



myGtxt.com

THE DINING CONNECTION

OPERATIONS MANUAL



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What and Why—MyDtxt?

MyDtxt is a mobile texting program allowing you to communicate with your contacts quickly and efficiently by reaching them directly on their mobile phones.

MyDtxt gives you the ability to drive traffic to your locations, increase your retail check average, stimulate sales during slow periods, and promotes surplus inventory. You can also use MyDtxt to generate awareness for resident dining events and offer incentives when purchasing Voluntary Meal Plans. It is also another option to get feedback from your customers immediately. It's simple to get started!

MyDtxt is a powerful texting tool and offers a large range of capabilities. Go to page 9 to learn about the additional programs it offers.

Getting started and creating an account

Excited about this program? Here are your next steps!

- Sign up at www.mydtxt.com
- Click on "**Sodexo Managers click here**".
- Click on **sign up**.
- Enter your account information.
- 1-2 days after submitting this form, you will receive an email confirming your subscription.
- There is no fee to sign up for MyDtxt. Outgoing SMS text messages cost 3.5 cents or 1 credit. A block of 2000 credits can be purchased for \$70.00. MMS text messages cost 10.5 cents or 3 credits. All incoming text messages are free.

Now you are ready to begin using MyDtxt!



How do I text my customers?

Creating keywords

Now that you are signed up, before starting any campaign you will need to create keywords that customers will use to opt in to your program. Keywords can be short or long, but must be one continuous word. For example XTZ Dining might have a keyword “xyzdining”, or “DineatXYZ”. Beware of keyword that force autocorrect as they will discourage customers. **Steps to creating a keyword:**

- Login to mydtx
- Click on the **Keyword Tab**
- Click **Reserve Keyword**
- Type in your keyword. Look for the green checkmark. This means the keyword is available and can be reserved for your campaign
- Click **Reserve**
- You will now be guided to a screen for setting up an automatic response text message. Automatic response message should be short and relate to your campaign. For example, “Thank you for joining! Show your phone for \$1.00 off your next purchase at Starbucks”

Sending messages to your members

- Login to mydtx.com
- Click on **Messages**.
- Type in the message.
- Click on the keyword and the group(s) to whom you want to send your message.
- Choose to schedule the message or send now.
- Next, a screen will appear that gives you a chance to confirm the message.

Messages will be sent within a few minutes if you are sending “now”.





Tips for sending messages

Messages are scheduled in **Eastern Standard Time**.

Only the customers opted in at the time a message is scheduled will receive the message.

Text messaging is unlike any other way to reach our students. Unlike emails, social media or mailers, students receive text messages any time they have their phone, which means almost any time day or night. Please be mindful and avoid early mornings and late evenings.



How do I get feedback from my customers?

Creating keywords (again)

We recommend creating a unique keyword for your feedback campaign. Keywords can be short or long, but must be one continuous word. For example Zag Dining might have a keyword “ZagFeedback”, or “TalkToZag”.

Steps to creating a keyword:

- Login to mydtx
- Click on the **Keyword Tab**
- Click **Reserve Keyword**
- Type in your keyword. Look for the green checkmark. This means the keyword is available and can be reserved for your campaign
- Click **Reserve**
- You will now be guided to a screen for setting up an automatic response text message. The automatic response message should be short and relate to your feedback campaign. For example, “Thank you for your feedback. A manager will contact you shortly.”
- After setting up Text Feedback, be sure to test the system BEFORE you open to customers.

Responding to feedback

Responding to feedback is essential to your campaign. It is very important to forward feedback text messages to the email of the GM or person responsible for customer feedback.

To set up email forwarding

- Login to mydtx.com
- Click on **settings**
- Click on **Message forwarding**
- Click on Add email to the keyword (Choose the keyword for receiving emails)

Next, you can respond to each message by texting them directly. For more complex issues, ask the individual to respond to you with additional details via phone or email so you can be sure the issue is properly addressed.



