




RCS and the new age of customer empathy

Discover the future of
mobile messaging





This is the most exciting time ever to be a big business that cares about its customers.

Thanks to SMS messaging, you already have the ability to reach customers in precise moments and exact places – via their cell phone inboxes.

And now a new way of engaging is emerging.

Rich Communication Services (RCS) lets you use the established, trusted and ubiquitous text messaging channel and infrastructure. But instead of simple text communications, it offers app-like, video-rich, interactive experiences.

The age of RCS business messaging is just beginning. And you have the chance to be involved at the start of it.

Introducing Rich Communication Services (RCS)

RCS business messaging is the next evolution of mobile engagement. It combines the reach and cut-through of SMS with the interactivity and elegance of mobile apps.

Like SMS, RCS is an interactive communication channel. So you're able to facilitate two-way messaging, using a fantastic variety of rich communications, including:

- High-resolution photos
- Action and reply buttons
- Star ratings
- Audio messaging
- Videos and animations
- GIFs
- Image carousels
- Rich Cards
- Branding
- Geolocation
- Add to calendar

The data advantage

RCS business messaging will shed new light on your customer journeys – and the success of your messaging campaigns. RCS yields metrics that include read receipts by default, feedback on the effectiveness of CTAs, and analytics on customer journeys.

It lets you continually test and optimize the experiences you offer, with real-time updates.

Hook it up – simply

With a good API, RCS messaging flows can be connected directly to your systems – whether a CRM, contact center, or any of your back-office tools. Then all sorts of automated and empathetic interactions can take place. And remember, the indigo multi-channel messaging platform is here to make everything easy for you.



Introducing indigo

indigo by OpenMarket is a new type of multi-channel mobile messaging platform for businesses. It helps non-technical people set up automated customer interactions – across SMS, RCS, MMS and other rich messaging formats.

indigo is directly connected to the world's leading global, cross-channel mobile messaging network (used by seven of the planet's ten biggest brands).

The platform combines an intuitive interaction builder with powerful and practical tools for analysis. It's never been so easy to roll out reliable, timely, automated conversations with consumers in around 250 countries.

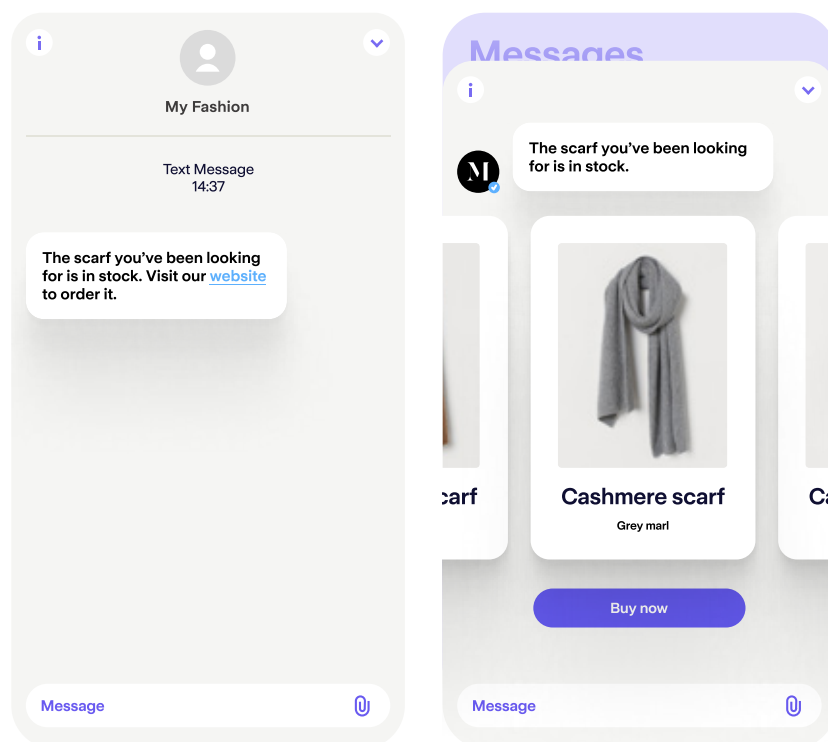
[Explore indigo](#)

What does RCS mean for your business?

