

RingCentral

RingCentral AI Receptionist (AIR) SMS Registration Guide



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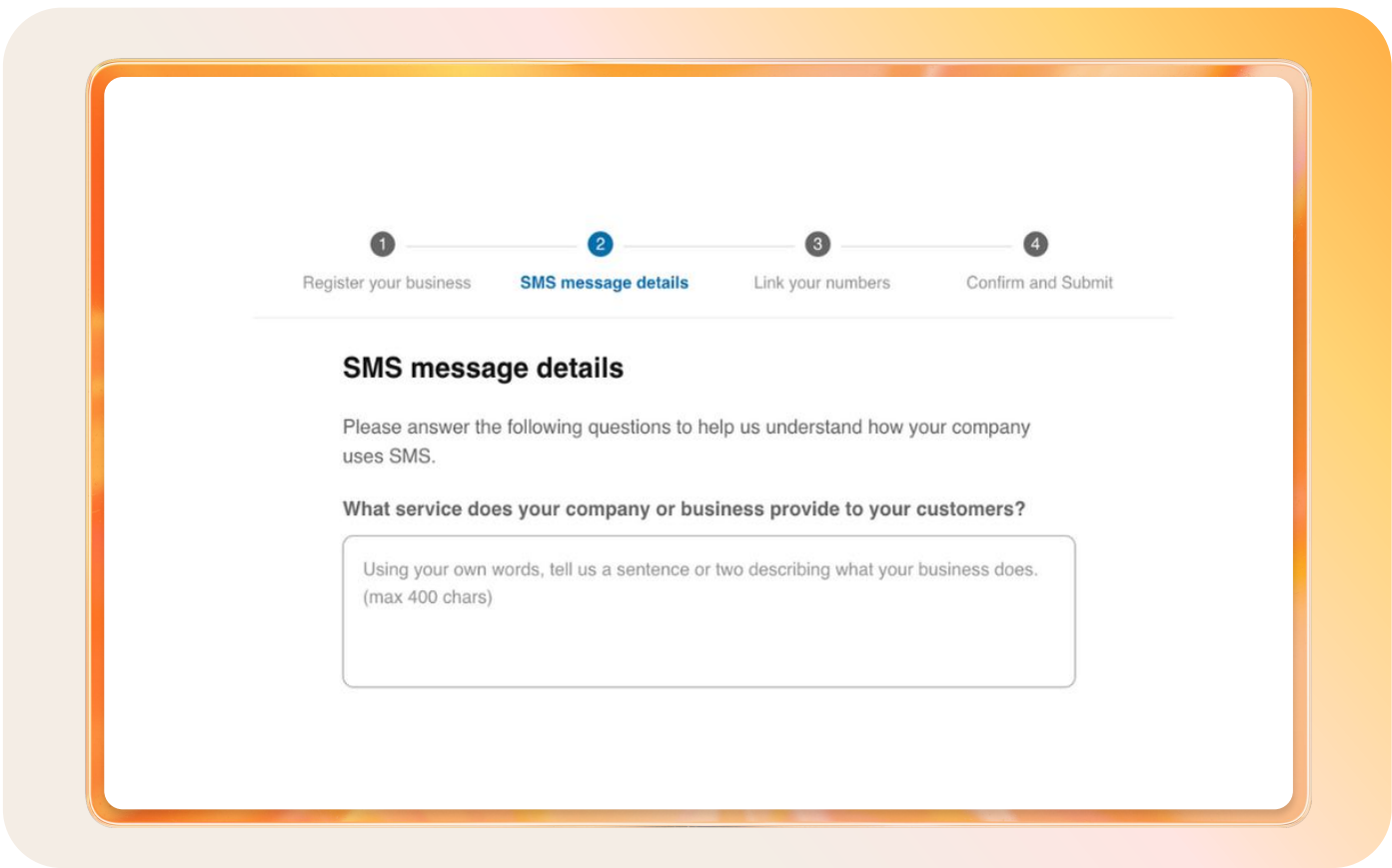
This document contains numerous examples of text or language designed to meet industry requirements. This text is for illustrative purposes only and does not constitute legal advice. Please consult your legal counsel for language that is appropriate for your business. Following this guide does not guarantee registration.

