



RCS



Google

The problem of plenty -how can brands stay connected with their customers?



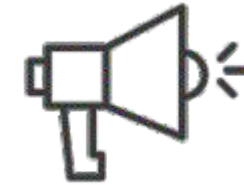
Credit card
fraud alerts



Flight status
updates



Package
delivery



New
promotions



How can you stay connected beyond apps with your customers?

Connecting People, Technology & Ideas



Customers want to engage with brands on their own terms



Consumers are exposed to **thousands of brand messages a day***



While what they actually want is:

- Personalized
- Contextual
- Rich
- 11

Where do consumers currently engage?



Mobile apps

60%

Of consumer will choose to utilize an app over a brand's website

353B apps

Downloaded worldwide by 2021



Email

77%

Of consumer choose email over other online channels

Nearly

7 in 10

U.S. adults have made purchases influenced by a company's email



SMS

98%

Read rate

90%

Opened 3 minutes



Call centers

79%

Of consumer would still prefer to talk to a call center representative on the phone



The answer lies with Rich Communication Services (RCS)

What is RCS?



RCS (Rich Communication Services) is a next generation SMS protocol that upgrades text messages with Rich features like branding, media, and analytics.



Branding



Rich media



Interactivity



Analytics



Read receipts

Operators	Subscribers in millions	Subscribers in millions	RCS support
	387.5	33.60%	Yes
	327.8	28.40%	Yes
 	319.1	27.60%	Yes
 + 	119.7	10.40%	No
Total	1154.1	100.00%	

RCS business messaging



RCS brings together the advantages of other business messaging channels



Mobile apps

- Rich functionality and features
- Ability to brand



SMS

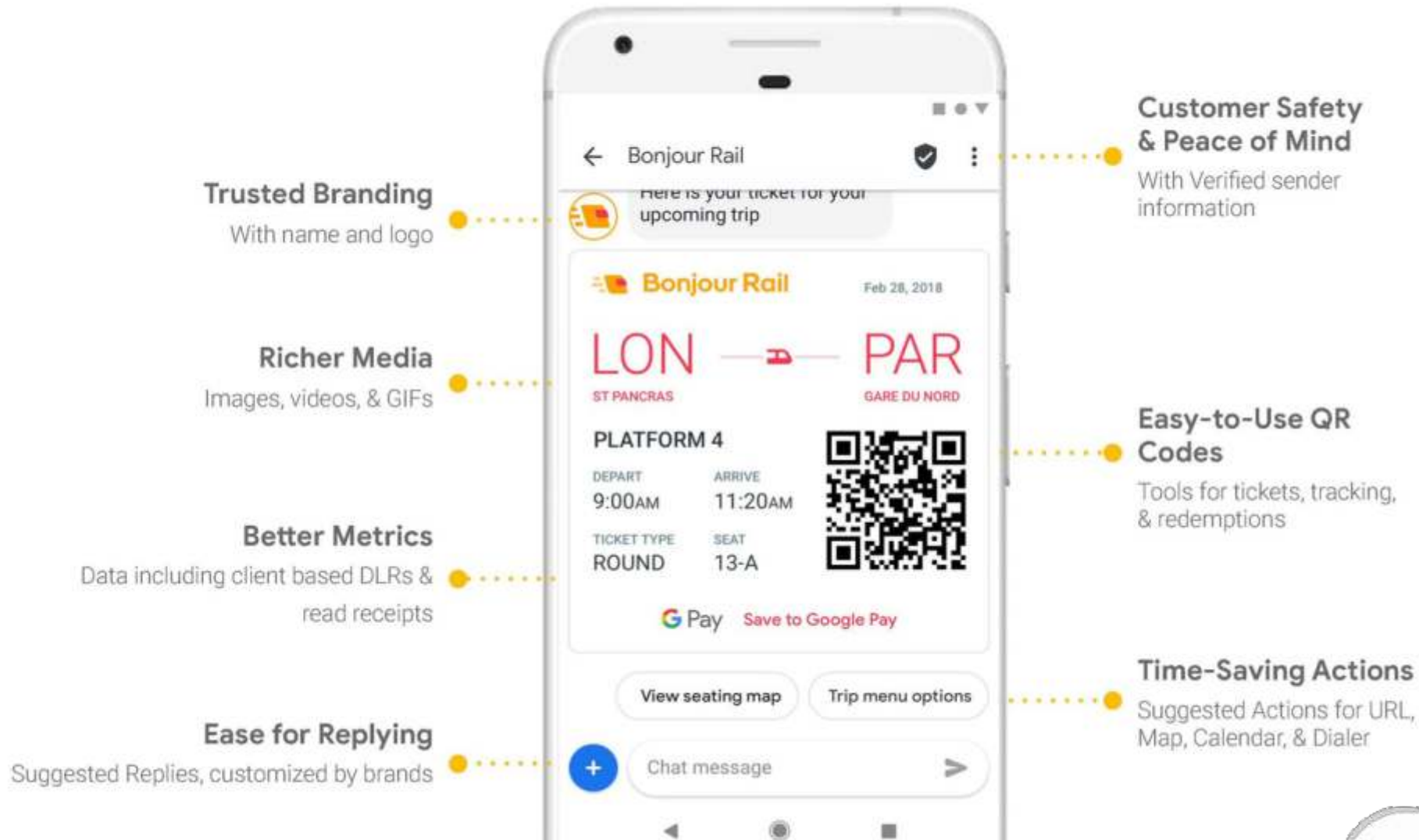
- Universal
- Native experience
- Immediacy
- Simplicity



