



RCS Business Messaging

Revolutionising your Brand's Messaging experience



About RCS Business Messaging



RCS Business Messaging upgrades SMS with branding, rich media, interactivity, and analytics. With RCS, businesses can bring branded, interactive mobile experiences, right to the native Android messaging app.

No Installs or Downloads! Just tap and you are good to go!



Reach out with personalisation and be relevant to your customers



Boost your brand's presence with logos, brand names, videos, images, and carousels



Convert customers into Fans at every interaction with enriched messages



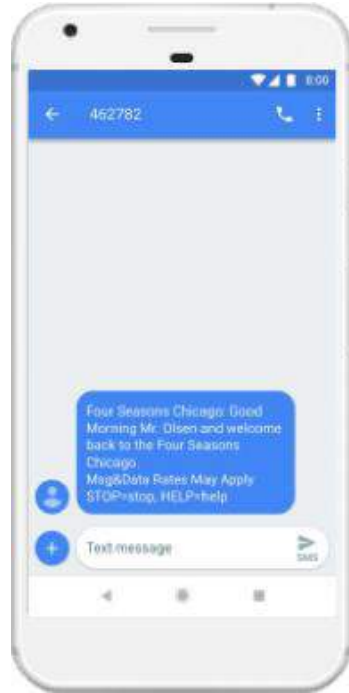
RCS Business Messaging: An upgrade from SMS!



RCS upgrades the SMS channel with branded communications, rich media, interactivity and data analytics

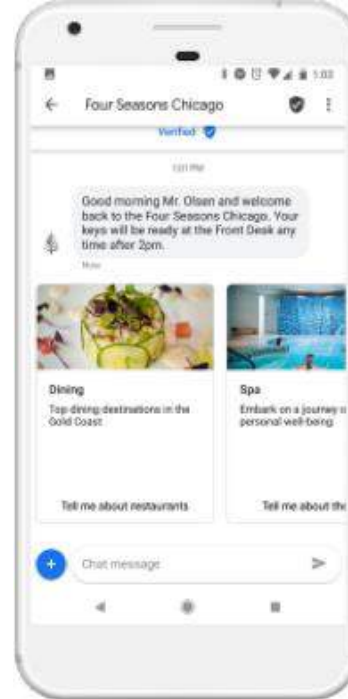
SMS has its limitations:

- No branding
- No pictures
- No video
- No Read Receipts
- Limited interaction



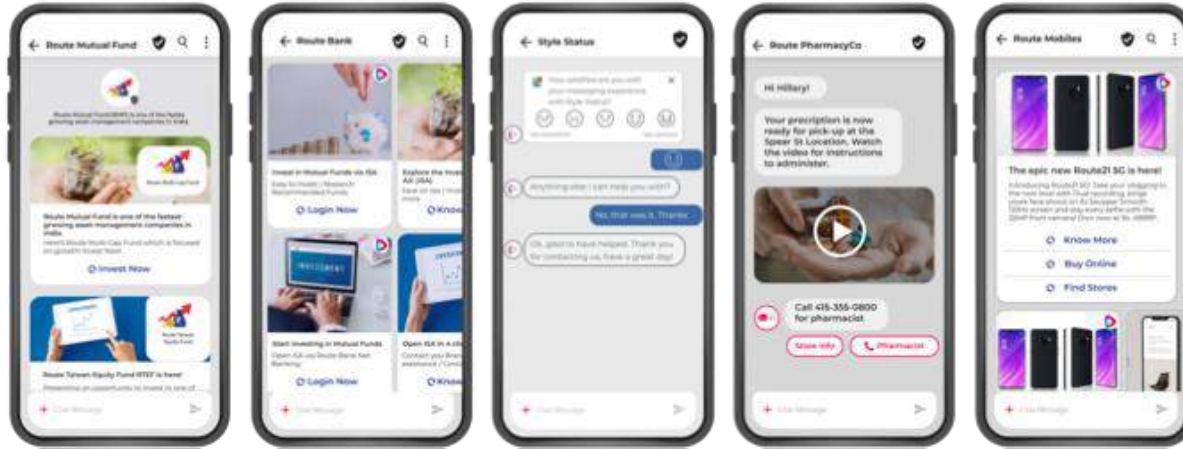
RCS has new benefits:

- Full branding
- Rich pictures
- High Quality Video
- Read Receipts with time stamp
- Suggested Replies
- Aligned to the GSMA;s Universal RCS Profile





New RCS landscape



Rich Card

Carousel

Text

Media

Suggested replies and Suggested actions.

Template registration is mandatory (INDIA only)

For session messages template registration is not mandatory.