What is AIR SMS Registration?

If you plan to use **RingCentral AI Receptionist (AIR)** to send text message responses to your customers, you must first complete [SMS registration](#). Because AIR sends SMS messages on behalf of your business, it is subject to the same carrier registration requirements as other business texting solutions.

Because AIR sends automated messages for this specific use case, you should submit a new application.

Registration details



The screenshot shows a registration form titled "SMS message details" within a four-step process. The steps are: 1. Register your business, 2. SMS message details (current step), 3. Link your numbers, and 4. Confirm and Submit. The form asks the user to answer questions to help understand how their company uses SMS. The first question is "What service does your company or business provide to your customers?" with a text input field below it. The input field has a placeholder text: "Using your own words, tell us a sentence or two describing what your business does. (max 400 chars)".

To get started, first navigate to your RingCentral Admin Portal, click on **Phone Numbers** → **Business SMS** → **Set up SMS**. Then click on “**New SMS Registration**.”

You will need to fill out your business information. It is important that your business registration (e.g. EIN and legal business name) match exactly with what you have registered with the IRS (or other federal body if outside of the United States). If you do not have an EIN (or equivalent business registration number), you will not be able to use SMS on AIR at this time.

Choosing your Campaign Type/ use case

AI Receptionist (AIR) currently is intended for customer support and customer-initiated interactions. These types of communications fall under the Customer Care use case.

What types of text messages will you send?

Add up to 5 use cases. For each of use case, you will be asked to provide additional details including sample messages.

Tip: Please be thorough and accurate. The more details you can provide, the faster we will be able to process your application, and the more likely your application will be approved.

Select a use case

Important

Businesses planning to send promotional messages, special offers, newsletters, or other marketing content should register a separate campaign for those use cases.

Numbers assigned to this use case for AIR should not be used for:

- Marketing campaigns
- Promotional offers
- Sales outreach
- Lead generation
- Mass texting
- Customer acquisition
- Cold messaging
- Appointment reminders sent without prior consent
- Any proactive messaging designed to advertise products or services.

Campaign/ use case description

The following is an example of a compliant description that could be used in your registration when choosing **Customer Care**:

“Automated SMS chatbot that responds to customer inquiries regarding business hours, location information, contact details, products and services, appointment scheduling, and other customer support requests.”

