

# RCS

Google



Powered by VI

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



Credit card  
fraud alerts



Flight status  
updates



Package  
delivery

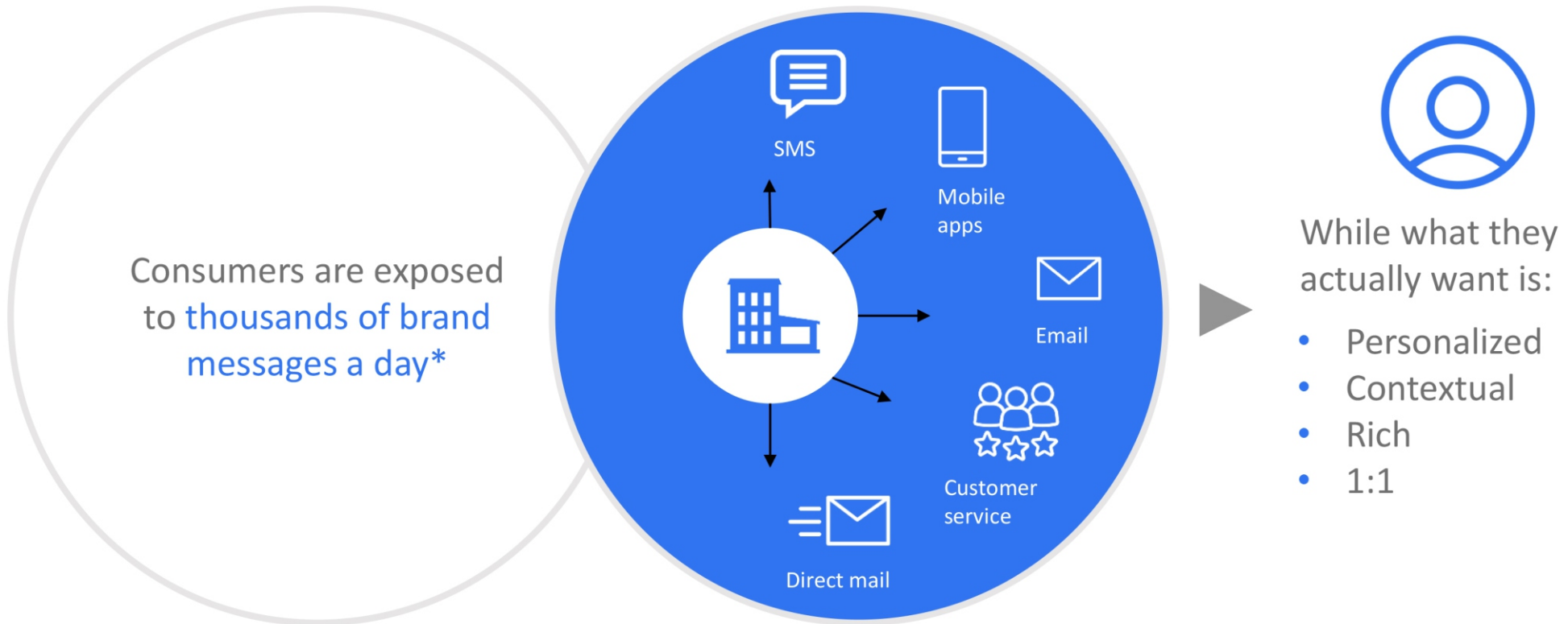


New  
promotions



How can you stay connected beyond apps with your customers?

