Example: Secret Token**

Placeholder: Enter help text for user to enter into the field box. **For Example: Enter your user secret token.**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customerSecretToken (Note: Do not give space or add special characters in this field)**

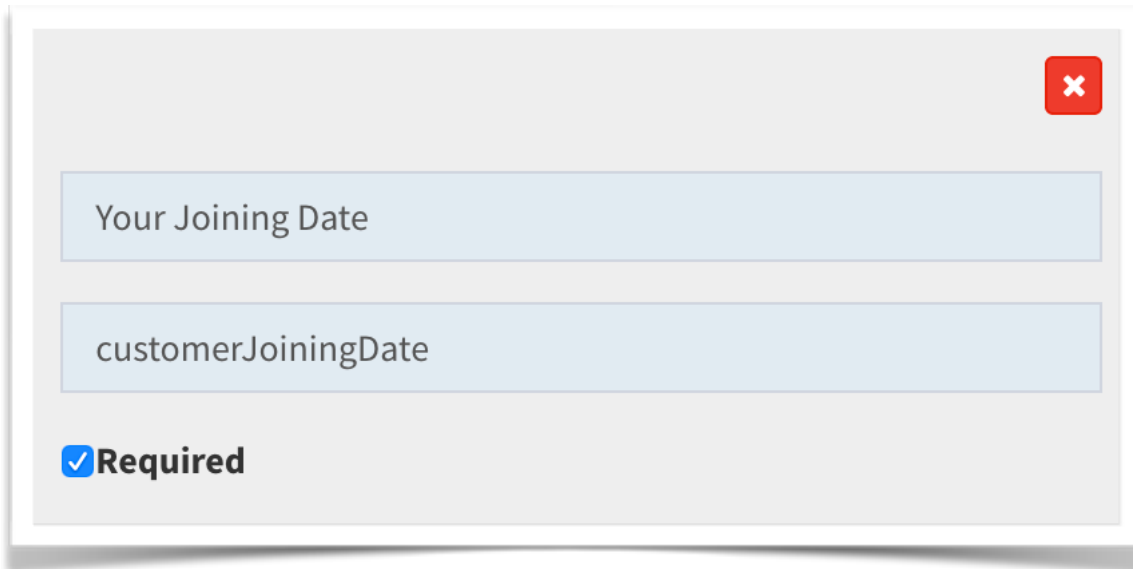
Required: Check required if you want users to fill the field compulsorily.

Once you fill as above, the final output will be as shown in the picture below.

The screenshot shows the final rendered form. It consists of a label 'Secret Token' in bold black text above a single-line text input field. The input field has a light blue border and contains the placeholder text 'Enter your user secret token' in a light gray font.

Date Field:

The input element, having the "**date**" value in its type attribute, represents a **field** for a **date** input. In modern browsers **date fields** are usually represented by controls that enable users to change its value in a graphical way (like, for example, a calendar), instead of having to input it directly as a string.



The screenshot shows a configuration panel for a date field. At the top right is a red square button with a white 'x'. Below it are two light blue input fields: the first contains the text "Your Joining Date" and the second contains "customerJoiningDate". At the bottom left, there is a checked checkbox followed by the text "Required".

Label: Enter the Label Name, **For Example: Your Joining Date**

Identifier: Give a name for the field, so that we can identify later when the form gets submitted. **For Example: customerJoiningDate (Note: Do not give space or add special characters in this field)**

Required: Check required if you want users to fill the field compulsorily.

Once you fill as above, the final output will be as shown in the picture below.



The screenshot shows the final rendered date field. It consists of a white box with a grey border. At the top left, the text "Your Joining Date" is displayed in bold. Below it is a white input field with a grey border containing the placeholder text "dd / mm / yyyy".

H1 Text Field:

H1 text act as big size title with in the form. You can convert any text to headline or title in bold and big texts.

