

Use Cases for SMS and RCS

How to use mobile messaging to connect with customers – and stay in touch with employees

Most businesses have cottoned on to the business benefits of SMS and RCS messaging. But few come close to the incredible potential these channels offer businesses.

Why?

Maybe because there are so many use cases out there, it can be easy to get lost in the maze of potential.

That's what this guide is for. It should help you:

- Categorize the multitude of mobile messaging use cases
- Spot the best interaction opportunities
- Roll out useful, revenue-boosting SMS and RCS programs across your business

So whether you're an enterprise trying to use messaging more strategically, or a vendor that sells communication solutions, this guide is for you.

Unlock the potential of SMS and RCS

Yes, this is one of those guides that toots the trumpet of SMS and RCS messaging. But this is a communications trumpet that deserves all the tooting. In recent years, SMS has helped tens of thousands of businesses communicate with large audiences more personally and empathetically than ever before. And RCS is coming hot on its heels.

RCS explained

RCS (Rich Communication Services) is SMS on steroids. It lets you deliver interactive, app-like experiences straight to your customers' messaging inboxes.

Where messaging is best

Mobile messaging's great strength is its ability to let businesses be there, be useful and be responsive in specific moments.

Here are some important stats to explain why:

5BN PEOPLE (in other words, almost every adult any business could hope to deal with) **uses mobile messaging.**

98% of texts are read.

90% of texts are opened within three minutes.

No other channel offers the ubiquity, accessibility and certainty of mobile messaging. While emails can land in junk folders, calls can be screened, and letters can be lost, texts almost always get through.

Where messaging isn't best

But let's be clear –mobile messaging isn't right for every customer interaction.

Email, Chat Apps and RCS are best when you're sending long documents a customer needs to save, but doesn't need to read right now. Or for when you're sending big content pieces like newsletters, brochures or product guarantees.

At other times, there's no substitute for voice calls. They tend to be just right for complex customer service interactions – when a real person needs to react to a customer's responses in real time.

So the big question is:

How do you work out which audience interactions are suited to mobile messaging?

Use Cases

There are times when SMS and RCS are uniquely positioned to help you connect with customers and employees. We've identified five different scenarios where SMS and RCS are ideal. We hope they help you think about messaging in new ways – and spark ideas about where SMS and RCS can fit into your communications strategy.

1. Sales & Marketing

When you simplify and accelerate the purchase process – by removing barriers and offering well-timed incentives.

A Sales & Marketing present a golden opportunity to influence a potential customer at exactly the right moment – when they're browsing, buying and paying.

This might be by removing barriers to sale and offering well-timed incentives to simplify and accelerate the purchase process. A coupon, an offer, or some extra information about the thing they're interested in often works well.

He's at the mall and just received an SMS: **30% off his favorite sneakers. Time to buy some shoes.**

Ordering a round of drinks without having to move – and a receipt on its way. That's the beauty of two-way RCS messaging.

Some people need to keep on top of the latest fashion. **A visual RCS message gets the word out about a new product.**

Her new credit card arrived last week, but she forgot to update the details for her gas bill. **Thankfully a message has let her know before her next payment goes out.**

She's shopping around for the best price for a new car. While she was waiting for companies to call back, you sent a quote she likes.

Done deal.

● Now imagine every one of these messages in RCS form. Graphics, buttons, videos and maps can make messages so much more effective.

You could also be influencing someone when they're thinking about your brand, looking at your product online, or are near one of your stores. Or it could be the delivery of reminders to let customers know a payment is due, or to warn them that their store credit card is about to expire.



2. Delivery & Confirmation

When you alert your customers to changes in delivery status and adapt to their schedules.

If your business delivers packages or provides home services, you'll know how many factors can cause delays or missed appointments.

But having a quick, reliable, convenient way to communicate helps you avoid these hiccups.

That's why SMS and RCS are perfect for perfect for deliveries and confirmations. By plugging messaging workflows into your IT systems, you can let customers know where you are and when you'll reach them – while adapting to their plans along the way.

