

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.

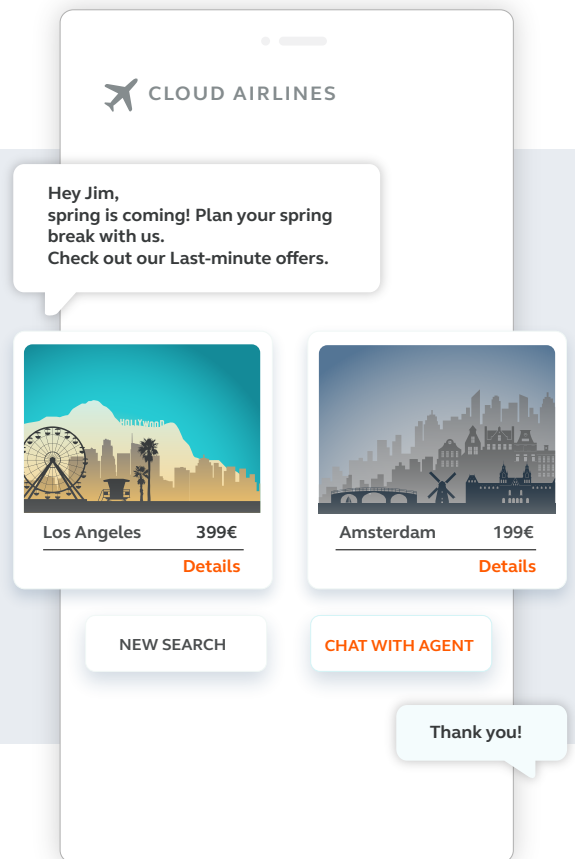
With RCS, people will be able to send pictures, videos, audio, emojis, memes, and texts. They can exchange files, share locations, and create group chats, all with an enhanced and more visual user experience.

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



Notify

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



Engage

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



Support

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



Secure

- One-time PINs to authenticate users
- Password reset flow
- Suspicious account activity notifications

What is the reach of RCS?

As of October 2019, RCS is available through **81 operators in 55 countries**, and is projected to increase to **135 operators** by the first quarter of 2020. RCS currently has 300 million monthly active users.