# Customers want to engage with brands on their own terms



# 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)

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# 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
 Jio	387.5	33.60%	Yes
 airtel	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

RCS

# How does an RCS message look like?



**Trusted Branding**  
With name and logo

**Richer Media**  
Images, videos, & GIFs

**Better Metrics**  
Data including client based DLRs & read receipts

**Ease for Replying**  
Suggested Replies, customized by brands

**Customer Safety & Peace of Mind**  
With Verified sender information

**Easy-to-Use QR Codes**  
Tools for tickets, tracking, & redemptions

**Time-Saving Actions**  
Suggested Actions for URL, Map, Calendar, & Dialer



# Trusted messages



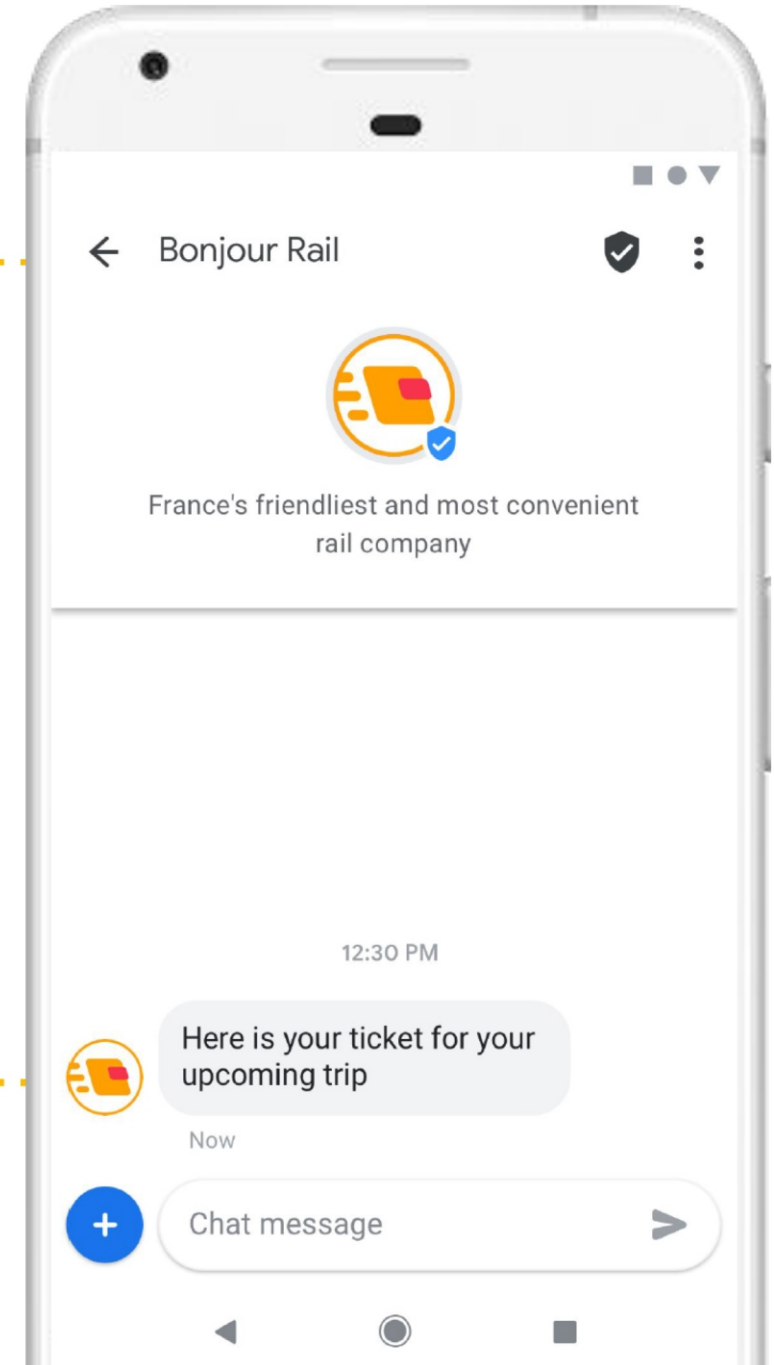
Verified business  
check mark