Email

- Quick to read
- Rich media
- Ability to brand

How does an RCS message look like?



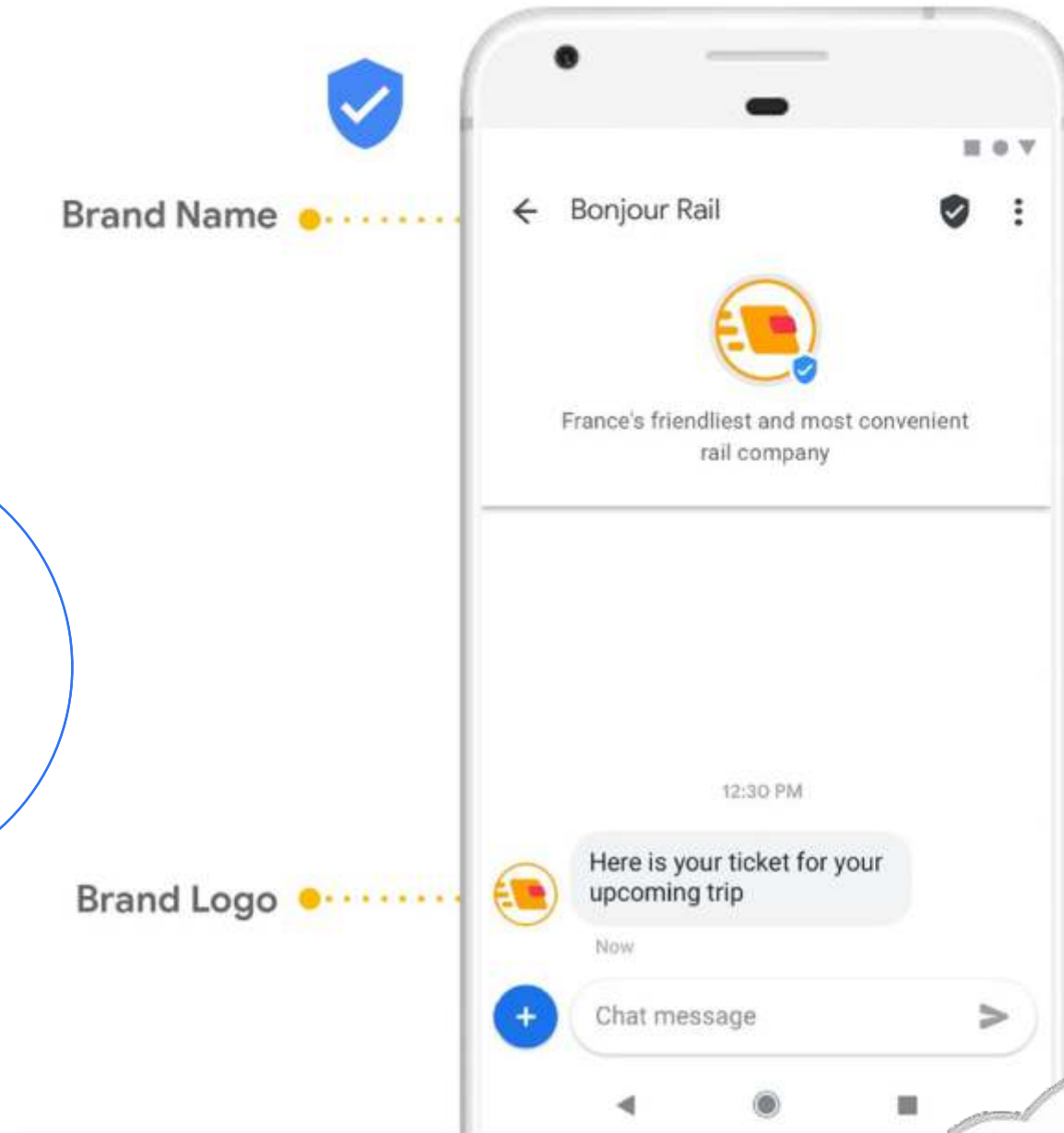
Trusted messages



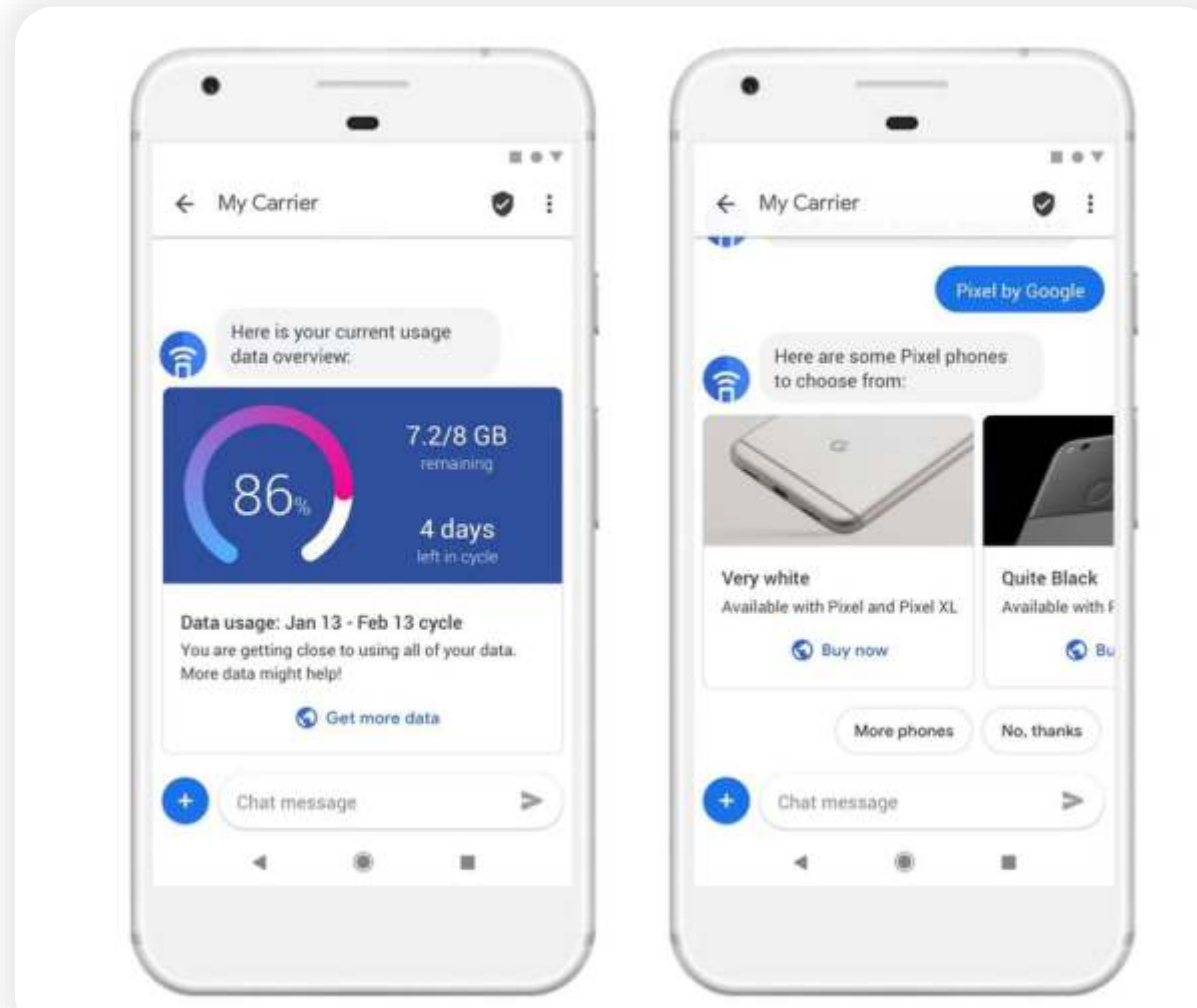
Verified business
check mark



Full brand name
instead of
random ID



Amazing looking content with high resolution photos, rich cards, carousels and videos



