A Rich New Channel for Brands

An Introduction to RCS Business Messaging

Consumers are exposed to over 20,000 brand messages a day

Google

Consumers want to connect with brands - on their own terms

Consumers are exposed to

thousands of brand messages a day*

SMS

Mobile apps

Email

Customer service

Direct Mail

→ While what they actually want is:

✓ Personalized
✓ Contextual
✓ Rich
✓ 1:1

Google

*Includes ads, Source: AMA, 2017
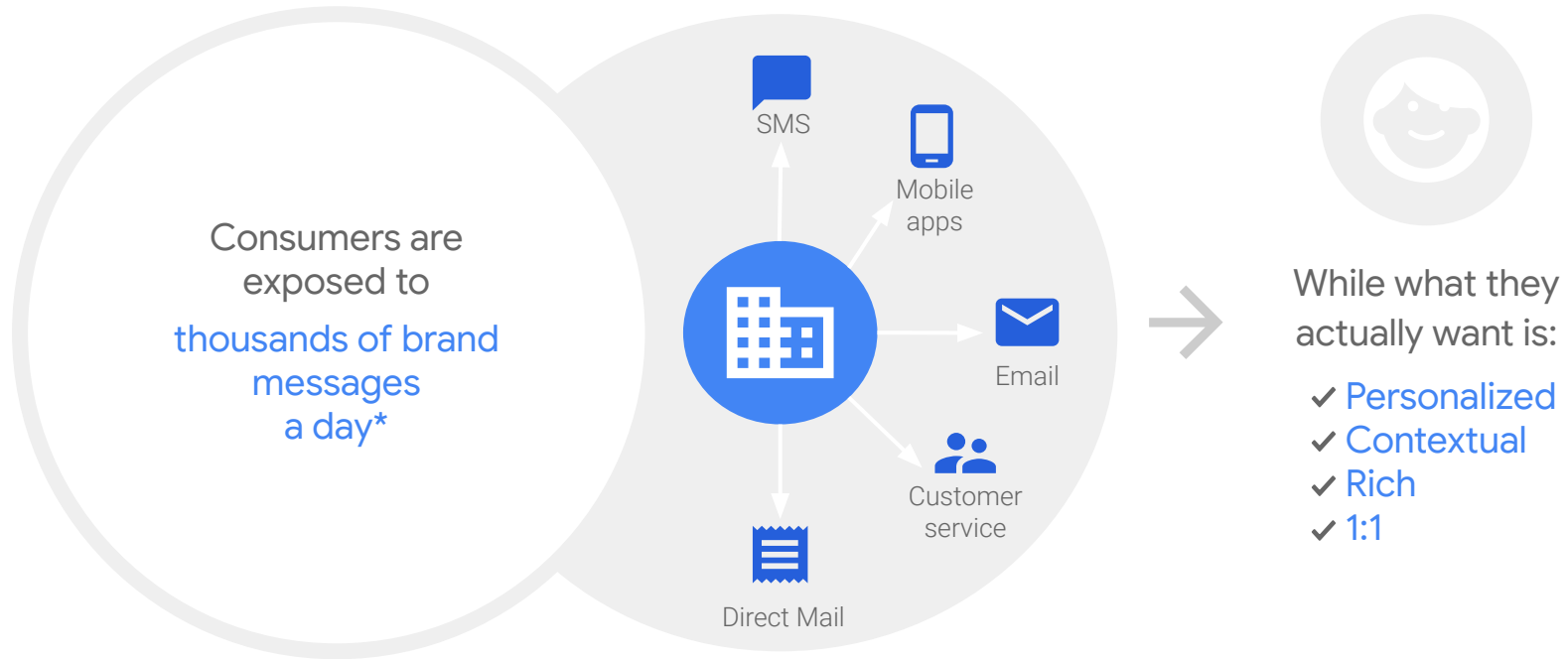
Conversational

- Marketing
- Service
- Commerce

...And More

Consumers want

✔ Personalized
✔ Rich
✔ 1:1
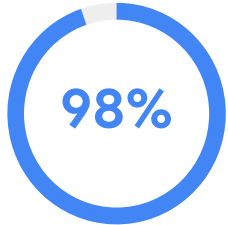✔ Contextual

*Includes ads, Source: AMA, 2017

Google

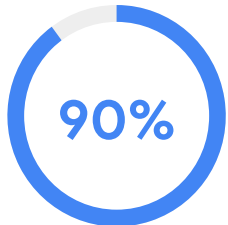Brands must rethink how they engage with consumers to stay relevant

Over the next five years, $800 billion is going to shift away from 85% of companies that can't deliver personalized experiences to the 15% that get it right.