He was supposed to let the engineer in at 4pm, but she's only just leaving work. Why so relaxed? **Because an SMS reminder let her rearrange the visit for later.**

He was about to do some shopping after work – but he's going straight home instead after receiving this text: **We've left your parcel in your porch.**

10 simple words were all she needed to get numbers for the summer party this year.
"Coming to party on Friday? Type Yes or No. The HR crew."

She's re-planning her day tomorrow after getting this SMS:
"It's quiet in the surgery this afternoon. Feel free to reschedule next week's appointment for between 2pm and 4pm today."

'A' to rearrange

'B' to keep as is

- All this has the happy side effect of slashing missed deliveries – saving huge amounts of cash and cutting the need for operational gymnastics.



She doesn't forget to take her morning and evening pills anymore – after she started getting daily texts like this: **"Joan – remember to take your pills. Please text back YES when you have."**

Julie's enjoying a coffee instead of waiting in line at the store. **She'll wander back when an automated text tells her the technician's ready.**

Ten minutes ago, Stan and his daughter Ellie received a message informing them there were short queues at Rocket Loops. **Now, it's lift off.**

Six carefully scheduled, video-rich RCS messages later, John feels like he knows exactly how to use his new project- management software.

She's going to take the car to work today after a message from her HR team warned her about train delays.

Clare and Owen hate rushing to make flights. Messages like this make life easier: **"Your 2:30pm flight tomorrow is on schedule. Security lines are expected to be busy, so check in no later than midday."**

They're staying dry because you sent a weather forecast via RCS along with their seating map.



3. Reminders

When you help customers – whether they've forgotten something, need information, or would just benefit from some care and attention.

Great customer experience is about being there for your customers – even when they don't know they need you. If you make time to deliver empathetic help and reminders, you'll be rewarded with loyalty, affection, and – bottom line – bigger revenues.

Reminders could include the onboarding of new customers, or reminding them when you're meeting next to avoid appointment no-shows. It could be giving a customer or employee a nudge when they're running out of something, or when they're due to make a payment. To deliver really outstanding CX, you need to think imaginatively about situations in which you might be able to help your customers.



4. Authentication

When you improve your customers' security with two-factor authentication, reminders and alerts.

Everyone wants their online identity and accounts to be safe. But they want that safety to be hassle free. Mobile messaging can help with all Authentication.

Two-factor authentication (2FA) via SMS makes device and data protection a breeze. An employee that wants to log-in to an application or work computer can be sent a code via their inbox. No need for extra hardware or software. It's easy to set up too. Tick a permission box and you're done.

Automated SMS alerts can also be used to authenticate transactions and authorize account activity.

He no longer has to carry a number-generating widget to bank online.
A number sent by SMS works just as well.

Every time she logs into her laptop, a unique code is sent to her mobile phone. Ultra safe, but ultra simple.

After a shopping splurge, he doesn't have to call his bank's fraud department. **A quick SMS exchange confirms he made the purchases.**

He needs to access secure information on his work device. Username. Password.
PIN sent via SMS. And he's in.

He's desperate to have his say on the poor hotel service he's just received. And his travel operator is desperate to hear about it. **Post-checkout SMS surveys are powerful tools.**

She's not happy with her new laptop. But instead of venting on Twitter, she's filling in an SMS survey she's received.



5. Feedback

When you give customers a chance to offer feedback in the most simple way – or grant them the freedom to self-serve.

Listening to your customers and employees is the only way to understand their views and preferences. SMS and RCS are perfect for this.

Let's say you want to know how a guest's visit to your hotel or online store went.

An email might not be read until days or weeks later – if at all. A paper form when they're leaving is an extra hassle they don't need.

But an SMS or RCS asking for feedback gets you a response when it's freshest. Plus, if they've got negative feedback you can start making up for it immediately – before they take to social media.

You can use mobile messaging for information requests too. It's cheaper for you and more convenient for the customer. Or if you need to make a difficult decision that'll affect your customers or employees, put it to an SMS or RCS vote.

