



[CA-272531] [CER CA-264297 - Update CalSAWS Texting Campaign Name](#)

Created: 01/08/2024 Updated: 01/10/2024

Status:	Design in Progress		
Project:	CalSAWS		
Fix Version/s:	TBD		
Type:	SCR		
Reporter:	Lawrence Samy	Assignee:	Sivagami Nachiyappan
Labels:	None		
Attachments:	<input checked="" type="checkbox"/> Text Message Length - For Committee.xlsx		
SCRB:	Select a value		
Designer Contact:	 Shining Liu		
Policy/Design Consortium Contact:	 Danielle Benoit		
Team Responsible:	Batch/Interfaces		
Requested By:	Santa Clara		
Project Phase (SCR):	Production		
Change Type (SCR):	Enhancement		
Current Design:	Currently, all CalSAWS text messages begin with the campaign name of 'CalSAWS:'. Customers are unaware what CalSAWS is and mistake text messages coming from CalSAWS as scam.		
Request:	Update Text messaging campaign name to start with 'BenefitsCal' which is the customer facing self service portal that the customers are more familiar with.		
Recommendation:	1. Update all text messages to start with campaign name of CalSAWS. 2. For text messages which exceed 160 characters, update the message verbiage to avoid exceeding 160 characters.		
Design in Progress:	01/09/2024		