



How RCS can help your business customers engage with consumers

Discover the future of mobile messaging

 For businesses that provide SMS services & solutions





This is probably the most exciting time ever to be a business that provides mobile messaging solutions and services to businesses.

You already give brands and organizations the ability to reach customers in precise moments and exact places – via SMS.

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 offer it to business customers right now.

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

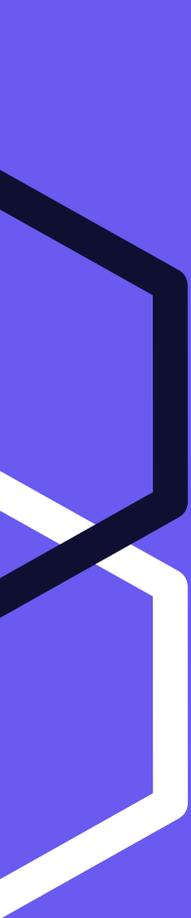
RCS business messaging can shed new light on the customer journeys you facilitate – and the success of your customers’ messaging campaigns. RCS yields metrics that include read receipts by default, feedback on the effectiveness of CTAs, and analytics on customer journeys.

Brand customers you offer it to would be able to continually test and optimize the experiences they offer, with real-time updates.

Hook it up – simply

RCS messaging flows can be connected directly to your customers’ systems – whether a CRM, contact center, or any of their back-office tools. Then all sorts of automated and empathetic interactions can take place.





Become an OpenMarket customer – then a partner.

If you become an OpenMarket customer and send enough messages through our platform, you could be invited to become part of our Partner Program. This would give you access to a whole range of business benefits.

There are four pillars to the partner program:

1. **Expand your sales capability**

Expand sales capabilities through access to training, best-practice guidance, and sales and marketing resources. Enabling partner success and growing revenue together are the program's guiding principles.

2. **Reach more customers**

Partners have the opportunity of reaching more customers through referrals. The OM Partner Program team passes on leads when it can – especially if a potential client can benefit from a more specialized service offered by a partner.

3. **Create new revenue opportunities**

We and our partners can create new revenue opportunities together in many ways – from leveraging our library of customizable marketing campaign content, to teaming up to build demand-gen campaigns.

4. **Build your business**

Our team of experts work with partners to build account plans and develop mutually beneficial, long-term business opportunities.

The exact combination of benefits would be dependent on your business model, partner type and messaging output. But the goal is the same for every one of our individual partnerships: to grow and succeed together.

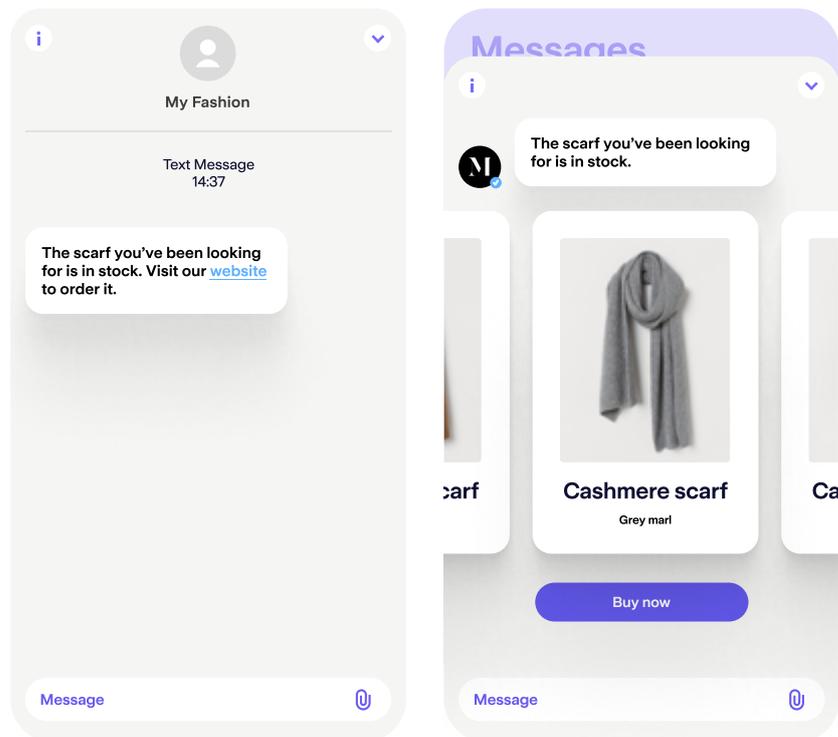
[Check out our Partner Program](#)

What does RCS mean for your business customers?