Google

Where do consumers currently engage?

SMS 💬

98%
read rate

90%
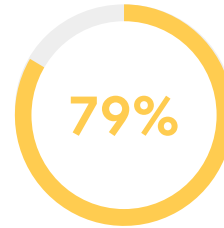opened 3 minutes

Mobile apps 📱

60%
of consumers will choose to utilize an app over a brand's website.

353B apps
downloaded worldwide by 2021.

Call centers 👥

79%
of consumers would still prefer to talk to a call center representative on the phone

Email ✉️

77%
of consumers choose email over other online channels

🛒

Nearly
7 in 10
U.S. adults have made purchases influenced by a company's email

Google

Why do these channels frustrate brands and consumers?

SMS

160 characters
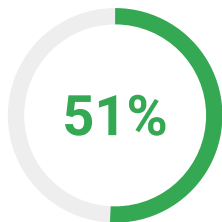
0 images, branding

Nearly
6 in 10
SMS users get spam at least weekly

Mobile apps

85%
of device time
is spent in 5 apps (US).

51%
don't download any new apps in a month (US)

Call centers

The average cost of a live agent call is
$4.50

3%
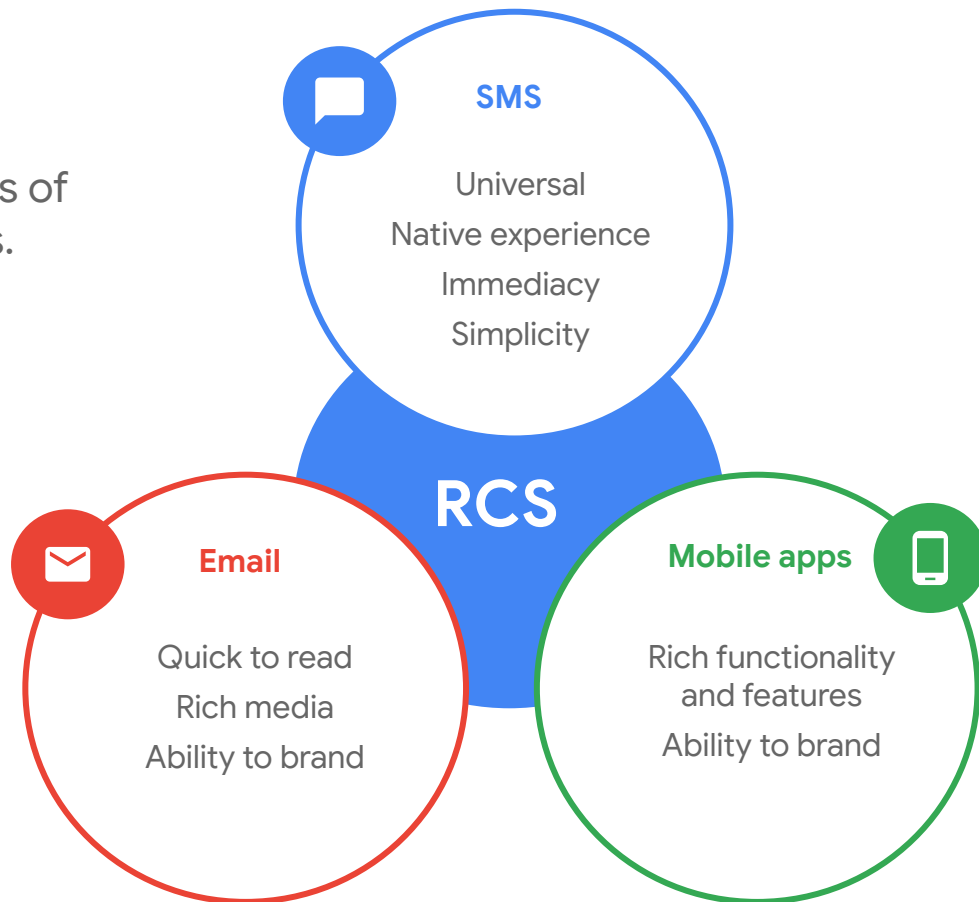of customers enjoy using IVR

Email

0.12%
response rate

18 spam messages received per person, per day

Google

Imagine a channel built on the strengths of existing channels & consumers' preferences

Google

RCS Business Messaging

RCS brings together the advantages of other business messaging channels.