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More conversational with Suggested Actions



OPEN APP

App Deep Links
Move the conversation across to your app as needed



VIEW MAP

View Map
Opens Maps at a prespecified location



CONTACT SUPPORT

Dial Phone Number
Opens dialer with prespecified number



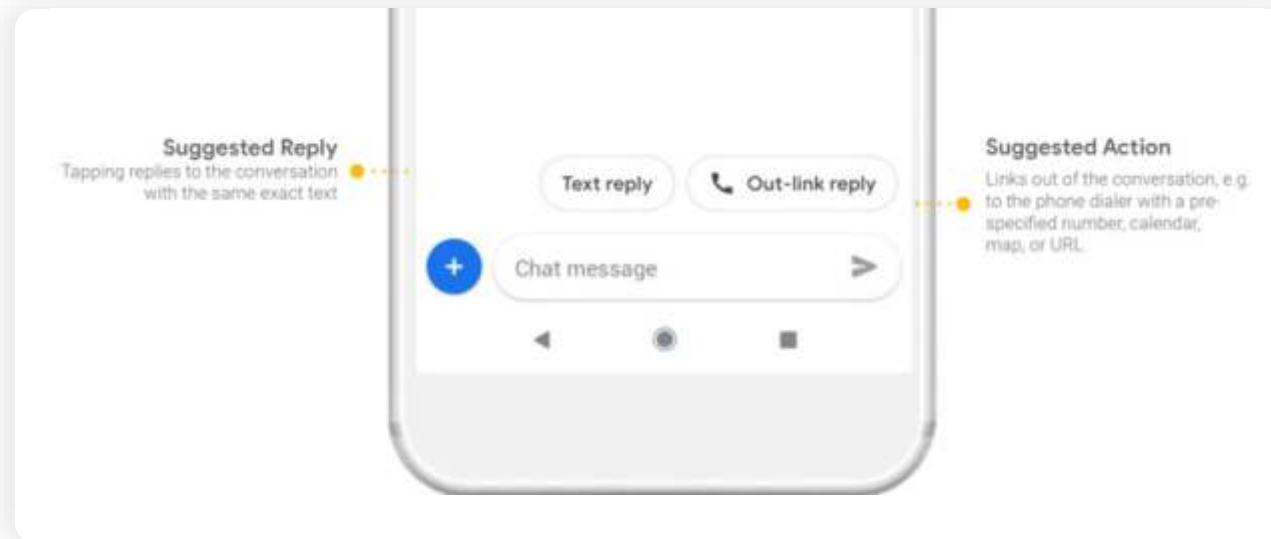
WEBSITE

Open URL
Opens links in web browser or deep links into an app (with app's icon in the button)



CALENDAR

Create Calendar Event
Opens calendar event creation flow with prespecified details