Full brand name  
instead of  
random ID



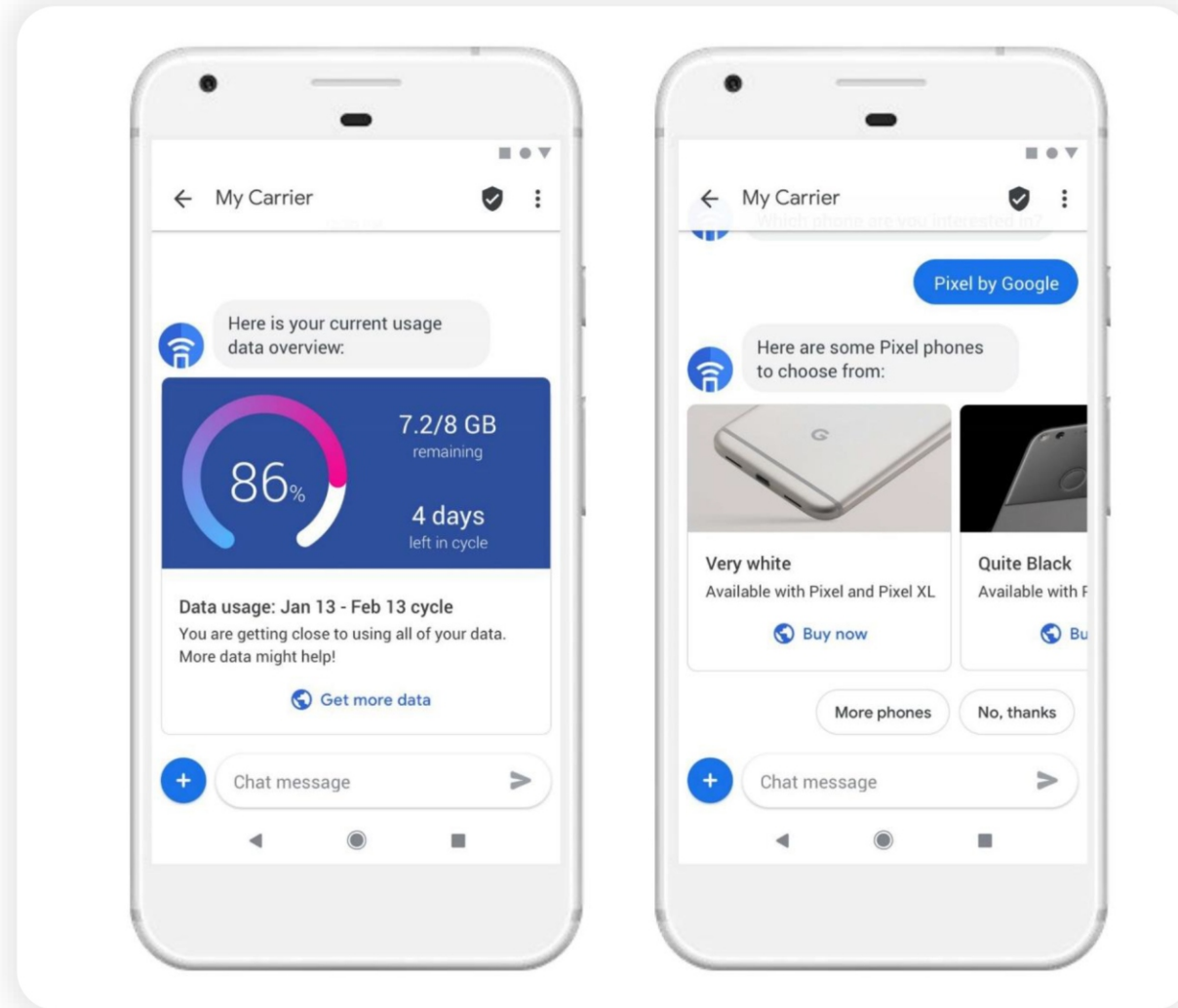
Brand Name



Brand Logo



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



# 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



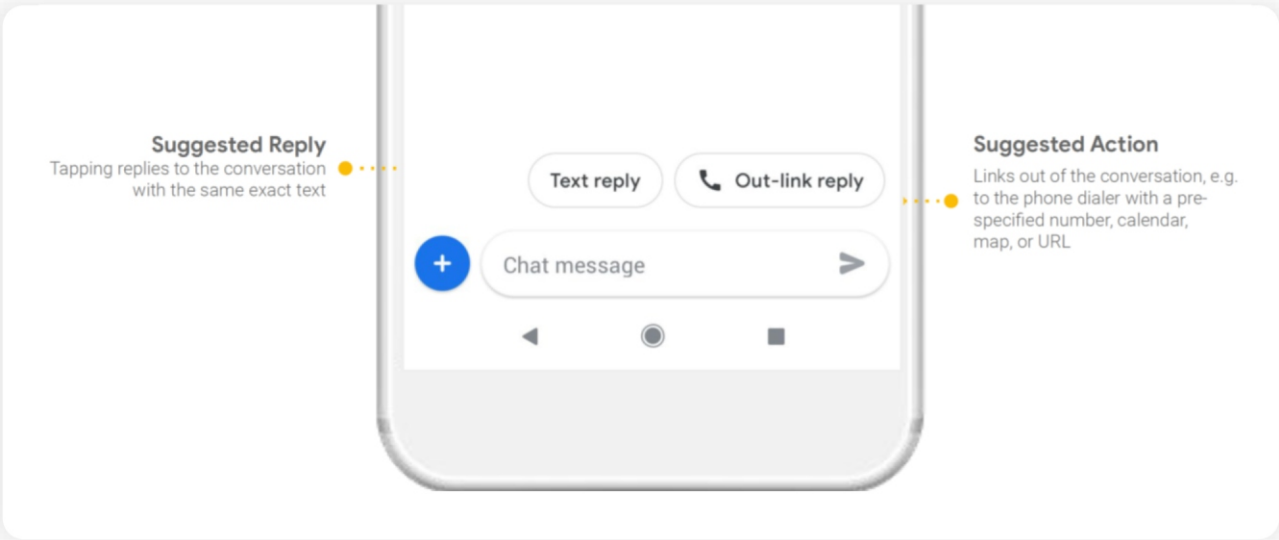
## WEBSITE

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



## CALANDAR

Create Calendar Event  
Opens calendar event creation flow with prespecified details