SMS

Universal
Native experience
Immediacy
Simplicity

RCS

Email

Quick to read
Rich media
Ability to brand

Mobile apps

Rich functionality and features
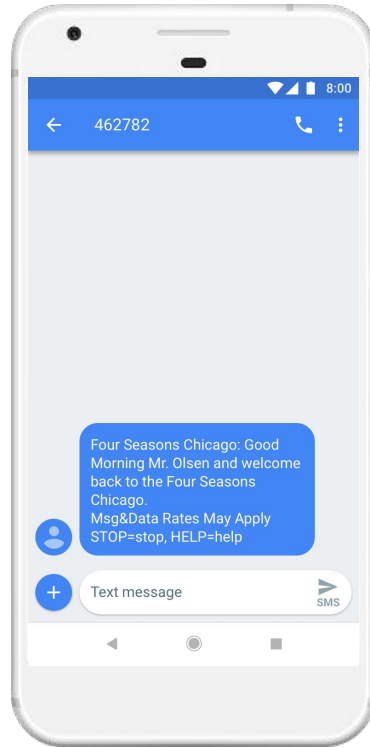Ability to brand

Google

A new channel for personalized messaging

SMS
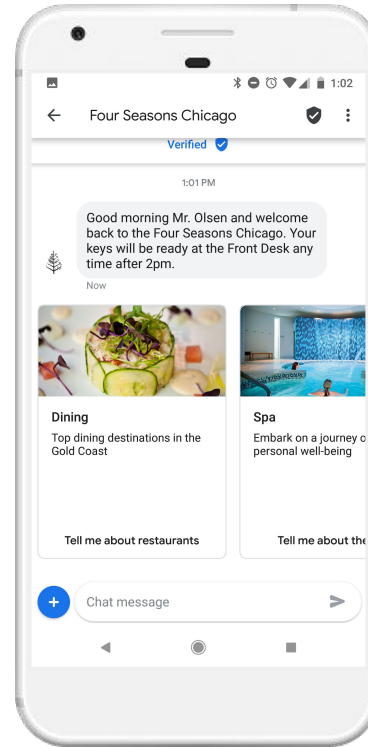
SMS has its limitations:

- No branding
- No pictures
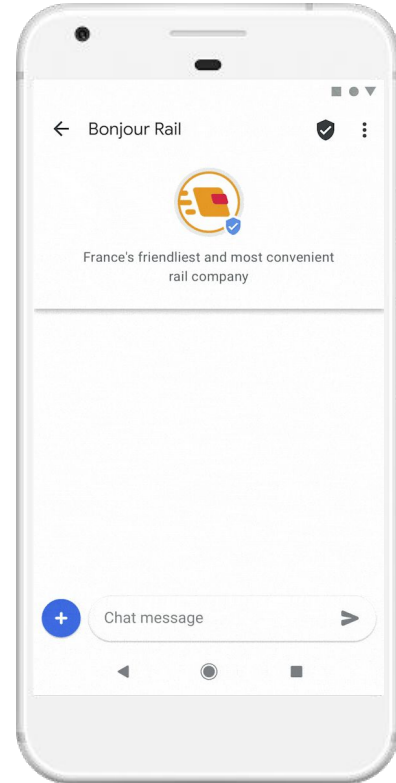- No video
- No Read Receipts
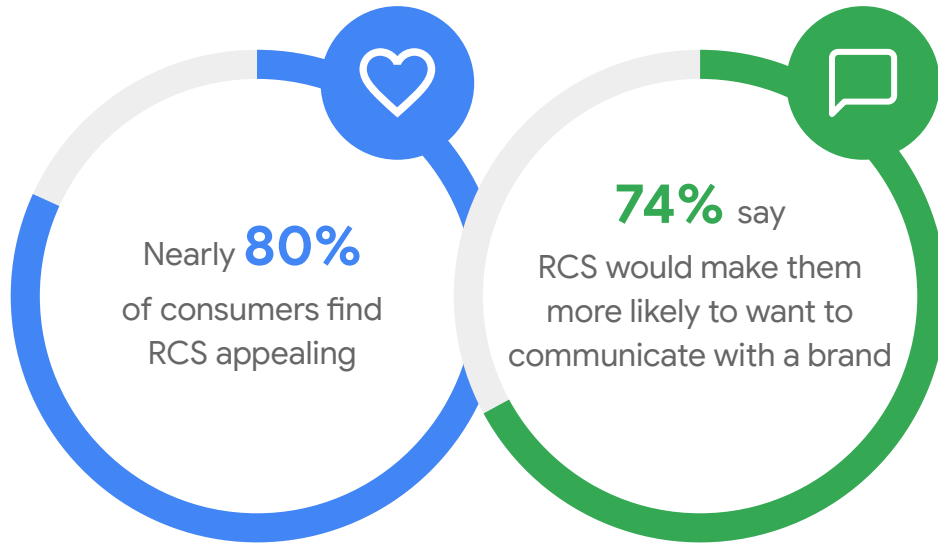- Limited interaction