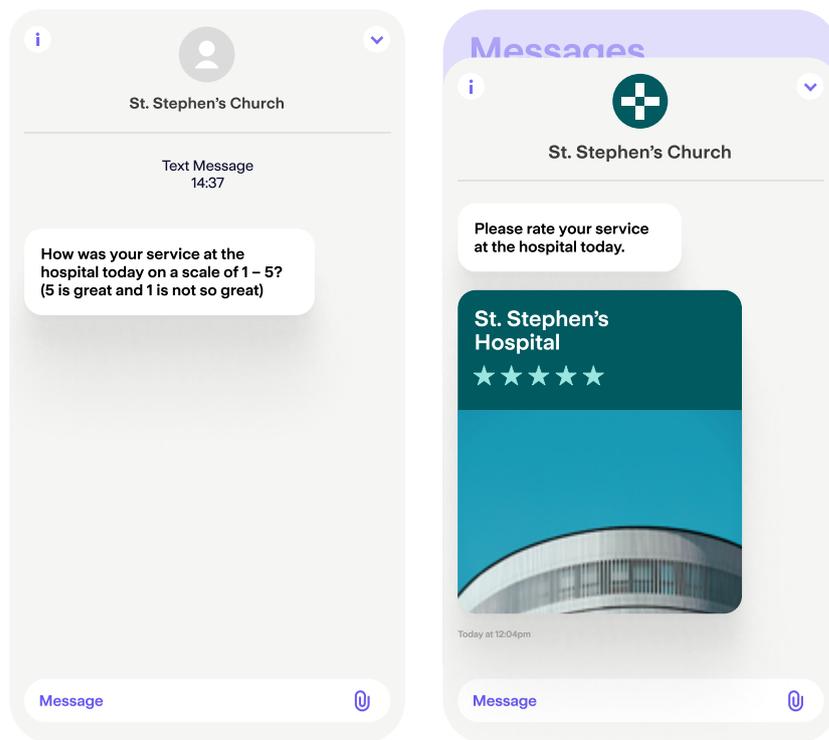
Imagine an airline delivering a full, multimedia check-in experience within an RCS messaging experience – complete with boarding passes, visual flight updates, and on-demand terminal maps (without the traveler ever needing to download the airline’s app).

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 the customers of the businesses you work with.



The power of RCS with the reach of SMS

It's hard to get to grips with the potential of RCS without appreciating why SMS messaging has become such an important communication channel for so many companies. You probably already know the stats: 98% of texts are read – more than 90% within three minutes.

Mobile messaging gives businesses the power to reach customers in exact moments and precise places.

Now think again about the opportunities presented by an even richer messaging experience. Think about specific ways the businesses you work with could use RCS to engage customers, help them, and motivate them to take a particular action.

Here are 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 even 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

