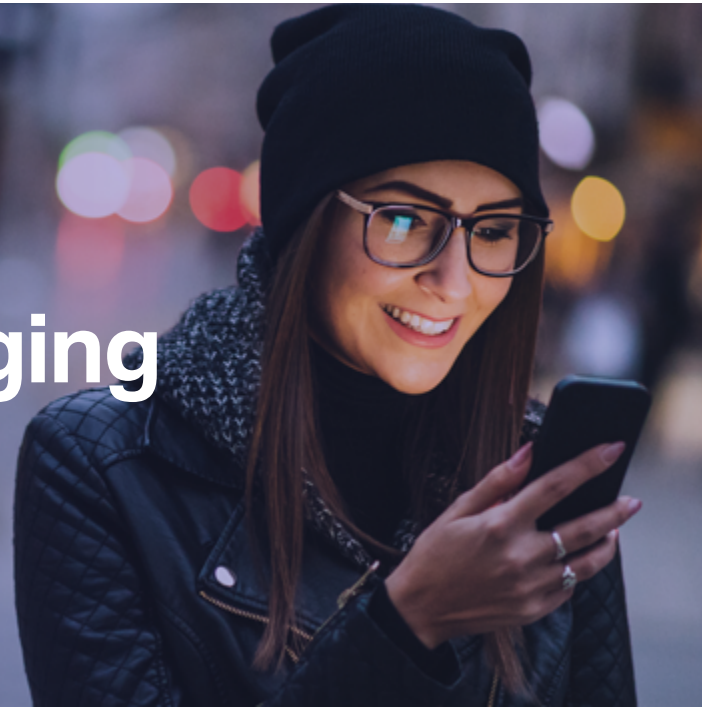# RCS: The future of mobile messaging and apps

RCS is the next evolution of SMS, and it's going to change mobile communications forever.

Text messaging is the most direct and widely used form of communication on the planet today. That's why two-way, automated enterprise-to-person text messaging – otherwise known as A2P mobile messaging – has become so important for businesses. And it's increasingly being used to plug the communication gaps left by more expensive and often less effective communication options such as call centers, emails and automated voice systems.

But A2P text messaging has so much more to offer. Very soon, businesses will be using mobile messaging to communicate in even richer ways – which will lead to deeper empathetic interactions with their customers.

Introducing Rich Communication Services (RCS)

The evolution of SMS

RCS creates the feeling of a mobile app inside your messaging inbox – with high-resolution images, photos and video sharing, and interactive buttons. It also gives you better analytics – through "read receipts" – that allow enterprises to optimize the RCS experiences they offer.

As a clear evolution from the simple – and ubiquitous – experience of text messaging, RCS could even herald a downturn in the use of apps, as there will be no need to download a specific app and create an account in order to use its rich features.

Mobile operators are in line

The complete adoption of RCS by mobile operators looks inevitable. That's because the GSMA – a body that represents the interests of nearly 800 mobile operators worldwide – is backing a universal RCS profile, which will provide RCS messaging right across the Android ecosystem and include Apple iPhone apps to receive and send RCS messages. This means that all GSMA operators will use the same open, cross-platform alternative to proprietary services like iMessage (which only works on Apple devices).

The end goal they're supporting is for every phone to include RCS in the default messaging inbox, through every mobile operator globally – allowing consumers to connect to everyone, everywhere at any time.

Customers want it now

There are already mobile operators that have deployed RCS messaging as advanced messaging for their subscribers. And consumers appear to be ready to use RCS to communicate with businesses.

Recent research by OpenMarket reveals that 72% of consumers widely use SMS to communicate with businesses. But they're eager to enjoy richer communication. Four out of five respondents (82 %) said they would prefer to have RCS messaging capabilities over traditional SMS interactions. And 79% said they'd feel safer interacting with a business that had verified company branding on its texts and a sender ID.

RCS explained

With RCS, customers will enjoy a very similar experience to using a mobile app, packed with great features and visuals. But, because RCS messages are delivered to the SMS inbox, users can avoid the hassle of downloading apps to get the information they need.

That's because RCS is an end-to-end software platform that supports legacy systems like SMS and MMS, and RCS-compliant clients on any device or mobile operator. All messages are encrypted and new features can be patched in through the cloud.

This is a huge opportunity for enterprises. Brands that embrace it will be in a better position than ever to provide empathetic interactions with customers in the most used feature on phones – their mobile messaging inbox.

RCS creates an interactive experience that integrates text, video, graphics and buttons into an inbox. You can easily deliver:

– Calendars with bookable slots for appointments

– Maps for appointments

– Tickets and vouchers

– Boarding passes, terminal maps and visual status updates for flights

– Instruction videos from your support or customer service team

– Data and graphs to employees off-site

– Buttons that mean customers can tap rather than text a reply
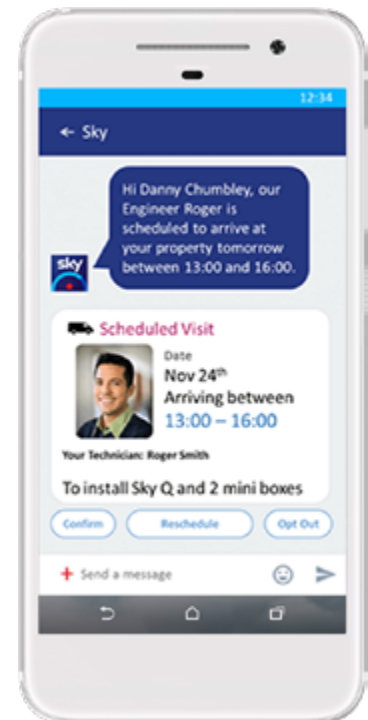
RCS creates so many communication opportunities. It's up to businesses to use their imaginations and realize them.

Coming soon

Mobile operators are rapidly turning to RCS. With the backing of the GSMA, Samsung and Google, it won't be long before RCS is universally available. Enterprises that have an automated A2P text messaging system already in place will be ready to take advantage. OpenMarket can help you with that.

If you'd like help moving towards an SMS and RCS future, give us a call. We'd be happy to pass on what we know and tell you about our early adopter program.