

# Product Data Sheet

## Module: SMS and Email Validation

### Description

The SMS and Email Validation modules provide enhanced data services that support functions such as Surveys, Registration, Visit Confirmation, Order Messaging, and real-time email address and deliverability validation.

### Key Features

**SMS "Short Message Service" Part#: 2263615 –** AppSuite uses SMS for a variety of guest services including:

- Guest surveys
- Confirmation of a guest visit (points earned, total points, offer to take a survey)
- Joining the rewards program "text to join"
- Text keyword "Profile" which responds to the guest with a secure link to a responsive web app to support: (edit profile, check points, offers, rewards, menu, etc..)
- 1-1 dynamic messaging to a guest who has placed a Takeout or Delivery online order.
- Real-time fraud alerts to management
- Order notification when an order arrives
- Real-time "bad" survey alerts

**Email Validation Part#: 2395271 –** AppSuite has partnered with and is integrated with Brite Verify the global leader in email validation services. This partnership enables AppSuite to offer a world-class email validation service. The service, in real-time, validates any email address that has either been entered for the first time or has been updated. Email Validation is particularly valuable where the deliverability of an email address is a key part of the AppSuite services such as with electronic gift cards. The AppSuite Email Validation service is also an invaluable tool in maintaining a clean, up to date, and reliable database to manage and market to your guests.