RCS

RCS has new benefits:

- Full branding
- Rich pictures
- High Quality Video
- Read Receipts with time stamp
- Suggested Replies
- Aligned to the GSMA;s Universal RCS Profile

Google

Consumers receive rich, contextually relevant experiences

Nearly **80%** of consumers find RCS appealing

74% say RCS would make them more likely to want to communicate with a brand

← Bonjour Rail

France's friendliest and most convenient rail company

Chat message

Google

A Rich New Channel for Brands

Google

Visualizing RCS Business Messaging

Trusted Branding
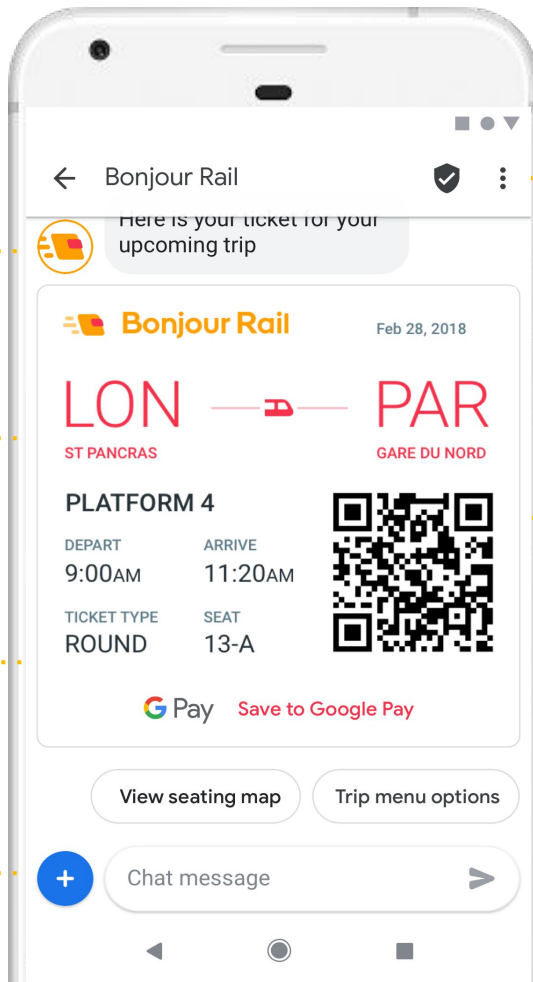With name and logo

Richer Media
Images, videos, & GIFs

Better Metrics
Data including client based DLRs & read receipts

Ease for Replying
Suggested Replies, customized by brands

Customer Safety & Peace of Mind