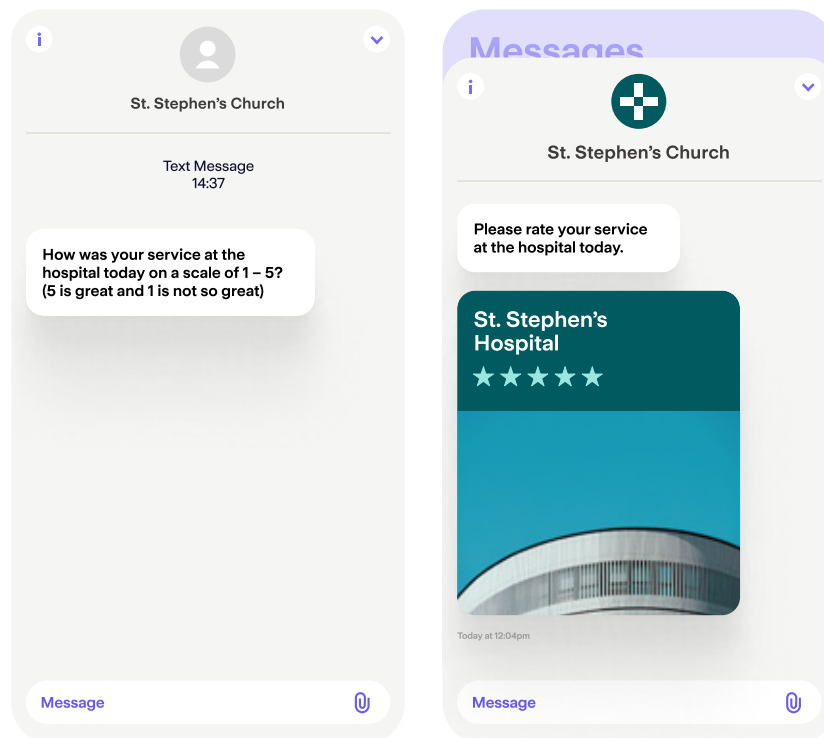
Imagine an airline delivering a full, multimedia check-in experience within an RCS messaging experience – complete with boarding passes, visual flight updates, and on-demand terminal maps (without the traveler ever needing to download the airline’s app).

Or imagine a retail chain sending messages about their new products that are branded, contain visual call to actions, and offer clear one-click location sharing, or easy-to-complete customer surveys.

Look at these SMS and RCS messages.
Which would you be more likely to respond to?



There are so many more use cases to set out – and we’ll do that later in this guide. First, let’s look at why the powerful communication features offered by RCS have such a great chance of getting through to your customers.



The power of RCS with the reach of SMS

It's hard to get to grips with the potential of RCS without appreciating why text messaging has become such an important communication channel for so many companies. Consider these stats:

- Around 5 billion people use text messaging (that's two thirds of the human race)
- 98% of texts are read (compared with 20% of emails)
- More than 90% of texts are opened within three minutes

There has never been a channel of communication as ubiquitous, immediate and far-reaching as text messaging. How long does it take you to open a text when you hear that familiar notification? For most of us, it's seconds. This opens up an incredible opportunity. Mobile messaging gives you the power to reach customers in exact moments and precise places.

Now think again about the opportunities presented by an even richer messaging experience. With an intelligent, automated, two-way RCS capability plugged into your customer ops tech stack, you'd have an unprecedented opportunity to serve your customers exactly when and how they need it.

It's time to think about specific ways you could use RCS to engage customers, help them, and motivate them to take a particular action. Here's some ideas to get your creative juices flowing.

Event tickets and more

Katie received her basketball game ticket by RCS – along with a stadium seat map, a link to book tickets for the next game, and the chance to pre-purchase her drinks.