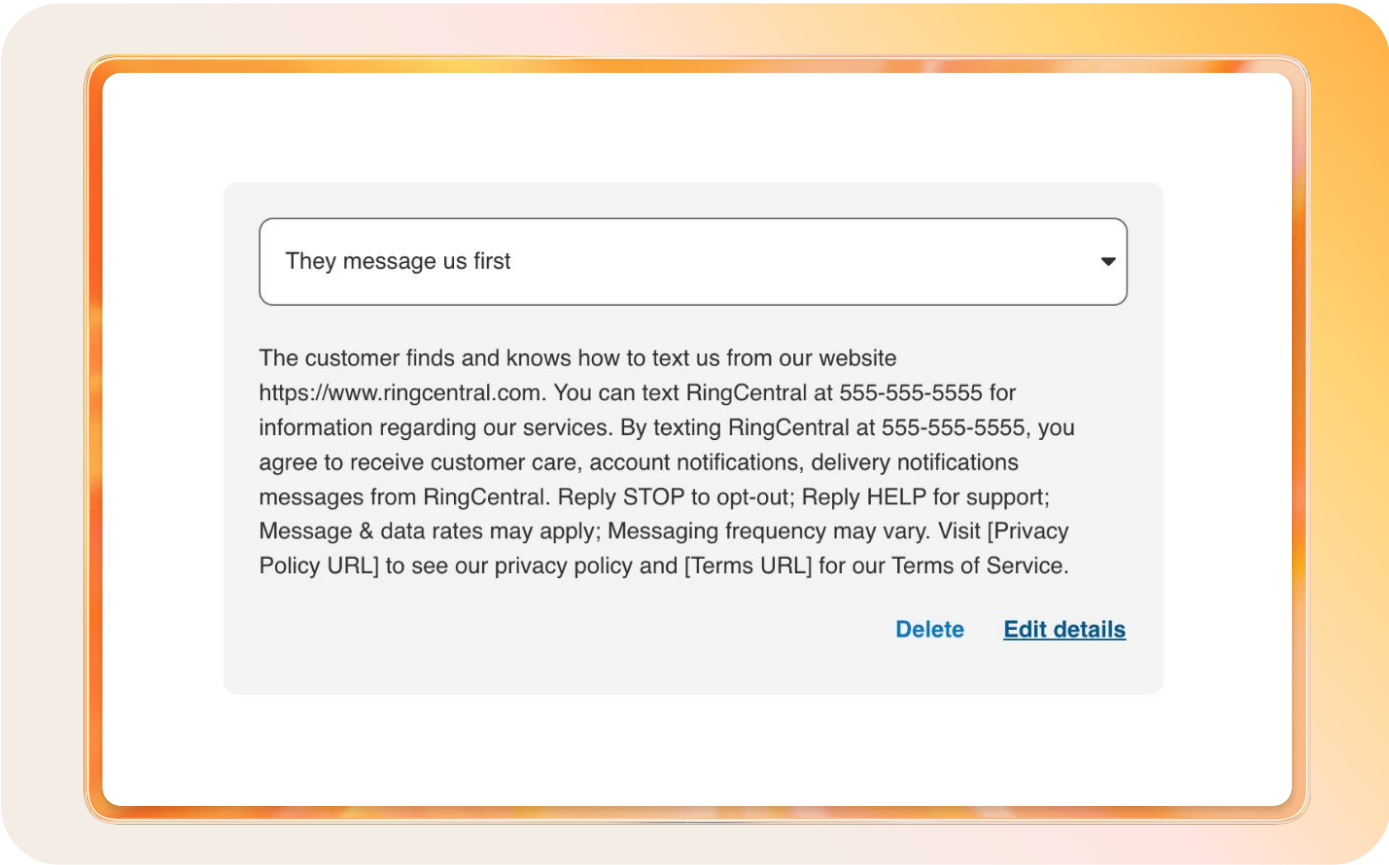
How SMS consent works for AIR

AIR should only respond to customers who initiate contact first.

Examples include:

- A customer calls your business and either asks AIR or agrees to have AIR send information via SMS
- A customer sends a text message to your AIR phone number asking a question.

When asked how you obtain consent, you should choose “**they message us first**”, and provide details on how customers obtain your phone number. Your phone number should be prominently displayed on your website, along with required carrier disclosures.



Website requirements

To obtain approval, your website must clearly display the phone number customers will use to contact your business.

Your Website Must Include:

- Business phone number
- Business name
- Privacy Policy
- Terms and Conditions
- SMS disclosure language

SMS disclosure requirement

Your website must contain an **SMS disclosure** informing customers that text messaging may be used. This disclosure must link to your Privacy Policy and Terms of Service.

Example SMS Disclosure

“By contacting {**business name**} via phone or SMS and requesting a SMS response, you agree to receive text messages related to your inquiry. Message frequency varies. Message and data rates may apply. Reply **STOP** to opt out and **HELP** for assistance. See Privacy Policy and Terms of Service.”

The disclosure must be placed where-ever you share your RingCentral AIR phone number. Common locations may include:

- Contact Us page
- Contact forms
- Appointment request forms
- Footer section near business contact information

In addition, any form that requests a phone number must have an optional SMS consent checkbox with the required consent language. Remember to link to your Privacy Policy and if applicable, Terms of Service.

This language might read:

“Yes, I agree to receive customer care messages from **{business name}** via SMS. Message frequency varies. Message and data rates may apply. Reply **STOP** to opt out and **HELP** for assistance. See Privacy Policy and Terms of Service.”