With Verified sender information

Easy-to-Use QR Codes
Tools for tickets, tracking, & redemptions

Time-Saving Actions
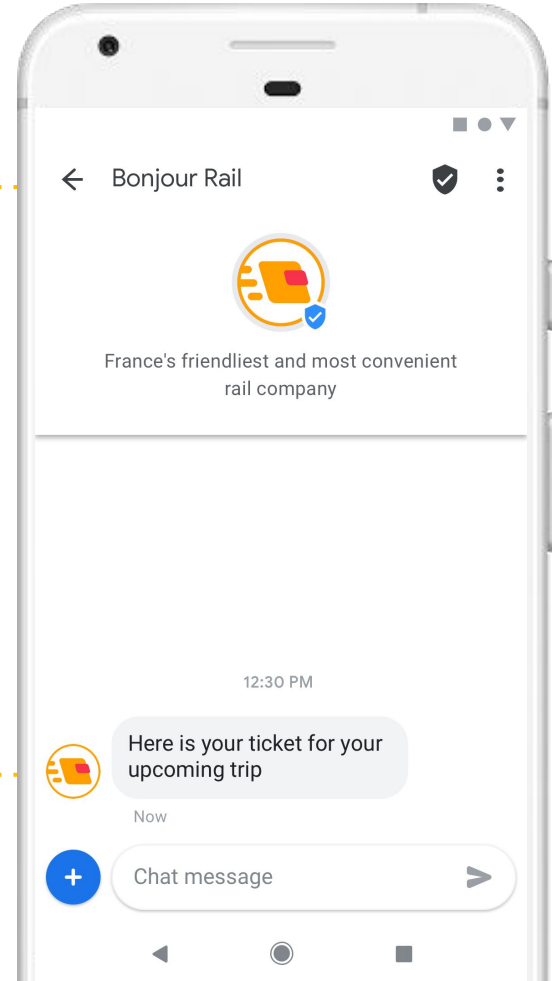Suggested Actions for URL, Map, Calendar, & Dialer

Google

Bonjour Rail

Here is your ticket for your upcoming trip

Bonjour Rail   Feb 28, 2018

LON → **PAR**

ST PANCRAS   GARE DU NORD

PLATFORM 4

DEPART   ARRIVE
9:00AM   11:20AM

TICKET TYPE   SEAT
ROUND   13-A

G Pay   Save to Google Pay

View seating map   Trip menu options

Chat message

Trusted Messages

- Verified business checkmark

- Full brand name instead of random ID

Brand Name

Brand Logo

Bonjour Rail

France's friendliest and most convenient rail company

12:30 PM

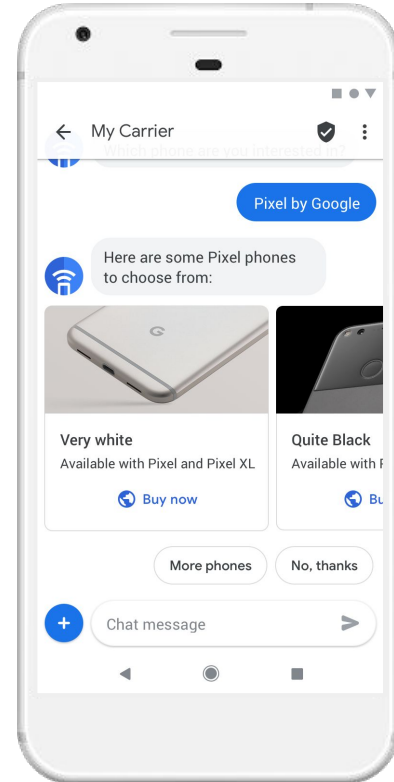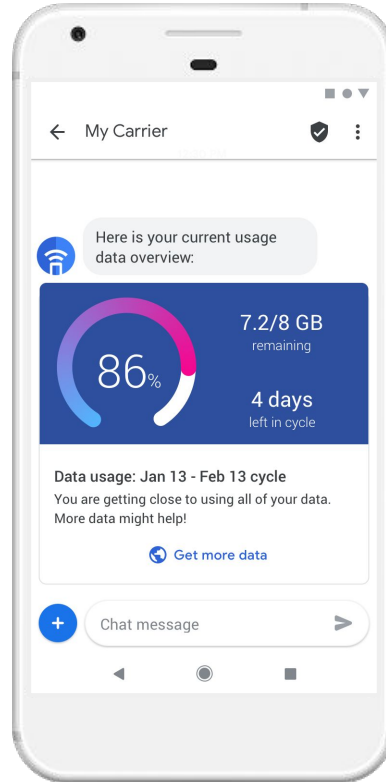Here is your ticket for your upcoming trip