RBM Business Accounts (agents) communicate with users by sending and receiving messages.

To send messages to users, a message request is sent to the RCS Business Messaging API by the agent. This request may include the following types of RCS messages:

- Rich Card
- Carousel
- Text
- Media (Image, video, gif, documents etc.)
- Suggested replies and Suggested actions. (Reply, URL, Dialer)



RCS Business Messaging – Texting Redefined



Higher customer engagement rate

Contact center costs can be reduced

Replaces SMS for transactional communication

Supports Fallback to SMS.

No secondary app installation is required

Messaging format Standard across all Android Mobile Phones

Two way communication is supported

Chatbot will be available for 24 hours

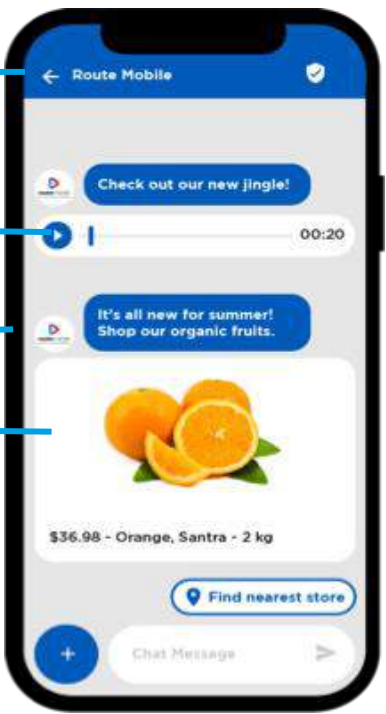
All in all RBM has a Global Reach and a better substitute for OTT channels