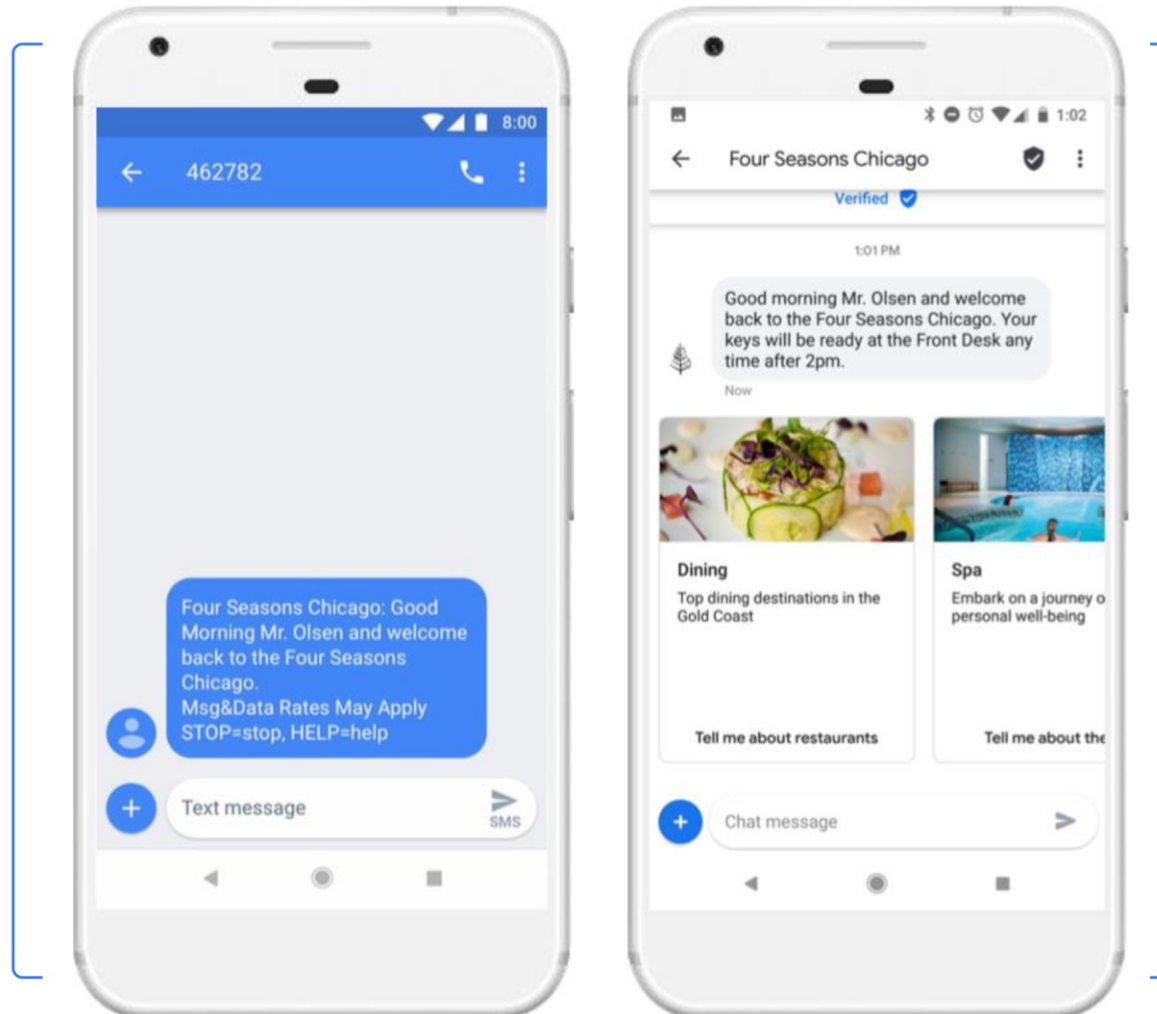
# RCS delivers an incomparable UX



SMS

SMS has its limitations

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

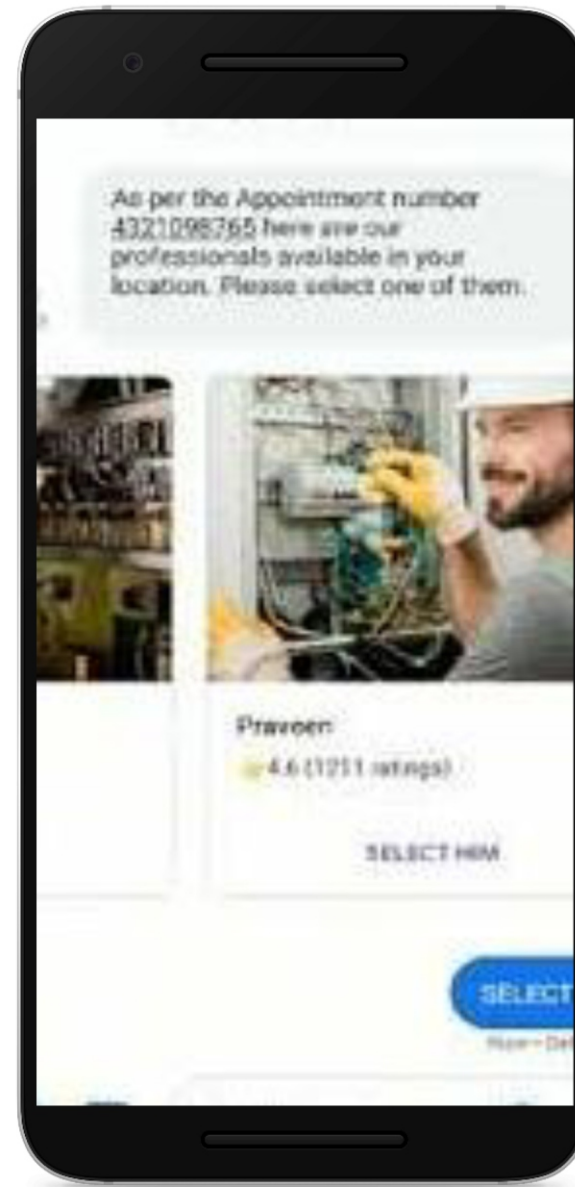


RCS