RCS delivers an incomparable UX

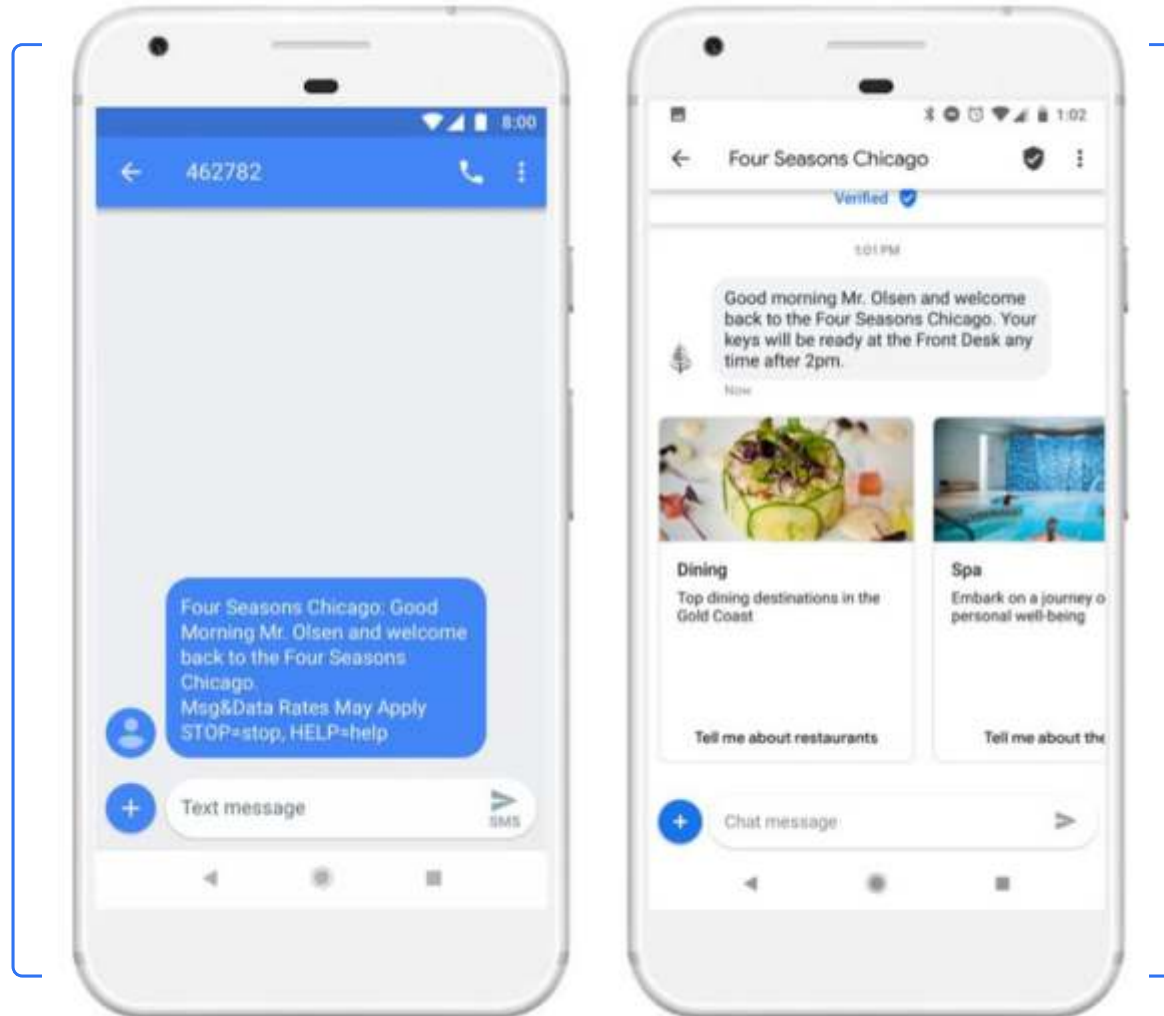


SMS



SMS has its limitations

- No branding
- No pictures
- No video
- No read receipts
- Limited interaction



RCS



RCS has new benefits

- Full branding
- Rich pictures
- High quality videos
- Read receipts with time stamp
- Suggested replies
- Aligned to the GSMAs

Universal RCS Profile

RCS in Action



*Kindly play video in Presentation view

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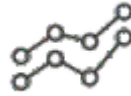


Benefits for brands and consumers



Richer media

- High resolution photos
- Videos, GIFs, Audio
- Solves MMS incompatibility



Better metrics / data

- Delivery receipts
- Read receipts including exact open-time



More conversational / interactive

- Suggested replies
- Suggested actions
- AI capabilities



Trusted messages

- Verified business checkmark
- Full brand name instead of random ID
- Customization of color / logo for brand
- Brand safety with clocking unwanted brands

RCS can be deployed across many use cases



- Shipment tracking
- Fraud alerts
- Promotions / coupons
- Bill statements
- Appointment confirmations
- Delivery notifications
- AI-powered bot with option for human customer service link