Features of RCS Business Messaging



Brand Name

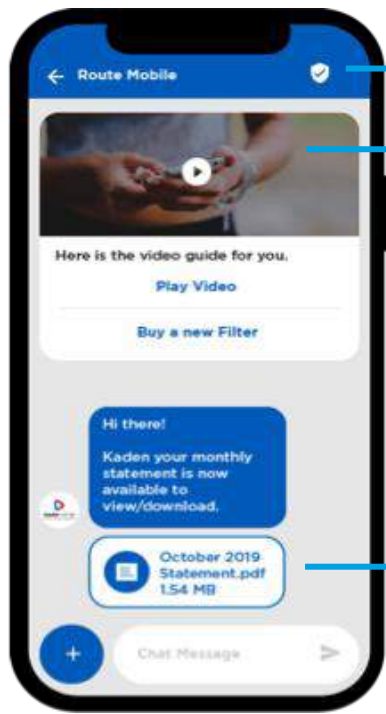


Audio

Logo

Image

Verified Sender
Video



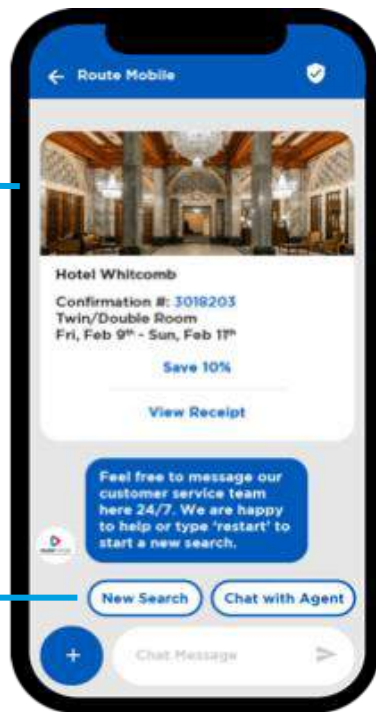
PDF



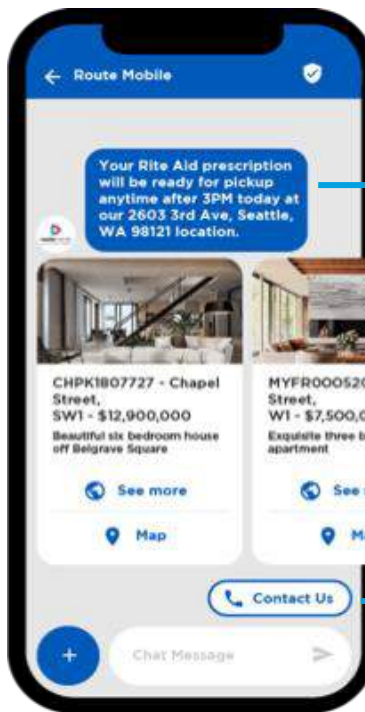
Features of RCS Business Messaging



Rich card improves user experience



RBM users respond faster with Suggested Replies



Text

Carousel showing multiple products

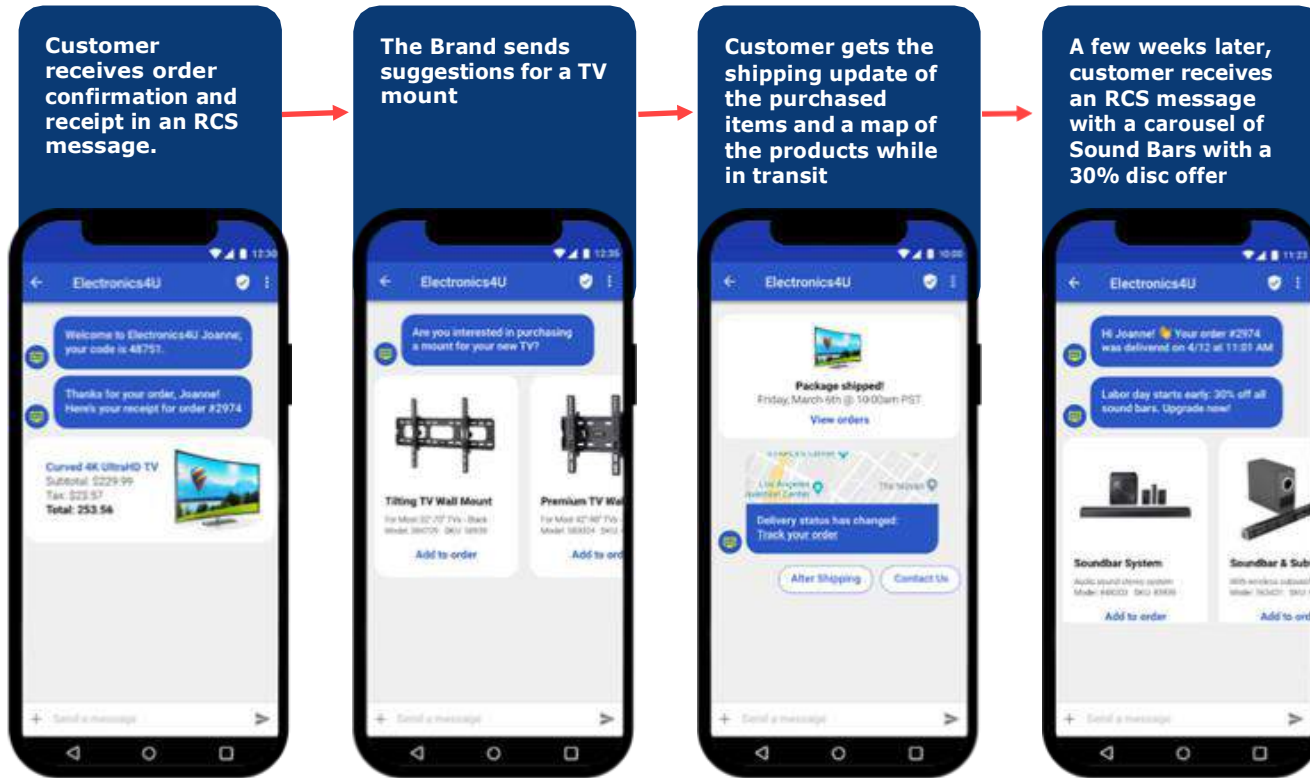
Suggested Actions (Call, URL & Maps)



Supporting Use cases..



eCommerce players can send Order Confirmations & Receipts to Customers through RCS Business Messaging

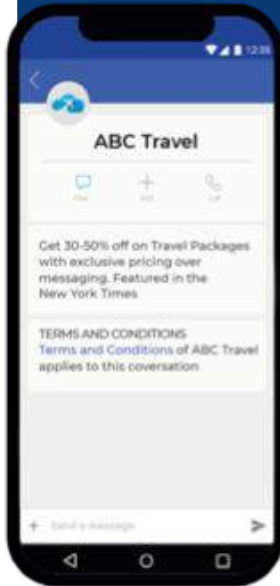




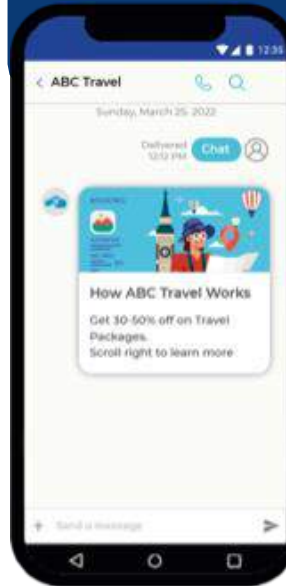
A **Travel** bot right in the customer's inbox to make bookings, manage check-ins and get other travel updates



