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Expiry and renewal notices by SMS: contracts, licences and insurance before they lapse

WhatsApp & APIs

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Expiry and renewal notices by SMS: contracts, licences and insurance before they lapse

WhatsApp & APIs Created on **November 13, 2026** 2 min read



The short answer: an expiry notice tells the customer **what is ending**, **on which day** and **how to renew**, with enough time to act. A simple sequence is **one notice 30 days before and another 7 days before**. If your system knows the end date, it can schedule both through the API the moment the contract is created, and cancel them if the customer renews early.

What it is for

Service contracts, insurance policies, software licences, subscriptions, domains, permits: anything that lapses on a date and that the customer loses if they forget. An e-mail can sit unread; an SMS shows up on the phone screen.

What to write

When	The SMS
30 days before	`Your [NAME] contract ends on [DATE]. Renew to keep the service running.`
7 days before	`Your car insurance ends on 30/11. Renew now so you are not left without cover.`
On the day, if not renewed	`Your [NAME] licence ended today. To renew it, call [PHONE].`

Always include your company name and a way to get in touch. The customer cannot reply to the SMS.

Schedule them at the start

1. **When the contract is created**, your system works out the notice dates.

2. **It sends each notice to the API with send_at**. The date can be up to 365 days ahead, so a yearly contract fits.

3. **It stores the id** of each notice with the contract.

4. **If the customer renews early**, your system cancels the remaining notices. Credits for a scheduled notice are only taken when it goes out.

The details are in **scheduling notices through the API** and **cancelling a scheduled SMS**. Without coding, you can do the same on the SMS page in Meu Interweb: put the customers who expire on the same day in a group and schedule one send to that group.

The notice is not a promotion.
Reminding a customer to renew a service they already have is a service notice. Add an offer or a new product and it counts as marketing, with different rules.

Contracts longer than a year?
Since scheduling goes up to 365 days, have a monthly routine in your system schedule the notices for contracts ending in the coming months.

RECOMMENDED

Want no customer to miss a deadline by forgetting? See the SMS prices and start today.

See SMS prices →

SEE ALSO

- **Notification SMS: automatic notices to your customers from the SMS page or your own system** →
- **Scheduling SMS notices through the API: send_at, time zones and when credits are charged** →
- **Cancelling a scheduled SMS through the API, for example when the customer has already paid** →
- **Payment reminder SMS: when to send it, what to write and ready-to-use examples** →
- **Transactional SMS: order notices, confirmations and alerts your customers expect** →

What automatic SMS notices cost each month, and how to keep credits from running out

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TAX ID (NUIT)	401 191 607
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ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@interweb.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.interweb.co.mz
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