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

# 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

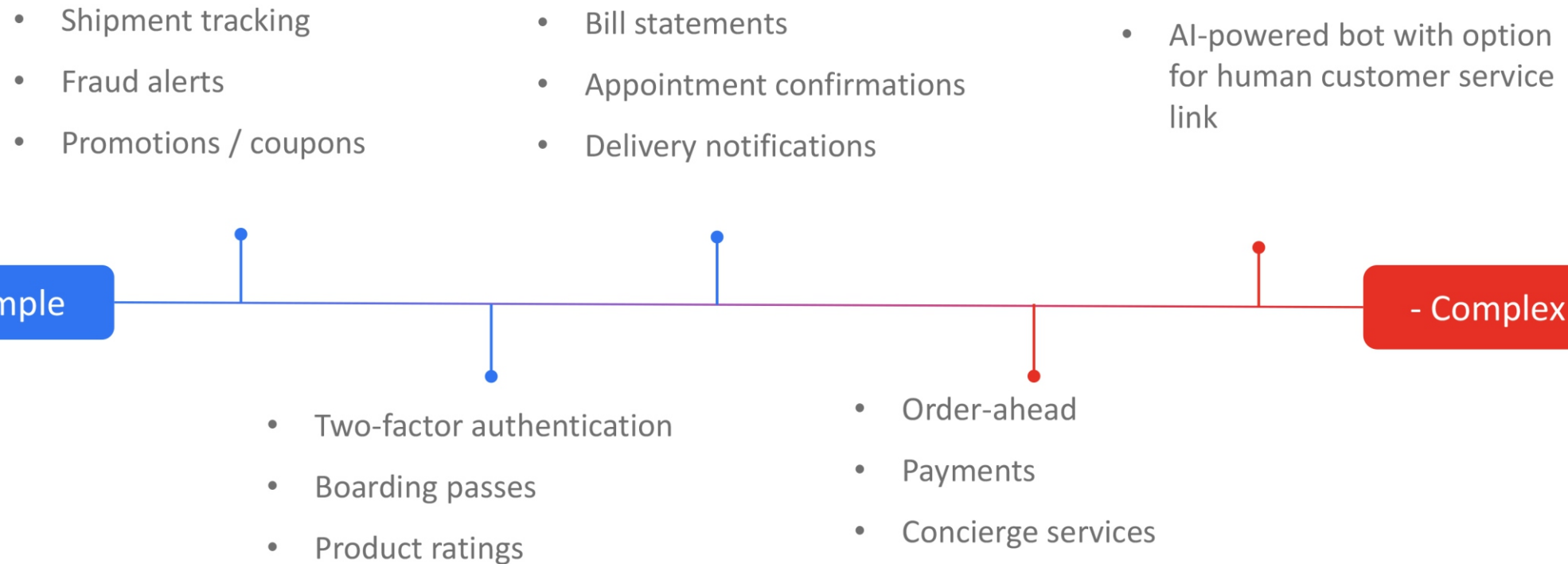
- Suggested replies
- Suggested actions
- AI capabilities



