

BUSINESS SMS 2026

Business SMS: Text From Your Business Number, Not the Ute

Text customers from your business number, on your computer and your phone, with every conversation logged and shared. The plain-English 2026 guide to how business texting works, the use cases that move the needle, and staying on.

Business SMS is texting sent and received from your **business number**, your landline, 1300 or 1800 number, or a dedicated mobile, rather than a staff member's personal phone. Customers overwhelmingly prefer a text for quick, time-sensitive things, and texts get opened faster and more reliably than email, which is why appointment reminders, quotes, order updates, missed-call auto-texts, review requests and two-way support all work so well over SMS. Done properly, texting lives **inside your phone system**: sent from a desktop or mobile app, logged and shared across the team, sitting right beside your calls rather than stranded on one person's handset. In Australia the **Spam Act 2003** sets the rules, you need consent, you must identify your business, and you must offer a working opt-out.

The short version

Capability	Personal mobile	Standalone SMS gateway	Built-in SMS (VOCPhone)
Sends from your business number	✗ Personal number	~ Sender ID varies	✓ Your business number
Two-way replies to the same number	✓ But on one phone	~ Often one-way	✓ Full two-way
Visible to the whole team	✗	~ Separate login	✓ Shared threads
Desktop + mobile apps	✗ Phone only	~ Web portal	✓ All platforms
Missed-call auto-text	✗	✗	✓ Built in
CRM & record integration	✗	~ Some APIs	✓ Salesforce, HubSpot, Xero+
Consent & opt-out management	✗ Manual	~ Marketing-focused	✓ Handled in platform
History survives staff turnover	✗ Leaves with them	✓	✓ Retained centrally

■ Key points

- Missed-call auto-text: the quiet revenue saver
- Put business SMS on the same platform as your calls

A hidden compliance trap

If an employee texts customers from their personal phone, your business has almost no way to prove consent was obtained or that opt-out requests were honoured, both of which you are responsible for under the Spam Act 2003. Worse, if that person leaves and takes the records with them, you cannot even reconstruct what happened. Keeping business texting on your business number, inside your platform, is not just tidier; it is far safer.

■ Questions the full guide answers

- ☐ What is business SMS?
- ☐ Can you send a text from a landline or 1300 number?
- ☐ Why text from a business number instead of a personal phone?
- ☐ What are the main uses of business SMS?
- ☐ Do I need consent to send business SMS in Australia?
- ☐ Can I send business texts from my computer, not just a phone?
- ☐ Does business SMS cost extra with VOCPhone?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit vocphone.com/about/contact-us.