Now

Chat message

Google

Richer Media

- High resolution photos, rich cards, and carousels

- Videos, GIFs, and Audio

More conversational with Suggested Actions

Open app

App Deep Links
Move the conversation across to your app as needed

View map

View Map
Opens Maps at a prespecified location

Contact support

Dial Phone Number
Opens dialer with prespecified number

Website

Open URL
Opens link in web browser or deep links into an app (with app's icon in the button)
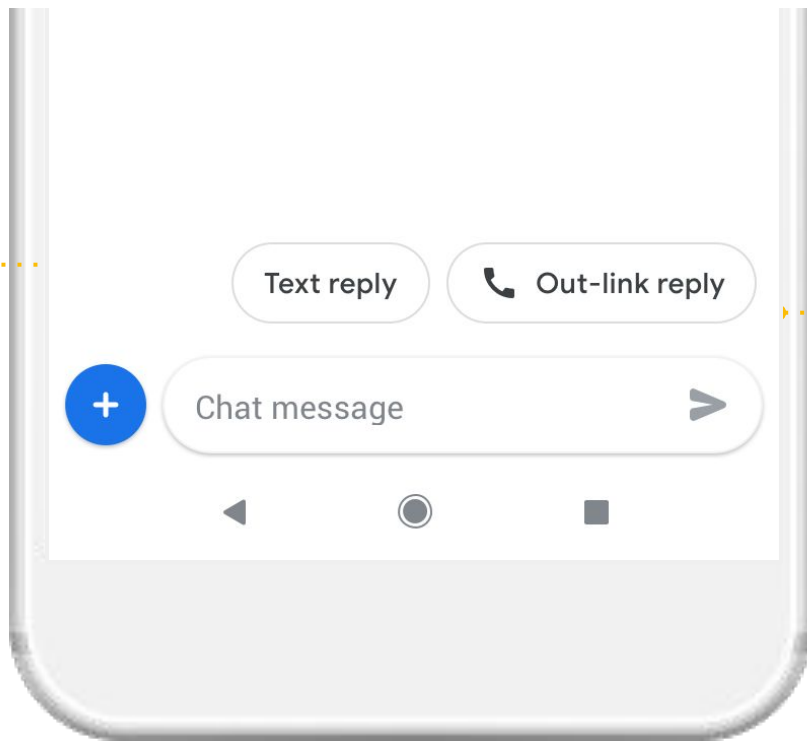
Calendar

Create Calendar Event
Opens calendar event creation flow with prespecified details

Google

More conversational and easier actions

Suggested Reply

Tapping replies to the conversation with the same exact text

Suggested Action

Links out of the conversation, e.g. to the phone dialer with a pre-specified number, calendar, map, or URL