## 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

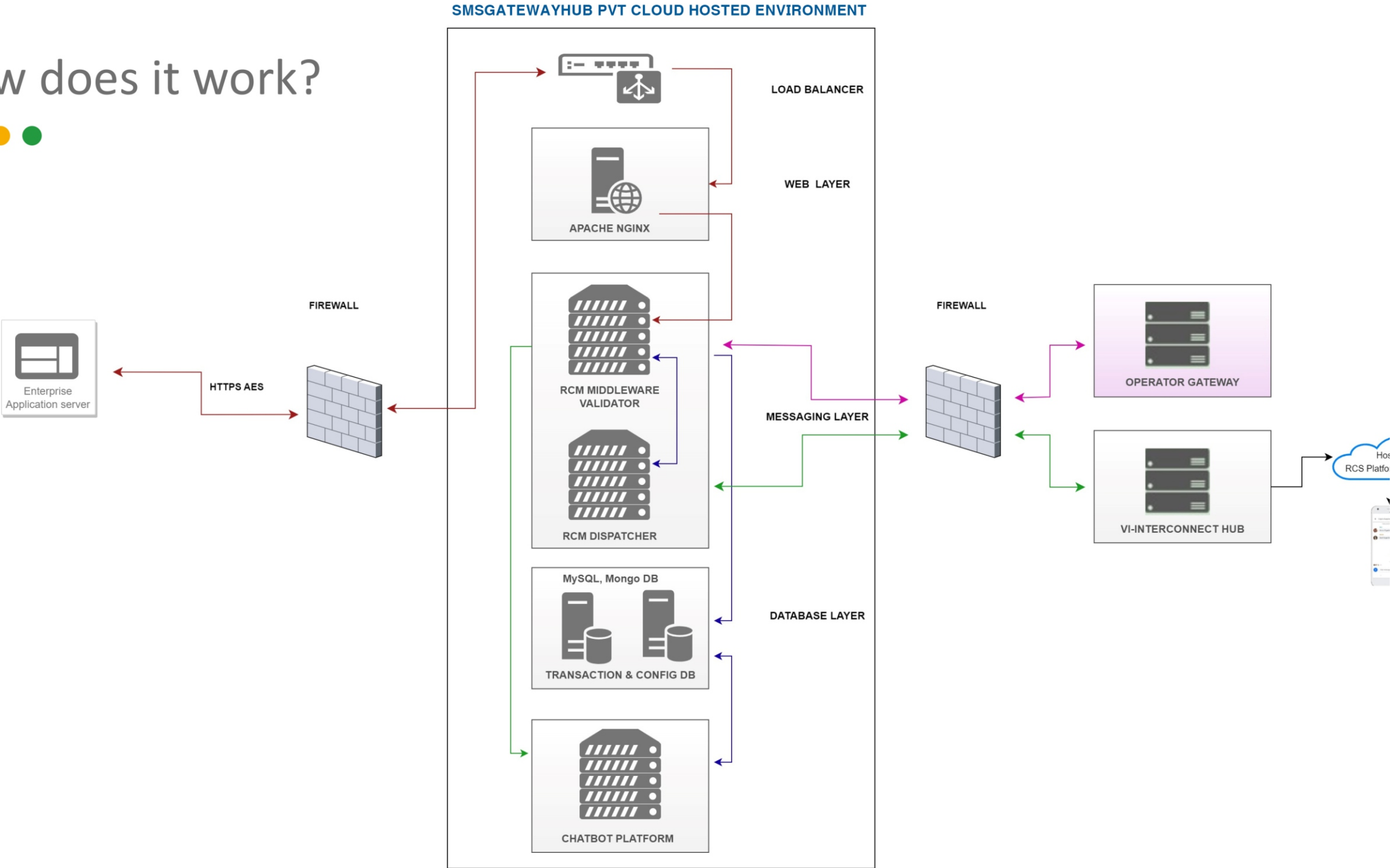


# How RCS work?

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# 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 promotions 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