+Simple

- Complex

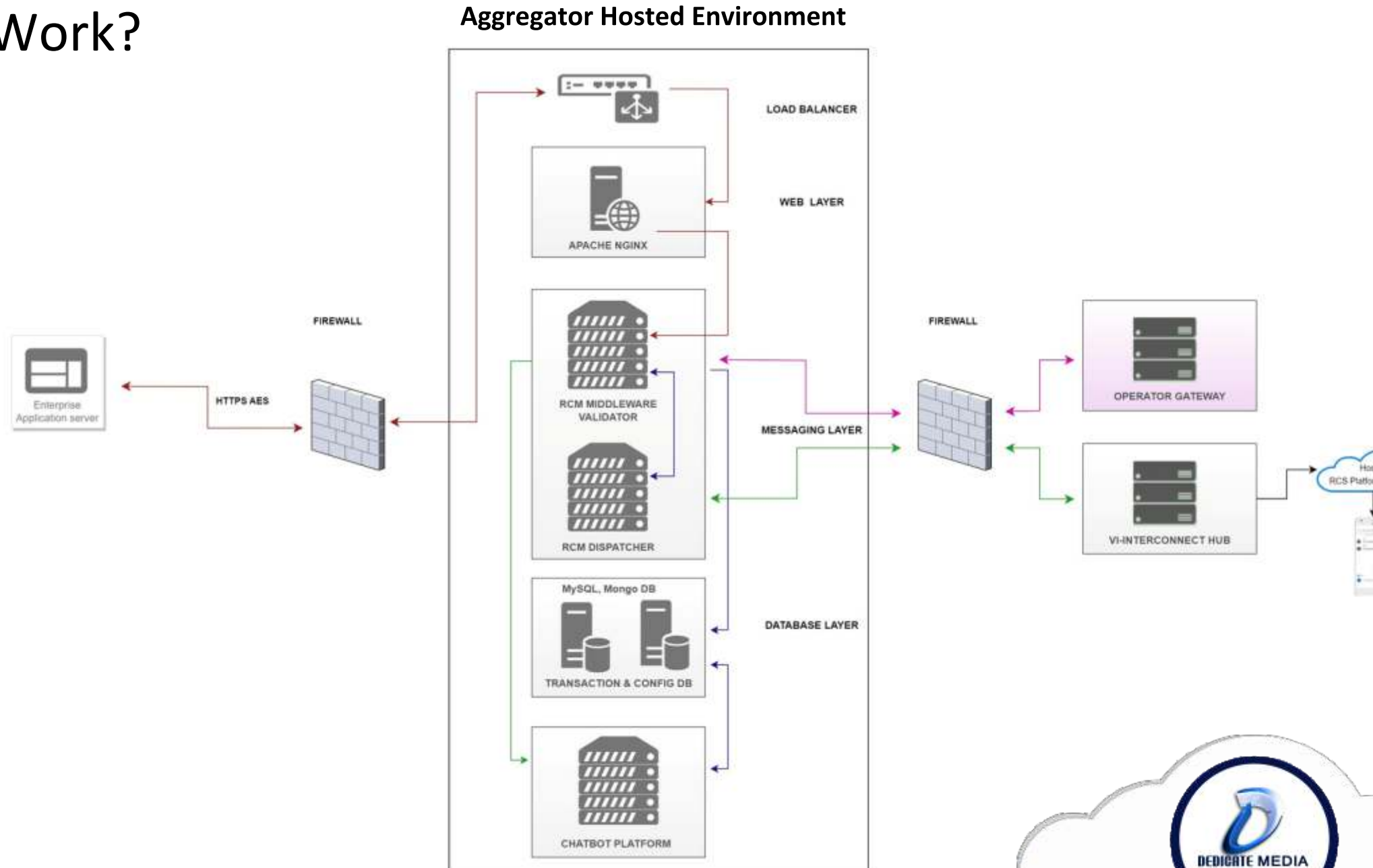
- Two-factor authentication
- Boarding passes
- Product ratings

- Order-ahead
- Payments
- Concierge services



How RCS work?

How does it Work?



RCS Message Types



1

OTP

One Time passwords
for account
confirmations

2

Transactional

Send notification about
existing account or
order

3

Promotional

Send promotional messages
about products, services or
business

RCS Business Rules



Promotional

- *Message window from 10 AM –9PM
- *Frequency Capping [Only **4 messages allowed in month** across all promotional agents]

Consent

- * Obtain Opt-in consent from users
- * Provide option for users to Opt-out

Current Limitations of RCS



1

RCS only works with Google Messages App(Ver 5.4 onwards)in android handsets and Apple users cannot avail this service.