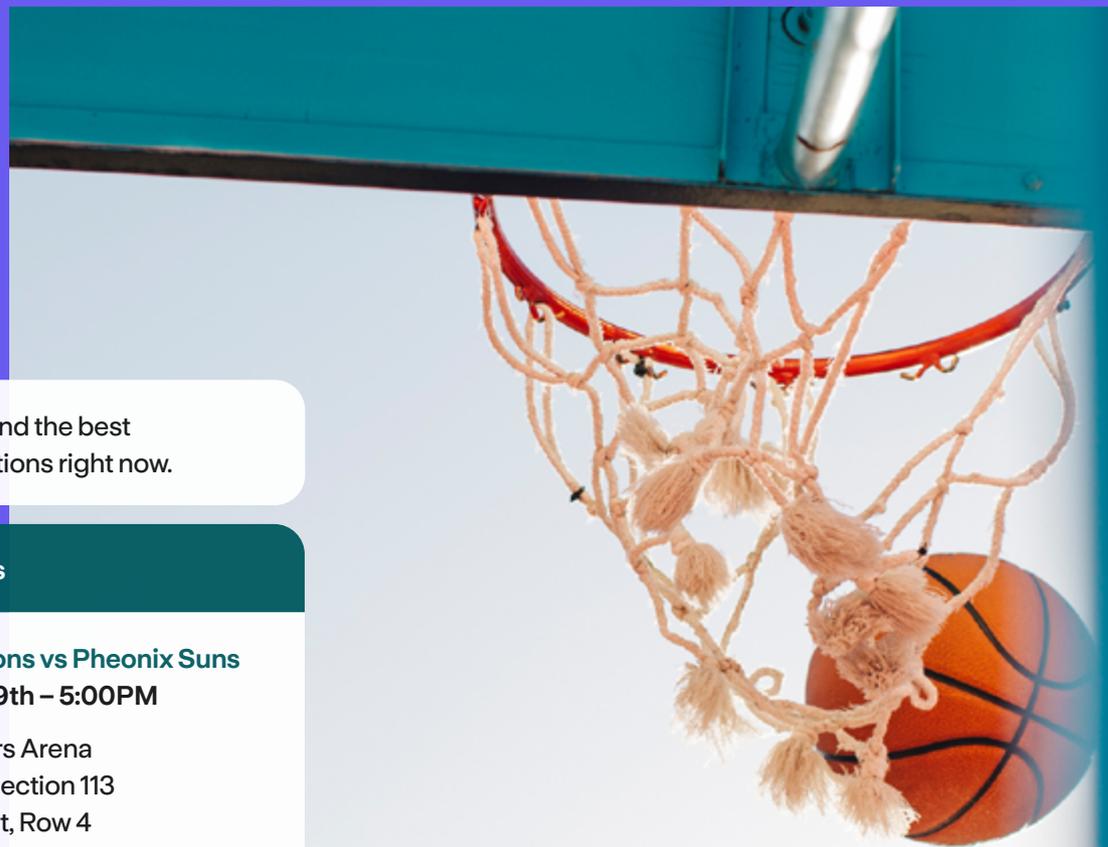
Little Ceasars Arena
2 tickets in Section 113
Center Court, Row 4

\$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.



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.