Hi Katie. I'll find the best available options right now.

Book tickets

Detroit Pistons vs Pheonix Suns
Wed, Nov 29th – 5:00PM

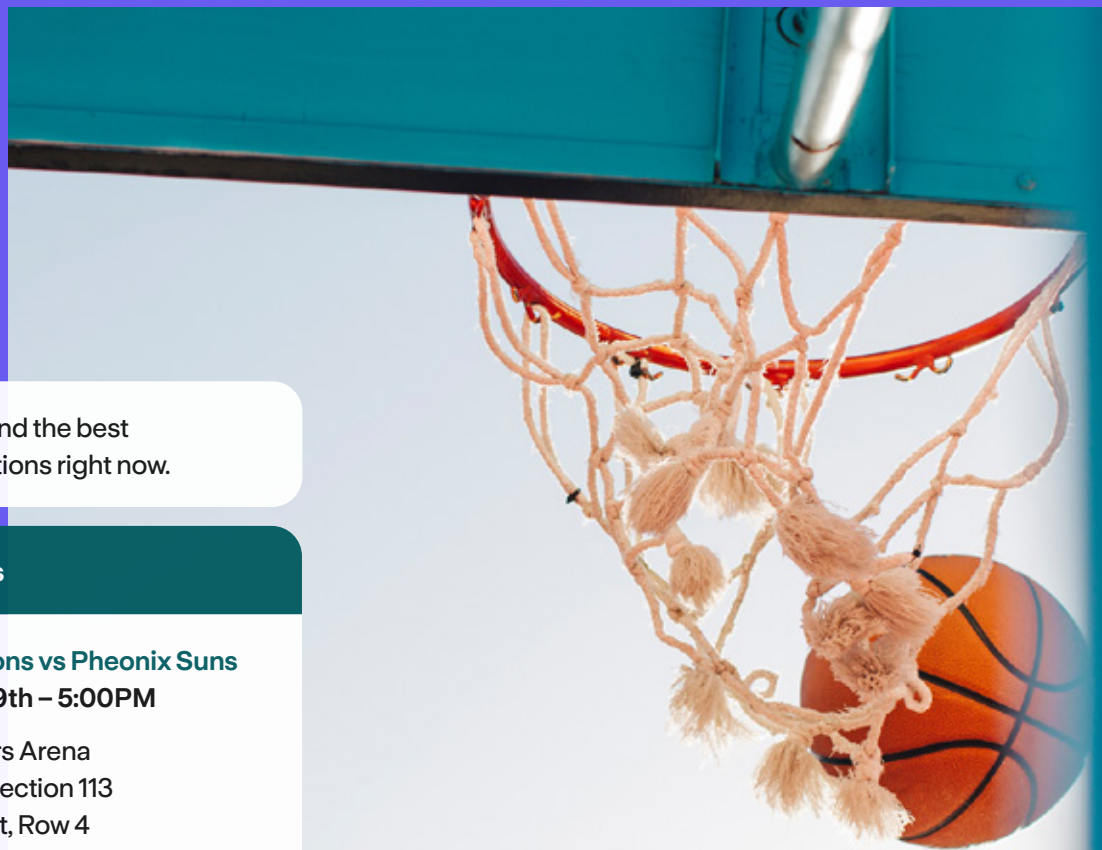
Little Ceasars Arena
2 tickets in Section 113
Center Court, Row 4

\$95 each

Confirm


Change

Today at 1:30PM



Easy payment authentication

His credit card doesn't get blocked during shopping sprees. A quick RCS message to help protect against fraud (with identifiable, reassuring branding) works much better.

A close-up photograph of a person's hand holding a white credit card over a payment terminal. The hand is wearing a silver metal watch. The payment terminal has a keypad with numbers 0-9 and function keys. The background is a blurred grey surface.

Hi Paul. FICO is here to help. Did you just spend \$1263.20 at Harrods with your card ending 6643?