2

Discoverability of Business is not supported in RCS

3

Supported Regions are North America, Europe and Asia Pacific



Commercials

Commercials



Per Message Charges

Basic RBM message Rs 0.17
Single RBM message Rs 0.22
A2P -Conversational RBM message*Rs 0.32
P2A -Conversational RBM message*Rs 0.12

Other Charges

Carrier maintenance Charge	INR 5000
One time set up	INR 5000
Bot development /man days	INR 10,000

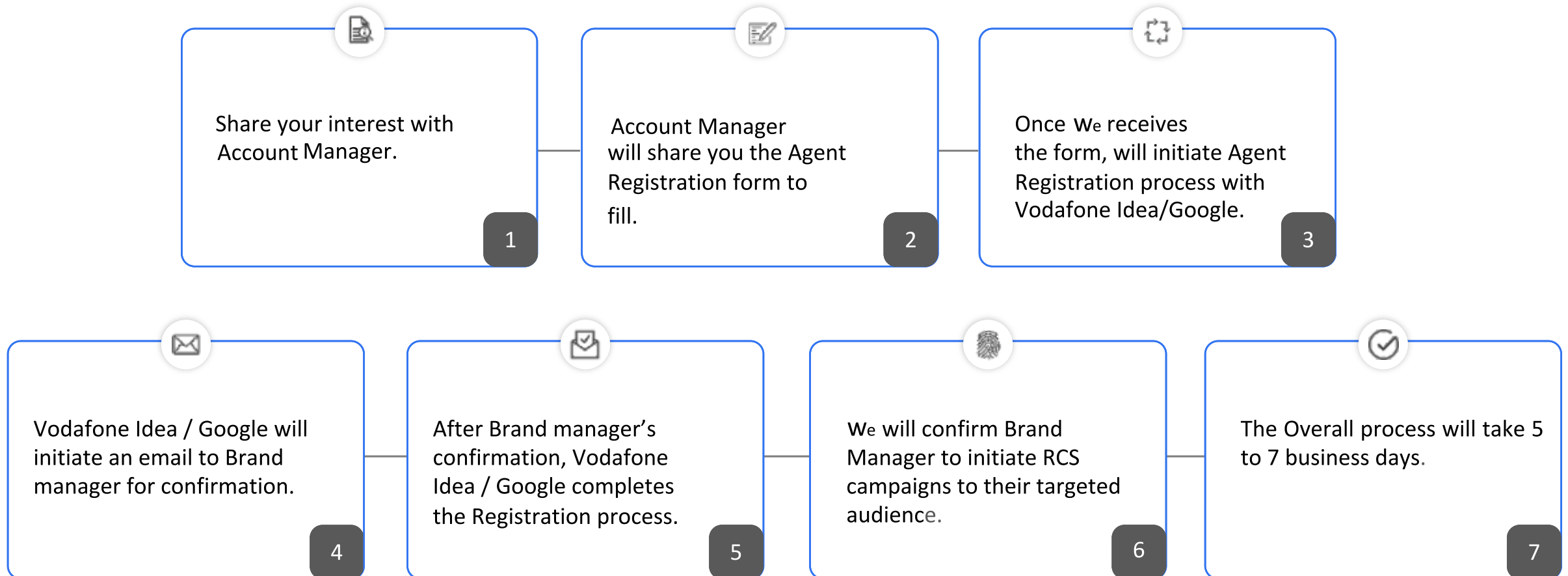
- **Basic Message:** means a single Device terminated RCS A2P Message that has been brand verified, limited to 160 characters, and includes delivery and read receipts. No other media or RBM feature is included.
- **Single Message:** means a single RCS Business message (delivered to an End User), and including any rich media associated with the message (e.g., delivery and read receipts), rich cards, media payload, and media download. For purposes of this definition, messages sent as part of a Conversation are not Single Messages.
- **Conversation or A2P Conversation** means a series of messages (between an End User and a business entity) sent within a 24-hour period (or such other period as determined by VITSL) commencing from and including the Conversation Event as well as the first Single Message itself to which End User is responding.
- **P2A Conversation** means a message sent by an End User to a Brand after 24Hrs of A2P message sent by the brand.

**The charging for both A2P conversation and P2A conversation will start after the end user initiates the message and then only a session of 24Hrs gets started. Any messages sent by brand or replied by user during this 24Hrs won't bear any additional charges.*



Getting Started with RCS

Go2market can help get you Started





Ask us for more information



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