

Tech Tip Tuesday—April 5, 2022

Show Wrap Up

Was great to see so many of you at our user's meeting and on the show floor in Las Vegas last week. Was almost like life was back to normal, sort of. Over the next few weeks we'll highlight some of the user meeting topics, one of which is below.

Textline replaces ZipWhip -- more details

As mentioned a couple of weeks ago, our selected replacement for ZipWhip is Textline. We have completed the integration and it will be included in the next Livery Coach update.

If you are currently on ZipWhip, there is no rush to switch, since ZipWhip claims that it will continue their service through November 2022. That said, we don't really know what the process is for transferring SMS control of your main number from ZipWhip to Textline, so you might not want to wait until the last minute.

Unlike ZipWhip's "all you can eat" for \$99 (which apparently is an unsustainable price, since the providers charge the senders to deliver each text), Textline will charge \$89.97/mo for their standard plan, with a month-to-month commitment. If you commit to an annual plan, you can still pay monthly, but the cost drops to \$70/month. If you want more features with your texting plan (outside the scope of the integration), they have a "Pro" plan available also for a higher price).

In addition to the monthly service cost, there is also a cost/text, which varies upon destination. Texts to the US are 1.2 cents each, for example. Full pricing is here: <https://www.textline.com/messaging-cost>. What that means is that if you make an annual commitment to Textline, you can send up to 2400 messages/month and still have spent less/month than with ZipWhip. To know how many messages/month you are currently averaging, you would need to ask ZipWhip.

Additionally, there is a new "Campaign Registry" fee that is being added to every business text plan (from every provider) as part of an industry effort to cut down on abuse and spam. We have been told that ZipWhip was going to charge (if they haven't already) an additional \$25/mo for this. Textline will charge \$15.

If you just want to sign up, you can do so at this link: [Textline](#) If you have more questions about getting Textline set up, or transferring your number, or any other Textline questions, please contact our rep **Anthony Affrunti** at anthony@textline or (call/text) him at 415-991-7538.