Privacy Policy Requirement

Your Privacy Policy should include language similar to:

“No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All categories above exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.”

Terms of Service Requirement

Your Terms of Service should include language similar to:

“If you consent to receive customer care SMS from **{business name}** online, phone, SMS, or other medium, you agree to receive text messages related to your inquiries, customer support requests, appointment scheduling, business hours, and other customer care services. Message frequency may vary. Message and data rates may apply. Reply **STOP** to opt out. Reply **HELP** for assistance. Visit our Privacy Policy and Terms of Service for more information.”

Sample AIR messages

The following sample messages reflect potential ways you may utilize AIR. Please copy the examples that are appropriate for your business. Remember to replace **{business name}** with your legal business name or DBA as registered under the brand section of the application.

Business hours

“**{business name}**: Thanks for contacting **{business name}**. Our business hours are Monday through Friday from 8:00 AM to 5:00 PM. Reply **STOP** to opt out.”

Location information

“Hello from **{business name}**: We are located at **{business address}**. Please let us know if you need directions or additional assistance. Reply **STOP** to opt out.”

Contact information

“**{business name}**: You can reach our team at {business phone number} during normal business hours. Reply **STOP** to opt out.”

Appointment scheduling

“**{business name}**: We'd be happy to help schedule an appointment. Please let us know your preferred date and time. Reply **STOP** to opt out.”

General customer support

“This is **{business name}**: Thank you for contacting **{business name}**. How can we assist you today? Reply **STOP** to opt out.”

Select the numbers you will use with AIR

As part of the registration process, you will need to select which numbers you will be using with RingCentral AI Receptionist. Please only select the phone numbers that will be used for AIR. You can add or remove numbers later.

SMS enabled numbers

Select the phone numbers which will be used for the SMS use cases you selected.

Tip: you can select up to 49 numbers per registration request. Your registration must be approved prior to requesting additional numbers. If you need more SMS enabled numbers, check the box below.

Select phone numbers (You can assign up to 49 phone numbers).

1 number selected

☐ I need 50 or more SMS enabled phone numbers

Choose your expected volume of messages

If you expect RingCentral AI Receptionist to send less than 6,000 messages per day, you may select the **Low volume messaging** option. However, if in the future you plan to send more than 6,000 messages per day, you will not be able to change this, and if you exceed 6,000 messages mobile carriers will block those messages from going through. For more than 6,000 messages, or if you are unsure select **Standard volume messaging**.

Common reasons AIR registrations are rejected

- **Missing SMS disclosure:** Your website does not mention SMS communications or provide opt-out instructions.
- **Missing SMS opt-in on forms:** Forms that collect phone numbers must have an optional checkbox for SMS consent. See page 14 of our [SMS Registration Guide](#) if this applies to your website.
- **Missing Privacy Policy:** A Privacy Policy is not available or accessible from your website or missing required language.
- **Missing Terms of Service:** Terms of Service is not available or accessible from your website or missing required language.
- **Phone Number Not Visible:** Customers must be able to locate the business phone number on the website.
- **Incorrect Use Case:** AIR customer support conversations should typically be registered under the **Customer Care** use case. Do NOT select conversations.

Before You Submit

Confirm these requirements are met to improve approval likelihood:

- ☐ Business phone number is displayed on the website
- ☐ SMS disclosure language is present on website
- ☐ Contact us forms include required SMS consent checkbox
- ☐ Privacy Policy is easily accessible and includes required language
- ☐ Terms of Service is easily accessible and includes required language
- ☐ Campaign description matches AIR customer support functionality
- ☐ Customer Care is selected as the use case for the SMS registration
- ☐ Sample messages reflect customer support interactions
- ☐ Sample messages contain your brand name and opt out language

Have questions

Review our full [SMS Registration Guide](#) or contact our TCR Registration Hotline by calling 1-888-898-4591.

About RingCentral

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.