Digital screen options & email forwarding (for feedback keywords)

Text feedback gives your participants the opportunity to send a personal message to a big screen that can be displayed for everyone to see. MyDtxt Text feedback app is also a great tool to keep your audience engaged and interested. This app allows you to display questions, answers and comments on the screens in your resident or retail dining locations. The program cost \$20 per month and the app can be found under “Apps” on the menu bar. Once activated, the Text Feedback module page will allow you to create your “Text Feedback” campaign.

Here is a link to further details and instructions on the program:

<http://newsystem.mydtxt.com/uploads/resources/17/Text%20Feedback%20Instructions.pdf>

A Code will be sent to the email address added. Type in this code and click on **Turn on forwarding**



Once you have this set up, you will receive an email for every text message feedback sent to your account.



Marketing and launching

Once you have created your account and set-up your keywords, it's time to launch MyDtxt and **start building your database of phone numbers.**

Bold and stylish artwork is available to help you launch your campaign:

<https://noram.sodexonet.com/sdxnet/usen/usa/resources/guidelinesandstandards/marketingandpromotions/myDtxt.aspx>

Spread the word:

- Post an announcement on social media with instruction on how students can sign-up
- Install messaging at all campus retail register stations & dining halls
- Train all cashers to solicit sign-ups
- Distribute Cashier Cards
- Digital Media
- Email students, faculty & staff
- Flyer campus
- Flyers to Res Life, administration, student groups

Set-up tabling events at key locations on campus. Offer free candy bars, Mindful snacks or a coupon for a free soda for example, as an incentive for signing up. You may also decide to organize an incentive drawing to build your database.

Building your database

As part of Student Orientations, ask all students to sign-up for the program. Set-up a table specific to MyDtxt and highlight the program.

Offer current database members a special offer if their friends sign up. Direct them to your tabling event. "Sign-up your friends at (location of tabling) and get a free (offer) today from (time)"

Set-up tabling events once a month at key locations.

Use early adapter rewards. Once you have your first group signed up, send them a coupon for a free slice of pizza or a free 6" sub. They'll tell all their friends about the great incentive they received. Then send a less aggressive offer to the next batch of enrollee, like a free cup of coffee or a free cookie. The database will continue to build and now you can start sending profitable, traffic driving offers to your guests.



Front-Line Training

5 easy steps to training front line employees on MyDtxt

1. **Create an “elevator pitch” for your cashiers. Include a Cashier Card as a hand out.** “Have you heard about our mobile texting service? It’s very easy to join to get special discounts and free offers. The service is free and today you’ll receive a (coupon, Mindful snack, candy bar) for joining. Just text (keyword here) to 82257 to join.” You may modify this text for your locations.
2. **Have all front line employees opt in to your promotions.** It will sometimes happen that a person working the register is not informed a message is being sent out. By having employees opted in they will be reminded and made aware of the current text message promotion.
3. **Teach cashier basic MyDtxt practices.** Create a “MyDtxt Cashier Cheat Sheet” specific for your unit’s operations and have each cashier review how to accept text message coupons, recognize forwarded messages, and other best practices with text message marketing.
4. **Track all messages at the register.** Create a button or have a tally sheet at the register so each text message used is tracked.
5. **Follow up on tracking.** Each text message must be evaluated for effectiveness. Depending on the location, some messages will work better than others.



Campaign launch

Promo/Offer Rules & copy

Launch 1st tabling	Set-up sign-up tables at key locations on campus. Offer free candy bars or Mindful snacks for signing up. You may offer a drawing incentive.
Create excitement through an early adaptor reward	Early sign up customers receive \$15 Flex. Text: Get your free \$15 flex gift card just for signing up. Visit the dining services office and show your phone today only.
2 nd Tabling 1 or 2 weeks later	Set-up sign-up tables at key locations on campus. Offer free candy bars for signing up. You may offer a drawing incentive.
Reward the second phase adaptor	"Free chips and a fountain drink" offer Text: Free chips and a fountain drink when you purchase a sandwich at (location). Show your phone to redeem offer today only!
"Bring a friend" general offer encourages word of mouth sign-ups	Text: Buy a sandwich for a friend at (location) and receive two free drinks! Show your phone to redeem offer today only!