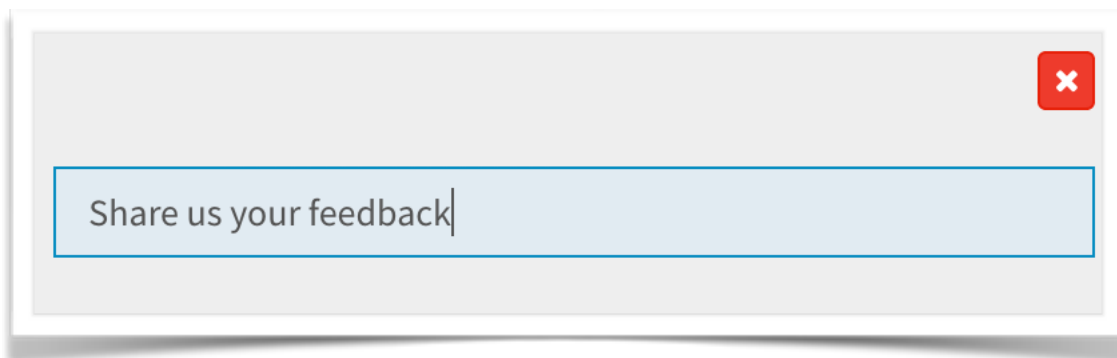
A screenshot of a text editor interface. It features a light gray background with a red square containing a white 'x' in the top right corner. A light blue rectangular text input field is centered, containing the text "Satisfaction Survey".

Once you fill as above, the final output will be as shown in the picture below.

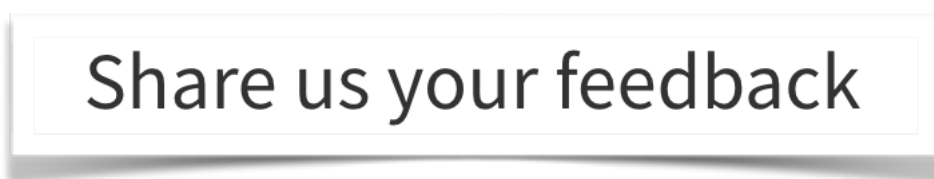


H2 Text Field:

H2 text act as medium size title with in the form. You can convert any text to headline or title in medium text.

A screenshot of a text editor interface. It features a light gray background with a red square containing a white 'x' in the top right corner. A light blue rectangular text input field is centered, containing the text "Share us your feedback|".

Once you fill as above, the final output will be as shown in the picture below.

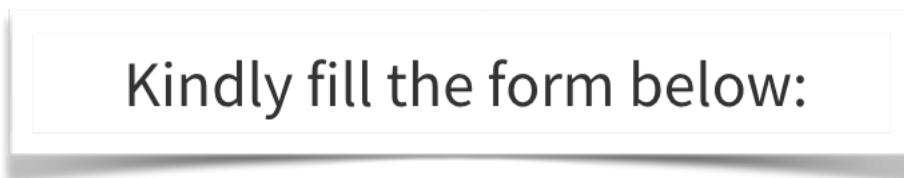


H3 Text Field:

H3 text act as small size title with in the form. You can convert any text to headline or title in small text.

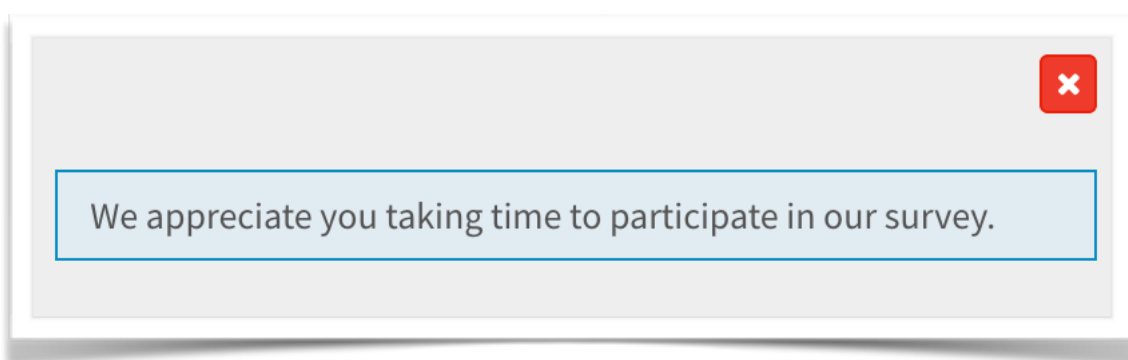
A screenshot of a text field editor. It features a light gray background with a red 'X' icon in the top right corner. A blue-bordered text input field is centered, containing the text "Kindly fill the form below:" with a cursor at the end.

Once you fill as above, the final output will be as shown in the picture below.