Pay now with Touch ID

Today at 1:30PM

No more missed deliveries

Alice needs her delivery to arrive in time for her friend's birthday. With RCS, she can pick and confirm her slot with just a few taps.



Hi Alice. Please confirm or amend your chosen delivery slot.

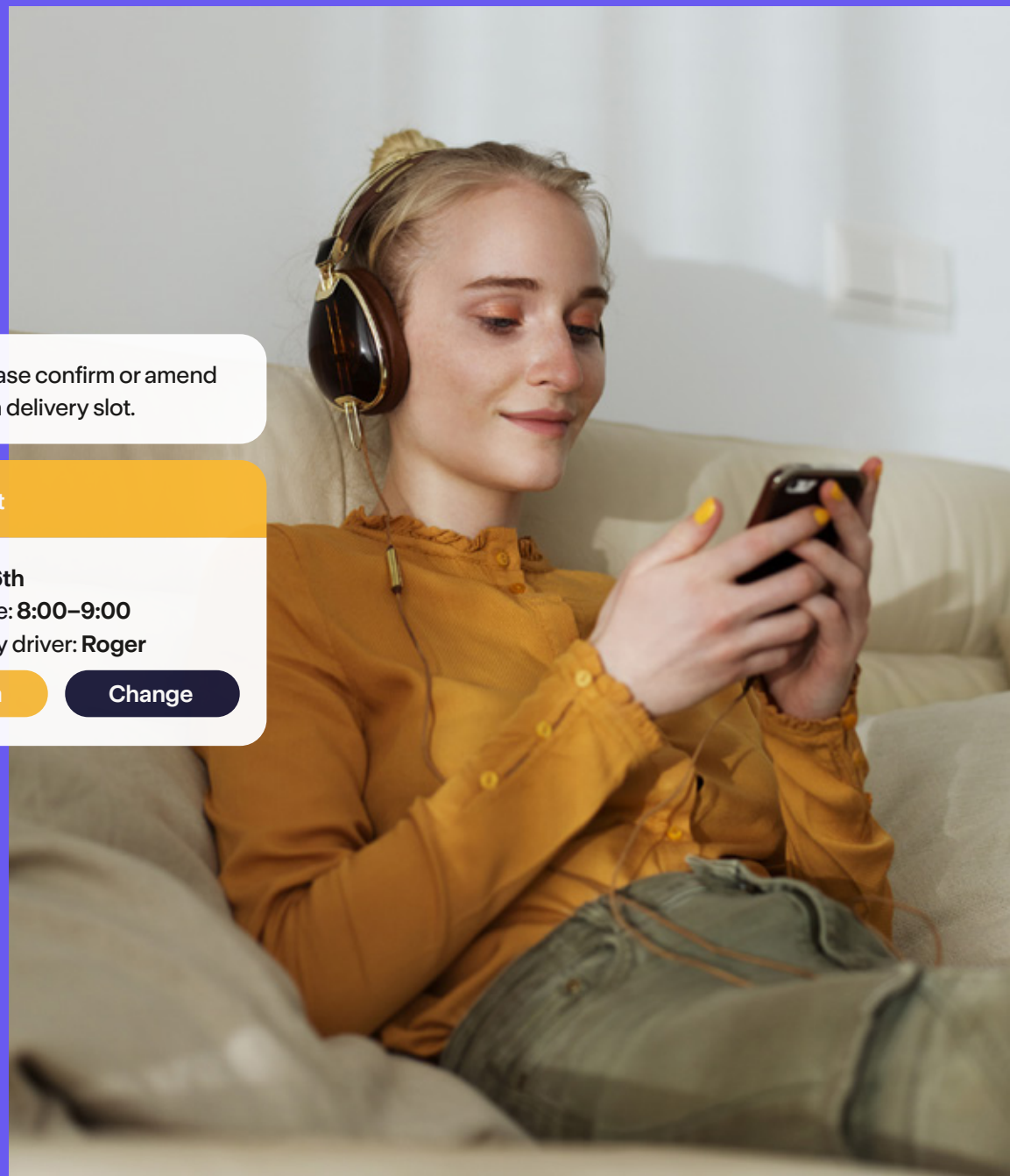
Delivery slot

Date: **Nov 16th**
Delivery time: **8:00–9:00**
Your delivery driver: **Roger**

Confirm

Change

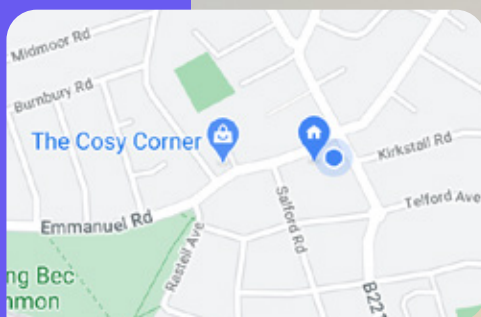
Today at 1:30PM



Automated maintenance alerts