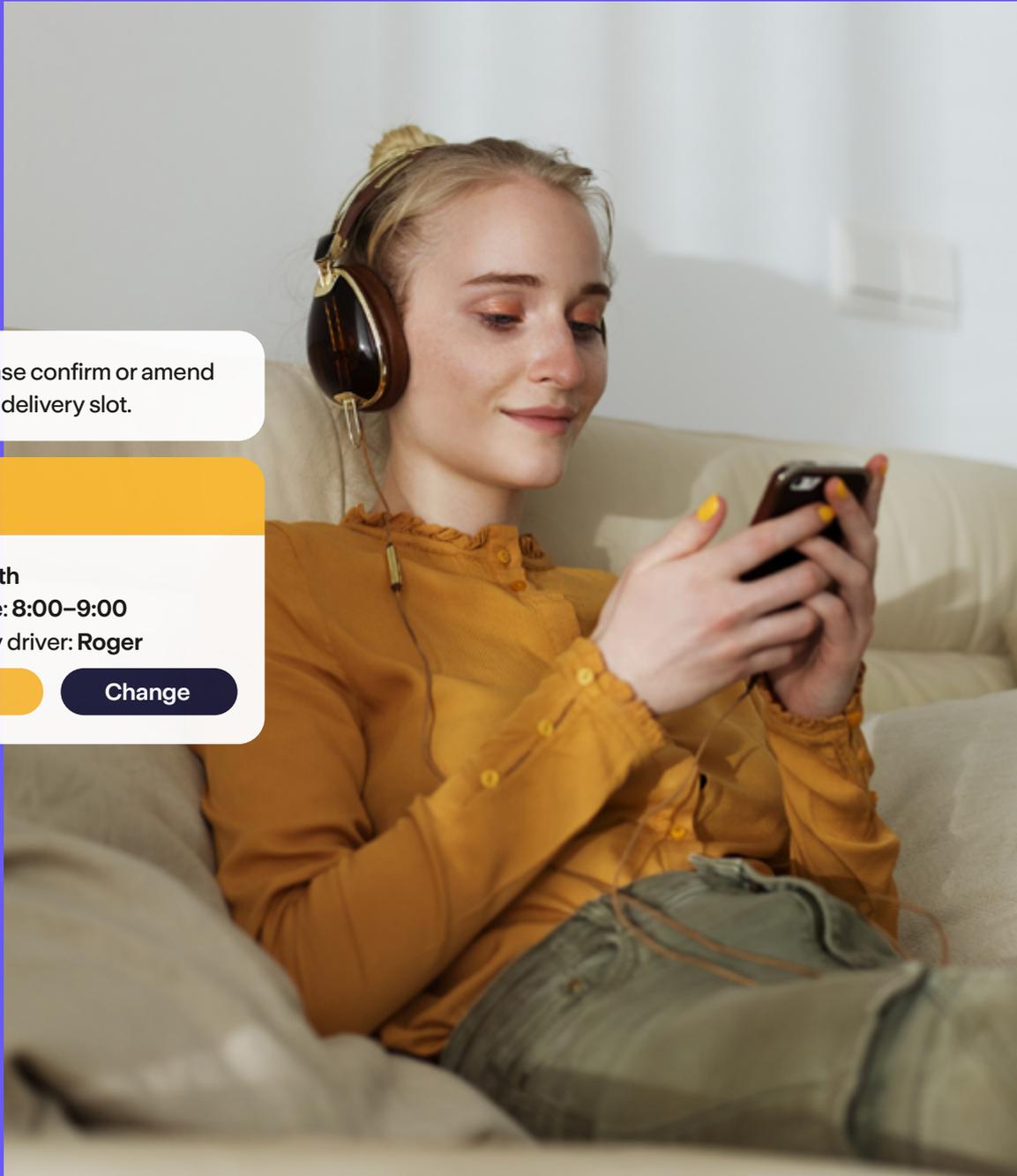
Delivery slot

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

Confirm

Change

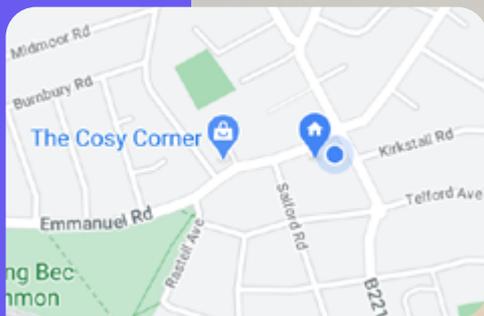
Today at 1:30PM



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

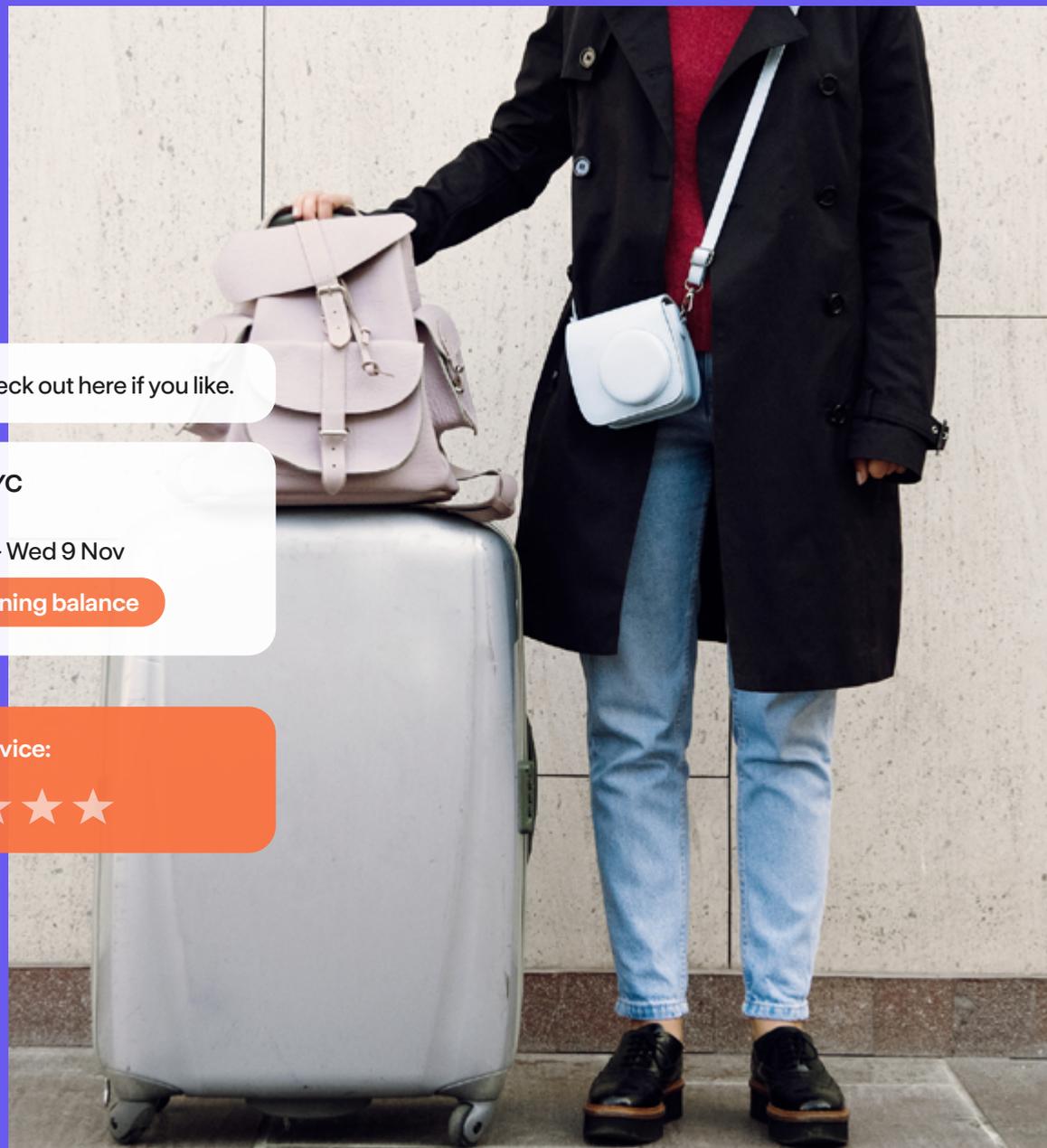


Today at 8:30PM



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

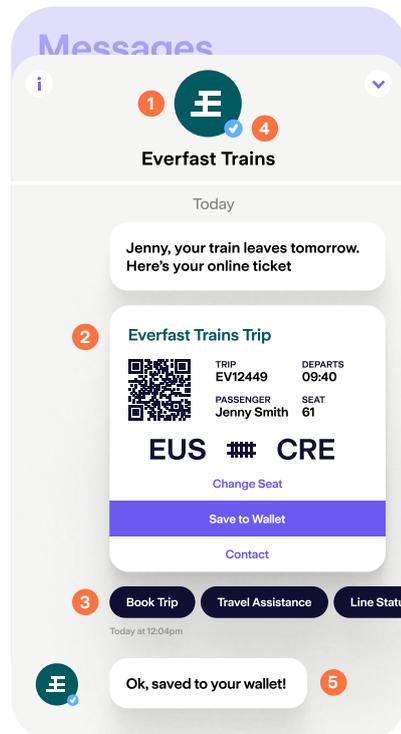
Your imagination is the limit when it comes to creative uses of RCS for your business customers. What rich communications would please their customers, while delivering a formidable ROI?

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 (Rich Media Messaging) 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.

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



How to pitch RCS to customers

Most businesses are switched on to the low-hanging fruit of business messaging: SMS, MMS (and now [Branded Messaging](#)) are an easy sell.

With RCS (Rich Communication Services), you're offering customers the opportunity to get ahead of the mobile messaging curve.

After years of hype, most businesses will already know the basics of RCS, and should need just a quick refresh. Referring them to our [RCS hub](#) could help.

Once they're reminded that RCS combines the reach, cut-through and interactivity of SMS with the elegance of rich communication (think app-like, video-rich engagements), the battle is a quarter won. Mention that customers who don't have RCS-compatible phones get an SMS fallback message, and you're halfway there.

Soaring metrics ([as seen by early adopters](#)) and hugely enhanced interaction data delivered by RCS, will help build the case further.

RCS can be deployed in a myriad of creative ways. But the best way to demonstrate richer messaging in action is with use cases. Your customers will see for themselves how RCS can benefit their own businesses and keep their customers happy, all at once.

When pitching RCS, you'll likely be asked about ease of implementation. We'll be there to support with that. We can help get RCS messaging flows hooked up to your customers' existing systems (whether CRM, contact center or back-office tools). Reassuring stuff.

RCS is already at the forefront of the new era of messaging. Your customers might just be ready to take the plunge.

Get started

It's never been easier to put RCS into your messaging mix. Get in touch to find out how.

[Get in touch](#)

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