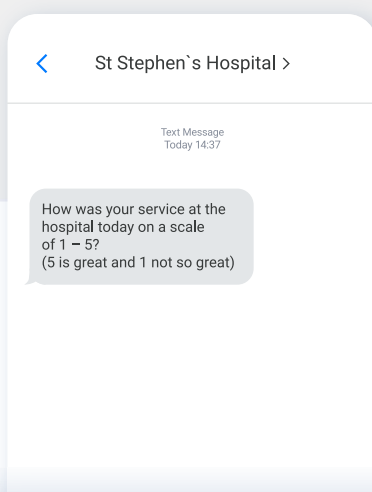
Getting feedback on the service is now as easy as this:

Dieter is reassured his question will be answered – no waiting in a call-center queue required.

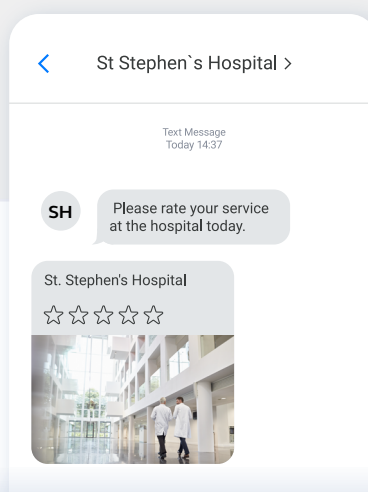
Please rate your care on a scale of 1– 5 stars (1 being bad and 5 being great).

Thank you for your question. We're investigating this matter now and will be in touch with an answer before 21:00 tomorrow.

SMS



RCS



RCS is perfect for requesting and receiving feedback. **Which survey would you be more likely to fill in?**



SMS and RCS – a compelling business case

Customers are demanding ever-improving experiences – more personal, more immediate and more helpful. Yet CX budgets aren't rising in proportion with expectations.

Mobile messaging gets companies out of this CX trap. It delivers better customer experience, while reducing costs. That's why SMS has become the go-to technology for CX-focused organizations. And that's why RCS is set to take business messaging to the next level in the coming years.

We can help with SMS and RCS. Our experts can tell you all you need to know about getting started, or moving from your current messaging provider.

About Infobip

Infobip helps the biggest brands in the mworld use mobile messaging to connect with their customers in the moments that count. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession.

Get in touch



The Infobip Advantage

GLOBAL REACH AND LOCAL PRESENCE

- ✔ 700+ direct-to-carrier connections
- ✔ Connect with over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 70+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in line with their needs, local requirements and based on proven global best practices.

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

REMARKABLE CUSTOMER EXPERIENCE

- ✔ Technical expertise
- ✔ Solutions and CX consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy

OWN INFRASTRUCTURE

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 40 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



CPAAS LEADER IN IDC
MARKETSCAPE 2021



MESSAGING WINNER 2021
BEST CUSTOMER ENGAGEMENT
PLATFORM 2020



WINNER -
COVID-19 FAQ
CHATBOT OVER
WHATSAPP



BEST GLOBAL SMS
SERVICE PROVIDER
- WHOLESALE
SOLUTION 2020



Recognising Challengers and Disruptors
JUNIPER
RESEARCH

PLATINUM WINNER AS THE BEST CPAAS PROVIDER IN 2021
PLATINUM WINNER AS THE BEST RCS PROVIDER IN 2021
PLATINUM AWARD AS THE GLOBAL CPAAS PROVIDER IN 2020
PLATINUM AWARD AS THE EMEA CPAAS PROVIDER IN THE 2020
PLATINUM AWARD AS THE BEST RCS PROVIDER IN 2020
GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION IN 2020



BEST OTT
PARTNERSHIP 2019
BEST MESSAGING
INNOVATION - BEST
RCS IMPLEMENTATION
2019



BEST A2P SMS VENDOR AS RATED
BY MNO'S 2017, 2018, 2019, & 2020
BEST A2P SMS VENDOR AS RATED
BY ENTERPRISES 2019, 2020
TIER 1 SMS FIREWALL VENDOR
2017, 2018, 2020 & 2021
TOP 10 INNOVATOR OF 2020



BEST MESSAGING API
BEST MESSAGING INNOVATION-
CARRIER SOLUTION
BEST ANTI - FRAUD INNOVATION
BEST SMS / A2P PROVIDER FOR
THE EMEA REGION



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