

BUSINESS SMS 2026

Business SMS: Text From Your Business Phone System (2026)

Text customers from your business number, not a personal mobile, on desktop and on your phone. The plain-English 2026 guide to how business text messaging works, the use cases that actually move the needle, and staying compliant.

Business SMS is text messaging sent and received from your **business number**, your landline, 1300, or 1800 number, or a dedicated mobile, rather than from a staff member's personal phone. Customers overwhelmingly prefer texting for quick, time-sensitive things, and messages get opened far faster and more reliably than email, which is why appointment reminders, quotes, order and delivery updates, missed-call auto-texts, review requests, and two-way support all work brilliantly over SMS. Done properly, business texting lives **inside your phone system**: sent from a desktop app or a mobile app, logged and shared across your team, and sitting right alongside your calls, not 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 (Uniden Voice Over Cloud)
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	✓ Xero, MYOB, HubSpot+
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
- Step 1: Book a demo

The Shift in Expectations

Younger and time-poor customers increasingly treat a business that *cannot* be texted as slightly behind the times. Offering a text option is quickly moving from a nice touch to a baseline expectation, the same way having a mobile-friendly website did a decade ago. Businesses that make it easy to reach them by text tend to capture enquiries that a phone-only setup would lose.

■ Questions the full guide answers

- ☐ What is business SMS?
- ☐ Can you send a text message from a landline or 1300 number?
- ☐ Why should I text customers from a business number instead of my 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 Uniden Voice Over Cloud?

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 881 662** or visit **unidenvoice.com/get-started**.