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A one-off transactional SMS at the counter: sending it from a contact in the SMS Center

WhatsApp & APIs

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MozOut Mozambique
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A one-off transactional SMS at the counter: sending it from a contact in the SMS Center

WhatsApp & APIs Created on **November 13, 2026** 3 min read



The short answer: you do not need to program anything to send a customer a notice. In the SMS Center in Meu MozOut, open **Contacts**, pick the customer and press **Send SMS**: the send page opens with their number already filled in. Choose a template, fill in what is missing, check the credits and confirm. With the right templates, it takes less time than a phone call.

Step by step

1. **Open the SMS Center** in Meu MozOut and go to **Contacts**. If the customer is not there yet, add them with a name and phone number (company, e-mail and notes are optional).
2. **On the contact, press Send SMS.** The Send page opens with the number filled in.
3. **Choose a template** or type the text. In a template, fill in the parts in square brackets, such as [ORDER NO] or [DATE]: while one is left blank, sending stays blocked.
4. **Choose the sender**: NETMSG, or your Sender ID once it is approved.
5. **Check the parts and credits** shown on the page, send, and confirm in the window that appears.
6. **Look in the History** for the message status if the customer says nothing arrived.

Templates worth having

Every account starts with ready-made templates you can edit or delete, and can hold up to 100. For the counter, create your own, one per situation, with the variable parts in square brackets:

Situation	Template
Ready to collect	`Your order [ORDER NO] is ready. You can collect it until [DATE], 8am to 5pm.`
Payment received	`We have received your payment of [AMOUNT]. Thank you.`
Order has arrived	`Hi {$contact_first_name}, the item you ordered has arrived. See you soon.`

The last one uses the contact's first name. It only works for numbers saved in Contacts, and a name with accents can add parts: see **personalised SMS with the contact's name**.

Check the number before sending.
At the counter, numbers get typed in a hurry. Read it back to the customer when you save it: one wrong digit sends the notice, and their details, to a stranger.

When to move to the API

Sending by hand works well while there are only a few notices a day. When your team is sending dozens, or forgetting to send them, it is time to connect your sales or management software to the API, so notices go out on their own when a status changes. The credits, senders and templates stay the same. See **sending SMS through the API**.

Keep regular customers in groups
(for example «Orders to collect»). It makes sending the same notice to several people at once much easier. See **contacts and groups**.

RECOMMENDED

Want to start with the SMS Center, no programming needed? See the credit prices.

See SMS prices →

SEE ALSO

- **Sending your first business SMS, step by step: activate, buy credits, write and send** →
- **SMS templates and AI: ready-made messages, the template library and improving a text** →
- **SMS contacts and groups: importing a CSV list and keeping it clean** →

- Personalised SMS with the contact's name: variables, examples and pitfalls
- Service and repair status SMS: received, quote ready, finished and ready to collect
- SMS history and scheduling: statuses, filters and what happens when a message fails

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