Keeping the streetlamps on has never been so easy. When you connect city infrastructure to the Internet of Things and an RCS platform, you can trigger automated alerts whenever a light loses power or a lamppost is damaged.

Utility pole on Freedom Trail is tilted



Today at 8:30PM



Running late?

Running late for a flight? At least checking out of the hotel is quick and easy with RCS messaging.



Hi Sarah, check out here if you like.

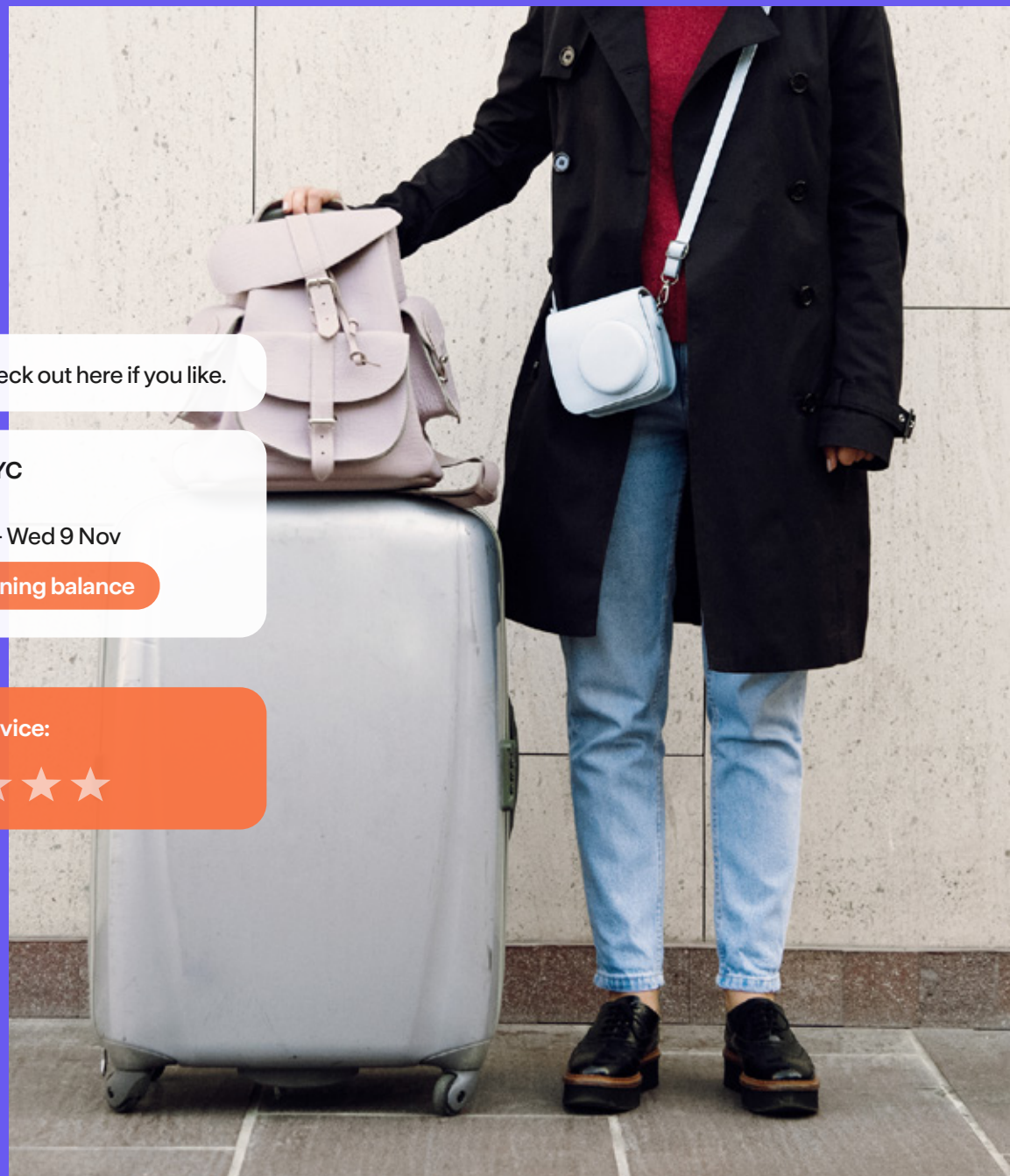
BH Hotel NYC
Room 281
Mon 7 Nov – Wed 9 Nov