A screenshot of the final output for the H3 text field. It shows a white rounded rectangle with a gray border and a drop shadow, containing the text "Kindly fill the form below:" in a bold, black, sans-serif font.

Paragraph Text Field:

<p> element represents a **paragraph**. **Paragraphs** are usually represented in visual media as blocks of text separated from adjacent blocks by blank lines and/or first-line indentation.

A screenshot of a paragraph text field editor. It features a light gray background with a red 'X' icon in the top right corner. A blue-bordered text input field is centered, containing the text "We appreciate you taking time to participate in our survey." with a cursor at the end.

Once you fill as above, the final output will be as shown in the picture below.

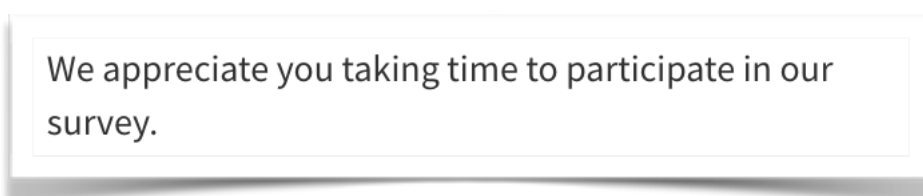
A screenshot of the final output for the paragraph text field. It shows a white rounded rectangle with a gray border and a drop shadow, containing the text "We appreciate you taking time to participate in our survey." in a black, sans-serif font.

Image URL Text Field:

You can include any full path URL either uploaded on your server or any CDN servers. All you have to do is full path URL to display your images. You can use your logo and other representational images within the survey form.

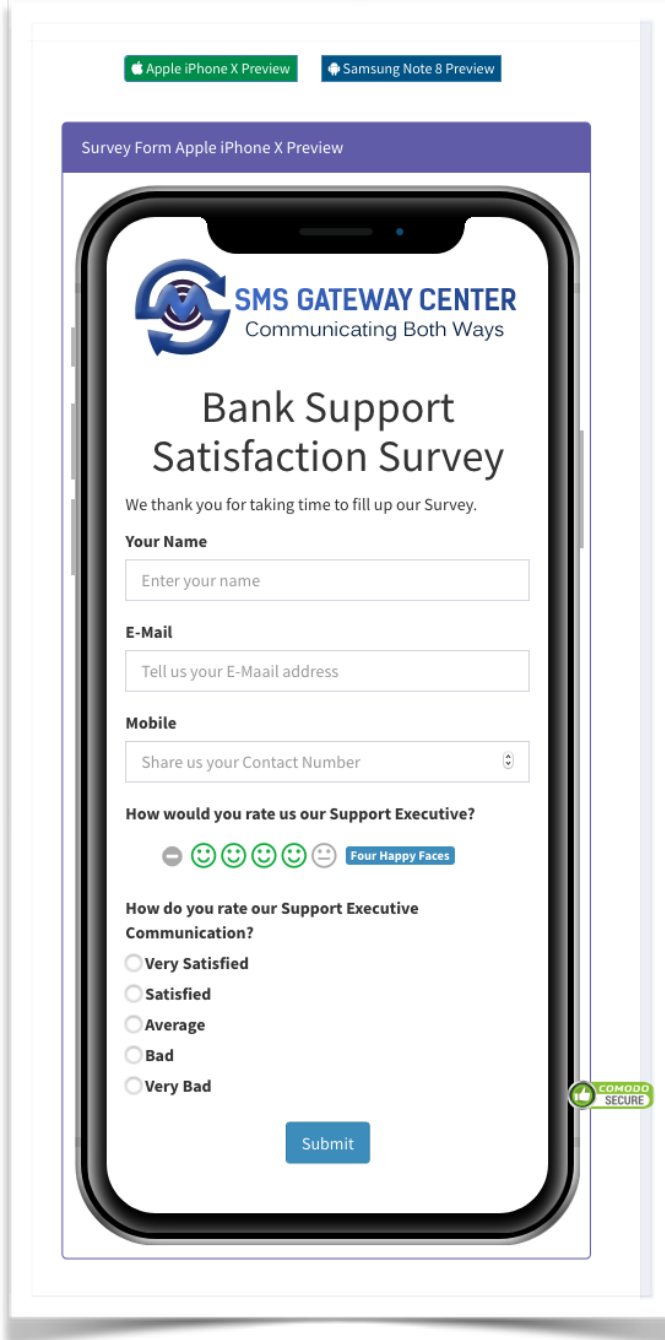
A screenshot of a text input field within a survey form. The field is light blue and contains the URL `https://i.imgur.com/uXMdsZF.png`. A red square button with a white 'x' is located in the top right corner of the input area, used for clearing the text.