Additional Offer Ideas

Promo/Offer Rules & copy

Free Cookie with a Combo Meal purchase	Text: Go to xyz location for free cookie with combo meal purchase. Show your phone
BOGO Free Smoothie between 3pm-5pm	Text: BOGO Smoothie now to 5pm at xyz location. Show your phone
\$.99 Medium Coffee after 2pm	Text: Get a caffeine jolt w/ 99 cent coffees now to 5pm at xyz location. Show your phone
50% off a Simply To Go purchase (at the end of day to sell off product)	Text: 50% off grab'n go sandwiches in the cooler until they are gone at xyz location. Show your phone.
Free \$20 Flex Dollars when you sign up for a 30 Block or 60 Block commuter plan	Text: Commuters get \$20 in Flex when you buy a 30 Block. Go to Dining Office TODAY ONLY.



Additional Features

MyDtxt offers additional features you can activate based on the needs of your campus. Just go under the "Apps" tab on the MyDtxt website for a list of additional features and activation.



Text-To-Screen \$20/Mo
Keep your audience involved with Text-To-Screen by displaying questions/comments/answers on a TV screen, JumboTron, public website etc. [Read More »](#)

Activate



Birthday Wishes \$15/Mo
Everyone likes to feel special and welcomes SMS birthday wishes. You have the ability to customize the text message and keep in touch with your contacts. [Read More »](#)

Activate



Mobile Surveys / Voting \$20/Mo
Need answers from your consumers now and not next month? Create engaging mobile voting and survey polling. [Read More »](#)

Activate



Mobile Coupons \$20/Mo
Don't overspend on printed, TV or radio ads. Send out mobile coupons and increase your sales while saving money. [Read More »](#)

Activate



Device URL Forwarding \$10/Mo
Implement logic to your short URL based on end user device. As the click happens our system recognizes the device and sends users to the appropriate app store. Great for promoting app downloads. Now you can send iPhone users to iTunes, Android to Google P [Read More »](#)

Activate



Text Me \$10/Mo
Place a "Text Me" button on your website, Facebook, or anywhere you have mobile presence for people to send you a text message without seeing your phone number. [Read More »](#)

Activate



Text Feedback \$20/Mo
Offer your client/fan base the opportunity to send a personal message to a screen up on the stage, a digital screen somewhere else, or simply a webpage. The text message will be displayed for everyone to see. [Read More »](#)

Activate



Email Capture \$10/Mo
The app will allow you to capture the emails of your subscribers through the text messages they send to your short code. It is a great tool to build your subscribers' database and leverage for future mobile marketing campaigns as well as email marketing. [Read More »](#)

Activate



Recurring Group Messaging \$10/Mo
Need to send out an automated update or reminder on a monthly, weekly or daily basis? This app allows you to set up a group message to be sent out on a recurring schedule. [Read More »](#)

Activate



Virtual Business Card \$10/Mo
With a virtual business card delivered by text message, you will never be without a business card again. [Read More »](#)

Activate



Social Media Integration \$20/Mo
Expand your marketing efforts and online presence by integration your Mobile campaigns with your Social initiatives. You can now send a text message and post that same message in one easy click on your Facebook and Twitter. [Read More »](#)

Activate



Mobile Sweepstakes \$20/Mo
Users can text with your keyword to enter into the drawing or contest giving them instant gratification. [Read More »](#)

Activate



URL Shortening (Free)
Save valuable character space and know who clicked on the link within your text message. [Read More »](#)

Activate



URL Track Numbers \$10/Mo
Helps you understand who exactly clicked on your message link. Great for a behavioral follow up. Provides a very unique link between a phone number and a user action. [Read More »](#)

Activate



QR Codes (Free)
Let clients scan your QR code integrated with each keyword to join your list, vote, or enter a mobile contest. [Read More »](#)

Activate



Name Capture \$10/Mo
The app will allow you to capture the First and Last names of your subscribers through the text messages they send to your short code. It is a great tool to build your subscribers' database and leverage for future mobile marketing campaigns. [Read More »](#)

Activate



Video And Picture Messaging (MMS) (Free)
MMS provides you with the ability to receive and send photos and videos via the texting channel without the need for social media account. [Read More »](#)

Activate