[Pay remaining balance](#)

Rate our service:



RCS message



Other RCS business messaging features

- Hitting a button to confirm or cancel an appointment (rather than responding 'yes' or 'no' via text)
- Receiving an appointment calendar with available slots to grab
- Appointment confirmations delivered with a map and directions
- Birthday card texts
- Video adverts for latest products
- Video instructions to accompany purchases of flat-pack furniture or new appliances
- Trailers for movies, concerts and games they're interested in
- Having the option to click a button to share location with brands to receive relevant help or offers
- Receiving pre-call audio messages from businesses to warn of an upcoming call

It's up to you to use your imagination with RCS. What communications would please your customers while helping your company at the same time?

Getting started with RCS

Google has rolled out RCS as Android's primary texting platform, which means it can be used by anyone with the Android messaging app. Soon, every new Android phone will accept RCS in the default messages inbox, and every major mobile operator globally will support it.

Apple is yet to get on board, but in the meantime, any message sent to an Apple device can revert to SMS. RMM is a solution provided by OpenMarket and our partner VoiceSage. It lets you deliver RCS-style messaging experiences to customers that don't have an RCS-compatible phone.

Check out our [Guide to rich messaging](#).

- 1 Branding**
Customize messages with your logo and colours.
- 2 Rich Media**
Create a more engaging experience with videos, GIFs, polls and more. All embedded into your messages.
- 3 Suggested Reply and Action Buttons**
Make it easier for your customers to get in touch.
- 4 Verification**
Let customers know your messages are authentic.
- 5 Automated responses**
Respond to customers in the moment with pre-programmed messages.

The screenshot shows a mobile messaging interface. At the top, the contact is 'Everfast Trains' with a green circular logo containing a white 'E'. The message content includes a text notification 'Jenny, your train leaves tomorrow. Here's your online ticket', followed by a rich media card for 'Everfast Trains Trip'. This card contains a QR code, trip details (TRIP EV12449, DEPARTS 09:40, PASSENGER Jenny Smith, SEAT 61), and a visual representation of the train route (EUS to CRE). Below the card are three action buttons: 'Change Seat', 'Save to Wallet', and 'Contact'. At the bottom, a suggested reply bubble says 'Ok, saved to your wallet!'. The interface also shows a status bar at the top and a navigation bar at the bottom with buttons for 'Book Trip', 'Travel Assistance', and 'Line Status'.

Get started

It's never been easier to introduce RCS messaging to your messaging mix. The indigo multi-channel messaging platform lets non-technical people in your company easily create campaigns using SMS, MMS and RCS. Download our guide to learn more.



[Get the guide](#)

We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you

