

Toll-Free Numbers onboarding guide

Thinking about a new Toll-Free Number (TFN)? Or maybe you want to move your existing one over to Sinch? We've got you covered. This guide walks you through the whole process, step by step, so you know exactly what to expect.

If you have any questions, just get in touch with your account manager or reach out to our team at sales@sinch.com.

Activation process

Getting a Toll-Free Number for messaging in the US and Canada requires a verification process to confirm your business identity and use case. The good news? We have a simple, streamlined process and will guide you every step of the way. To get started, your business and campaign need to be submitted for verification. We'll help you nail the submission, make sure everything is compliant, and handle the rest for you.

Go live in
1-2 weeks

Based on the accuracy of submissions, use case complexity, and mandatory compliance verification process. If a submission is not compliant, it will take longer to complete.

Implementation timeline

STEP 1

Lease your number and submit your campaign for verification

It all starts in the Sinch Dashboard, where you can lease a new TFN. Then, you'll submit your campaign details for verification by providing your business information, use case, sample messages, and opt-in process.

How long it takes
Getting your info right from the start (like your legal company name and BRN) and providing a clear, compliant opt-in process is the best way to speed up your time to market.

STEP 2

Review for compliance and complete verification

Our experts give your submission a compliance check. Once everything looks good, the information is processed for verification. This industry-wide requirement ensures the legitimacy of the business and use case to prevent spam and phishing.

How long it takes
This is the most variable step and can take up to 2 weeks, depending on the accuracy of your submission and the complexity of the use case.

STEP 3

Activate your TFN, complete testing, and go live

After your number is verified, your TFN is ready to send messages. Then, we team up with you to test everything. We'll make sure your HELP replies and any other automated messages are working perfectly.

How long it takes
If you're also using voice, activation takes 24-48 hours once an LOA is signed.

Rules and regulations made simple

**Call to action (CTA) must-haves**

Your CTA is how you invite people to your messaging program. Here's what it needs to include:

- Clear program description (e.g., Get updates about our sales and promotions!).
- "Message and data rates may apply" disclosure.
- Link to Terms and Conditions.*
- Link to Privacy Policy.*
- Message frequency (e.g., "msg frequency varies").**
- Opt-out instructions (e.g., "Reply STOP to end").
- HELP instructions (e.g., "Reply HELP for help").***

* Terms & Conditions or Privacy Policy is NOT considered explicit consent language for SMS opt-in.

**A CTA is still required for one-time transactional campaigns, but message frequency and opt-out instructions are optional

***HELP instruction is optional if it is communicated in the Terms and Conditions.

**Messaging campaign best practices**

- Using multiple numbers looks suspicious to carriers and can get you blocked.
- Always include your business name in the message body. Unbranded messages are often flagged as spam.
- Ensure every user has given explicit consent to receive messages. A double opt-in is highly recommended.
- Avoid public URL shorteners (like bit.ly). Use your own custom-branded shortener to improve deliverability.
- Tell users how often you'll message them and stick to it. This reduces opt-out rates and builds a better customer relationship.

Mandatory keyword replies

Your TFN needs to respond automatically to a few keywords. Here's a breakdown:

Examples are shown below:

Keyword (MO)	Requirements in response	Keyword (MO)	Requirements in response
Help response – English (HELP)	Your brand name and customer support contact info (ex. A phone number, email, or web URL that leads directly to the customer support page– only 1 is required).	Help response – English (HELP)	Sinch Alerts: For help call (844)–847–4624, or email support@sinch.com.
Help response – French (AIDE)	Same requirements as above, but provided in French	Help response – French (AIDE)	Offres Sinch: Pour obtenir de l'aide, appelez le (844)–847–4624, ou envoyez un courriel à support@sinch.com.
Opt-out response – English (STOP)	Network-handled response and confirmation that they've been unsubscribed and won't get any more messages.	Opt-out response – English (STOP)	NETWORK MSG: You replied with the word "stop" which blocks all texts sent from this number. Text back "unstop" or "start" to receive messages again.
Opt-out response – French (ARRET)	Same requirements as above, but provided in French	Opt-out response – French (ARRET)	MSG RÉSEAU: Vous avez répondu avec le mot "ARRET" qui bloque tous les textes envoyés à partir de ce numéro. Renvoyer le message "NONARRET" pour recevoir à nouveau les messages.
Opt-back-in response – English (UNSTOP/START)	Network-handled response and confirmation that they've been resubscribed and messages will resume.	Opt-back-in response – English (UNSTOP/START)	NETWORK MSG: You have replied "UNSTOP" and will begin receiving messages again from this number. NETWORK MSG: You have replied "START" and will begin receiving messages again from this number.
Opt-back-in response – French (NONARRET)	Same requirements as above, but provided in French	Opt-back-in response – French (NONARRET)	"MSG RÉSEAU: Vous avez répondu "NONARRET" et recommencer à recevoir des messages de ce numéro."

Moving your Toll Free Number to Sinch?

Ready to bring your existing Toll-Free Number (TFN) over to Sinch? We make the process smooth and simple. You have two options depending on whether you want to move your messaging service only, or both voice and messaging together. In either case, you'll need to provide a signed Letter of Authorization (LOA) to approve the move.

Porting your TFN Voice and messaging

Porting your Toll-Free Number moves your entire TFN service—both voice and messaging—over to Sinch. This process, officially called a RespOrg Change, allows you to consolidate all your services with a single provider for simplified billing and support.

How it works:

1. You submit a signed Letter of Authorization (LOA) to authorize the move of your voice service.
2. We port your voice service. Our team works with your old provider to coordinate the move and prevent any downtime.
3. We migrate your messaging service. Once your voice service is securely moved over, we text-enable your number on our platform.
4. We test everything. We'll run tests to confirm both your calls and messages are working perfectly.
5. You get the all-clear. We'll let you know when the migration is complete, and then you can disconnect from your old provider. Simple as that.

Hosting your TFN Messaging only

Hosting is the perfect option if you want to use Sinch for messaging while keeping your current voice provider. This process simply text-enables your existing Toll-Free Number on our platform, leaving your voice service completely untouched with your current provider with no service disruptions.

How it works:

1. You submit a hosting request through the Sinch dashboard, including a signed LOA for messaging.
2. We text-enable your TFN. The process is fully automated and adds Sinch's messaging service to your number without interrupting your voice service.
3. You configure your keyword replies, like HELP and any other automated responses.
4. To prevent any interruptions and to maintain a record of verification with Sinch, you must also provide an updated Verified Sender Form.
5. You're ready to go. You can start sending messages with Sinch while your voice service continues to run with your current provider.



Ready to get started?

Get in touch with your account manager or reach out to us at sales@sinch.com.

Let's talk!