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# Commercials



## Per Message Charges

Basic RBM message	Rs 0.30
Single RBM message	Rs 0.40
A2P - Conversational RBM message*	Rs 0.60
P2A - Conversational RBM message*	Rs 0.30

## Other Charges

Carrier maintenance Charge	<b>INR 5000</b>
One time set up	<b>INR 5000</b>
Platform processing fee / message	<b>@INR 0.04</b>
Bot development / man days	<b>@INR 10,000</b>

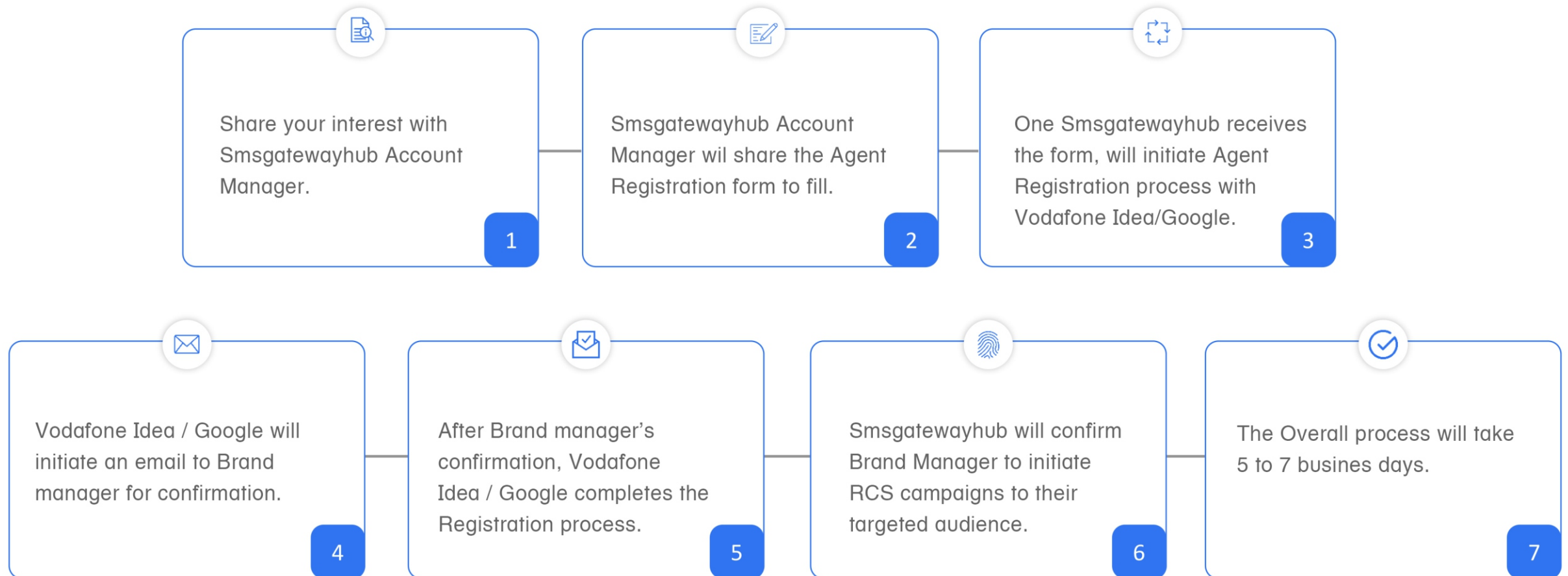
- **Basic Message:** means a single Device terminated RCS A2P Message that has been brand verified, limited to 160 characters, and includes delivery and read receipts. No other media or RBM feature is included.
- **Single Message:** means a single RCS Business message (delivered to an End User), and 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

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# Smsgatewayhub can help get you started







# Ask us for more information

for any queries or requests write to us at [info@msgatewayhub.com](mailto:info@msgatewayhub.com)