



What is RCS?

RCS (Rich Communication Services) is a new IP-based messaging service from mobile operators. In essence, it is an evolution of SMS. RCS-enabled messaging combines the global reach of SMS and rich features of chat apps like WhatsApp, Viber, Line, Facebook Messenger.

Businesses can use RCS to boost brand communication with their customers by delivering secure, rich messages. RCS provides a more visual user experience and can increase conversion rates through the use of logos, brand elements, videos, images, and carousels.

During its initial rollout, failover to SMS is an important feature which will ensure messages will always reach customers, even in cases where the receiving party is not RCS capable.

RCS FUNCTIONALITY

1. Rich features

- Rich media – photographs, video and audio files, rich cards, or carousels
- Improved location functionality - location sharing, view map
- Configurable buttons - embed clickable, customized buttons, such as suggested replies and suggested actions
- Open URL button – opens link in a web browser or deep links into an app
- Creation of calendar event
- Longer messages - RCS is not limited to 160 characters, enabling message content to be more robust

2. Branding

Add company name, logo, and colors to brand messages

3. Chatbot feature

Automate conversations to give customers relevant and timely notifications and digitalize repetitive communication patterns

4. Real-time analytics

With RCS, companies can get detailed information about customer behavior, such as real-time analytics and reports with on-screen event tracking

5. Trustworthy channel

According to Universal Profile standard, all senders need to be registered and verified by the RCS service provider



Awareness

- New product launches
- Business update notifications
- Branding introduction
- Collecting customer feedback



Appealing promotional messages

- New product offerings
- Sales or discounts, especially to loyal customers
- Product and/or service ratings



Memorable notifications and reminders

- Purchase confirmations
- Delivery notifications and updates
- Contract expiration reminders
- Changes in service terms and conditions



Instant assistance on a native mobile channel

- Interaction with an agent about products or services (real time or interactive)
- Automatic replies to customer queries

WHAT IS THE REACH OF RCS?

RCS has 421 million monthly active users and 1.2 billion ready devices as of January 2022. According to a November 2021 Mobilesquared report, there will be 1.9 billion RBM users by the end of 2022, with a projected increase to 2.7 billion by 2025.