Once you fill as above, the final output will be as shown in the picture below.



Preview Survey Form:

As you are generating form fields, you will be shown Live Preview in iPhone X and Note 8 device type. You can make adjustments as per the preview.



The image shows a live preview of a survey form on an iPhone X device. The form is titled "Bank Support Satisfaction Survey" and is part of the "SMS GATEWAY CENTER" branding, which includes the tagline "Communicating Both Ways". The form contains the following fields and questions:

- Your Name:** A text input field with the placeholder "Enter your name".
- E-Mail:** A text input field with the placeholder "Tell us your E-Maail address".
- Mobile:** A text input field with the placeholder "Share us your Contact Number" and a small icon on the right.
- How would you rate us our Support Executive?:** A rating scale with five smiley faces. The fourth face is selected, and a blue button labeled "Four Happy Faces" is visible.
- How do you rate our Support Executive Communication?:** A radio button selection with five options: "Very Satisfied", "Satisfied", "Average", "Bad", and "Very Bad".
- Submit:** A blue button at the bottom of the form.

At the top of the preview, there are two buttons: "Apple iPhone X Preview" and "Samsung Note 8 Preview". A purple header bar at the top of the form says "Survey Form Apple iPhone X Preview". A "COMODO SECURE" badge is visible in the bottom right corner of the form.

Save Survey Form:

Once all your required fields are generated, click on Save Changes. Upon submission, our moderation team will approve/reject your survey form within 24 to 48 hours.

Sending Survey SMS

Once your Survey form is approved by our moderation team, now you can go and run a SMS campaign and ask your customers or recipients to participate in the survey.

On the left sidebar Menu, Click on Send SMS.

Go to your respective tab to send out SMS campaign, such as Batch, Group, File Upload.

Enter your numbers or select your groups or upload contact file.

Enter the message content.

Now Toggle, **Send Survey Links**. All you approved forms will be shown within the dropdown as per your Survey Page Title. **Select the required Page Title**, the shareable survey link gets appended to your message content, hit on Send SMS Page.

The screenshot displays the 'Send Group SMS' configuration page. At the top, there are tabs for 'Batch SMS', 'Group SMS', 'Upload - File Mobile', 'Upload - File Message', and 'Upload - File Custom'. The main form includes fields for 'Send Type' (set to 'Group'), 'Sender ID' (SMSGAT), and 'Identifier'. Below these are options to 'Select Single/Multiple Group(s)' and a list of selected groups: 'newiest (1 Nos.)', 'PKTEST1 (1 Nos.)', 'PKTEST2 (1 Nos.)', and 'PKTEST3 (1 Nos.)'. The 'Total Mobile Numbers selected: 4' and 'Total group(s) selected: 4' are shown. The 'Message Type' is set to 'Text', and 'Enable Smart Link' is turned 'On'. 'Remove Duplicates' is also 'On', and 'Send as Flash SMS' is 'Off'. The 'Text Message' field contains the survey invitation text, which is highlighted with a red box. Below the message field, the character count is shown as '111 Characters = 1 SMS' and 'GSM 03.38 charset, 49 characters left'. The 'Send Survey Links' section has a toggle set to 'On' and a dropdown menu showing 'Bank Support Survey', both highlighted with a red box. At the bottom, there is a 'Send SMS' button.

Important Notes:

Survey form is directly NOT ACCESSIBLE with shareable survey link. To open the survey form, you need to send as Message and then the form will be opened using that link.

Survey forms are subject to approvals and SMS Gateway Center will not give reasons for rejections.

Once Survey goes live then you cannot edit the form after once you get even a single form submitted by your user.

Form Data Encryption: You could opt for form data encryption which will be stored on our server.

Maximum one shareable survey link will be converted within the SMS campaign.

Need More Help?



SMS Gateway Center

A Unit of Popular SoftTech and Marketing Private Limited

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