

Guide on filling up LOA towards Thailand

Created on: 1 December 2023

Requirements towards Thailand

For Direct clients (*Owner of SID directly connected to 8x8*)

1. [Letter of Authorisation – Thailand \(End-client to 8x8\)](#)

For Non-Direct clients (*Owner of SID is not directly connected to 8x8*)

1. Letter of Authorisation – Thailand ****Chained LOA is required****
 - [Letter of Authorisation – Thailand \(End-client to Aggregator/Authorized Agent\)](#)
 - [Letter of Authorisation – Thailand \(Aggregator/Authorized Agent to 8x8\)](#)

Note:

1. For Thailand, if Sender ID is for both **OTP and Marketing**, **TWO** Sender ID is needed (1 Sender ID for OTP and another Sender ID for Marketing)
2. Sender ID is case sensitive; hence the Sender ID must be the same throughout the letters (e.g., if Sender ID is LAZADA, it should be LAZADA for all and not Lazada in some)
3. Please provide it in **PDF format** after filling up the letters.
4. **Do not change any content in the template**

DO NOT COPY

Direct Client

Direct Client

Letter of Authorisation - Thailand *(end client to 8x8)*

Guide

- Provide **client's** Company letterhead.
- Fill in current date, **client's** Company name and Company Address.
- Fill in the **Sender ID**

Take note of the following:

- Sender ID (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- Best to not have spacing (e.g. "Amazon-OTP" is preferred over "Amazon OTP")
- OTP and Marketing traffic is not allowed to have same Sender ID (It should be 1 Sender ID for OTP/Notification and another 1 Sender ID for Marketing)

- Fill in the **purpose of SMS**: either OTP / Notification / Marketing
- Fill in **Sample Message** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- Fill in purpose of SMS similar to what is indicated on the table
- Fill in **client's** company name
- Insert signature and company stamp here
- Fill in Authorized person's name, position/designation and client's company name

[Insert client letterhead] → A

[Date]
Client Address

_____ → B

Dear Sirs, Ms.

We are hereby authorizing **8x8 International Pte Ltd** to register our following sender names:

No.	Sender ID	Purpose of SMS (Marketing/Notification/OTP)	Sample Message
1	_____	_____	_____ → E
2	_____	_____	
3	_____	_____	

← C

↓ D

We confirm that we got the authorization from those companies to send SMS in this sender name for **Marketing/Notification/OTP [CHOOSE WHICHEVER APPLIES]** purpose only. → F

Absolutely no spam related activities thru SMS will be part of our communication plan. **Client** → G
Company Name pledges not to send spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything outside of the intended purposes, and will take a full responsibility for any legal consequences or liabilities arising from the messages contained in these Sender Names.

Sincerely Yours,

[Insert Company Stamp and Signature] → H

Client Authorised person
Client Authorised person position
Client Company Name → I

Non-Direct Client

DO NOT COPY

Non-Direct Client

Letter of Authorisation - Thailand *(end client to Aggregator/Authorized Agent)*

Guide

- Provide **end-client's** Company letterhead.
- Fill in **end-client's** Company name and Company Address.
- Change to **Aggregator/Authorized Agent's** Company Name
- Fill in the **Sender ID**

Take note of the following:

- Sender ID (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- Best to not have spacing (e.g. "Amazon-OTP" is preferred over "Amazon OTP")
- OTP and Marketing traffic is not allowed to have same Sender ID (It should be 1 Sender ID for OTP/Notification and another 1 Sender ID for Marketing)

- Fill in the **purpose of SMS**: either OTP / Notification / Marketing
- Fill in **Sample Message** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- Fill in purpose of SMS similar to what is indicated on the table
- Fill in **end-client's** company name
- Insert signature and company stamp from **end-client** here
- Fill in **end-client's** Authorized person's name, position/designation and client's company name

[Insert client letterhead] → A

[Date]
Client Address

_____ → B

Dear Sirs, Ms. → C

We are hereby authorizing **8x8 International Pte Ltd** to register our following sender names:

No.	Sender ID	Purpose of SMS (Marketing/Notification/OTP)	Sample Message
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____

→ D ← → F

→ E

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Absolutely no spam related activities thru SMS will be part of our communication plan. **Client** → H
Company Name pledges not to send spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything outside of the intended purposes, and will take a full responsibility for any legal consequences or liabilities arising from the messages contained in these Sender Names.

Sincerely Yours,

[Insert Company Stamp and Signature] → I

Client Authorised person
Client Authorised person position
Client Company Name → J

Letter of Authorisation - Thailand (*Aggregator/Authorized Agent to 8x8*)

Guide

- Provide **Aggregator/Authorized Agent's** Company letterhead.
- Fill in current date, **Aggregator/Authorized Agent's** Company name and Company Address.
- Fill in the **Sender ID**

Take note of the following:

- Sender ID (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- Best to not have spacing (e.g. "Amazon-OTP" is preferred over "Amazon OTP")
- OTP and Marketing traffic is not allowed to have same Sender ID (It should be 1 Sender ID for OTP/Notification and another 1 Sender ID for Marketing)

- Fill in the **purpose of SMS**: either OTP / Notification / Marketing
- Fill in **Sample Message** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- Fill in purpose of SMS similar to what is indicated on the table.
- Fill in **Aggregator/Authorized Agent's** company name.
- Insert signature and company stamp from **Aggregator/Authorized Agent** here
- Fill in **Aggregator/Authorized Agent's** Authorized person's name, position/designation and client's company name

[Insert client letterhead] → A

[Date]
 Client Address

 _____ → B

Dear Sirs, Ms.

We are hereby authorizing 8x8 International Pte Ltd to register our following sender names:

No.	Sender ID	Purpose of SMS (Marketing/Notification/OTP)	Sample Message
1	_____	_____	_____ → E
2	_____	_____	_____ → E
3	_____	_____	_____ → E

D

We confirm that we got the authorization from those companies to send SMS in this sender name for **Marketing/Notification/OTP [CHOOSE WHICHEVER APPLIES]** purpose only. → F

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Company Name pledges not to send spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything outside of the intended purposes, and will take a full responsibility for any legal consequences or liabilities arising from the messages contained in these Sender Names.

Sincerely Yours,

[Insert Company Stamp and Signature] → H

 Client Authorised person
 Client Authorised person position
 Client Company Name → I