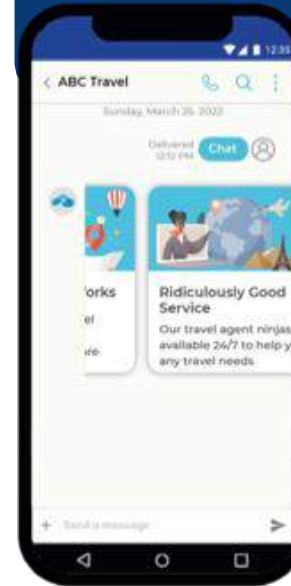
Customers can start a conversation with their favourite brands right from their messaging inbox



Customers get a view of all carousels with the title, emojis and description

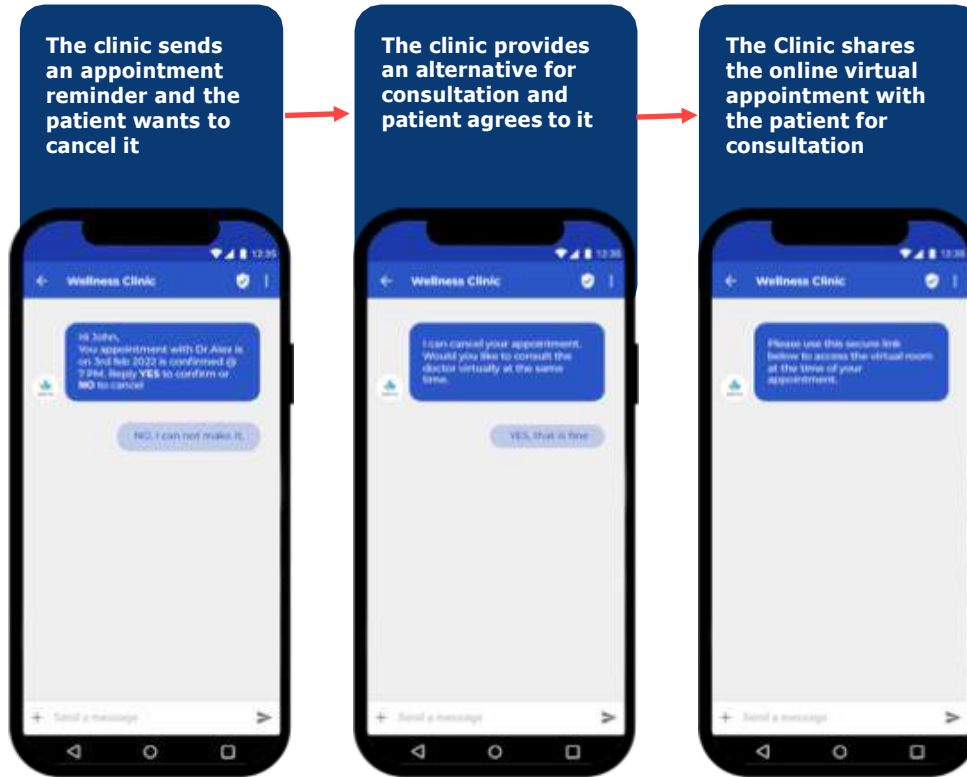


Customers get a view of all the information cards with links





Hospitals can send appointment reminders to patients and handle responses using RCS Business Messaging





Market Overview



Ready Markets:

INDIA

- ★ Partnering with Vodafone-Idea
- ★ RCS termination across any network recipient in India
- ★ Market Penetration is 20%+

INTERNATIONAL

- ★ Partnering with a global RCS delivery provider and countries we can focus:

- Argentina
- Belgium
- Brazil
- Canada
- Chile
- Costa Rica
- Philippines
- Peru

- DR Congo
- Ecuador
- El Salvador
- France
- Germany
- Greece
- Guatemala
- Honduras

- USA
- Italy
- Mexico
- Nicaragua
- Nigeria
- Norway
- Panama
- Paraguay

- Poland
- Puerto Rico
- Romania
- South Africa
- Spain
- Sweden
- UK
- Uruguay



Onboarding steps & documentation (INDIA)



Existing clients who has onboarded RCS previously should fill the new onboarding form.

Each Brand/Enterprise has to go through the aggregators.

Brand/Enterprise has to register under only one Aggregator.

Documents which has to be collected from clients

⇒ Onboarding Form

⇒ Commercials (TEF)

⇒ MSA



Thank you