Text reply

📞 Out-link reply

Chat message ➤

Google

Benefits for brands and consumers

More conversational/interactive

- Suggested replies
- Suggested actions
- AI capabilities

Richer Media

- High resolution photos
- Videos, GIFs, Audio
- Solves MMS incompatibility

Better metrics/data

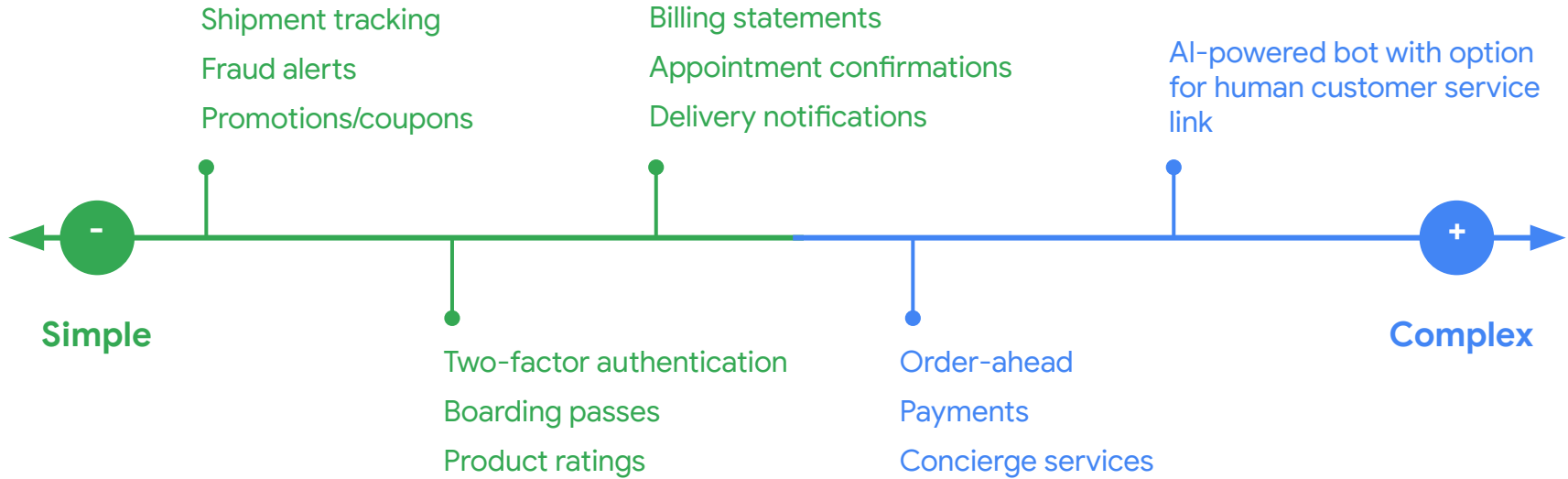- Delivery receipts
- Read receipts including exact open-time

Trusted messages

- Verified business checkmark
- Full brand name instead of random ID
- Customization of color / logo for brand
- Brand safety with blocking for unwanted brands

Google

Use cases and Demos

Google

Functionality for many use cases

Shipment tracking

Fraud alerts

Promotions/coupons

Billing statements

Appointment confirmations

Delivery notifications

AI-powered bot with option for human customer service link

Simple

Complex

Two-factor authentication

Boarding passes

Product ratings

Order-ahead

Payments

Concierge services

Google

ADP (CallFire)

Two Factor Authentication

ADP's two-factor authentication RCS campaign is designed to provide an extra layer of security to its customers by allowing them to verify their accounts through interactive and rich messages.

We see the potential for RCS to substantially increase convenience and security in our engagement with end users for high-value interactions.

—Frank Villavicencio, VP of Product Development

Google
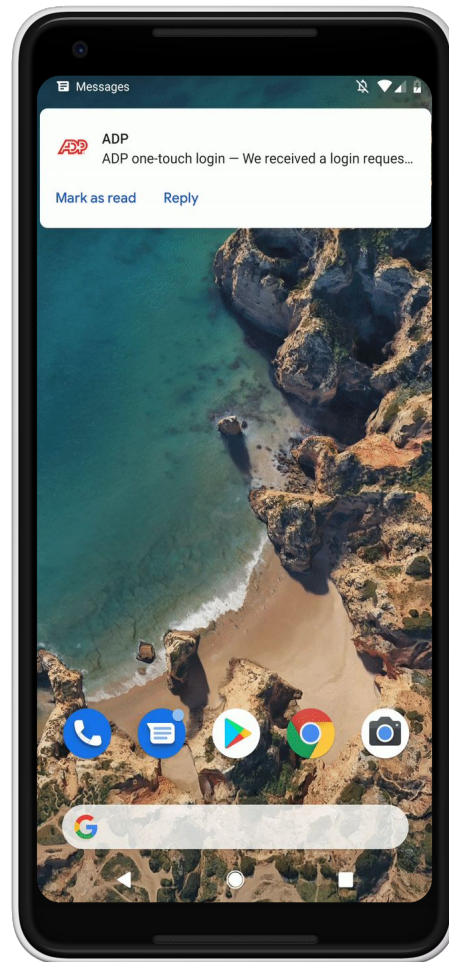
UnoTV (Telcel)

Live News Updates

UnoTV subscribers can browse and click through the latest news updates and other videos.

We've seen a 68% lift in engagement over our SMS program. RCS provides us with a new way of reaching our customers with a more interactive and engaging message.

—Alfonso Sánchez Navarro, Head of Digital Platforms
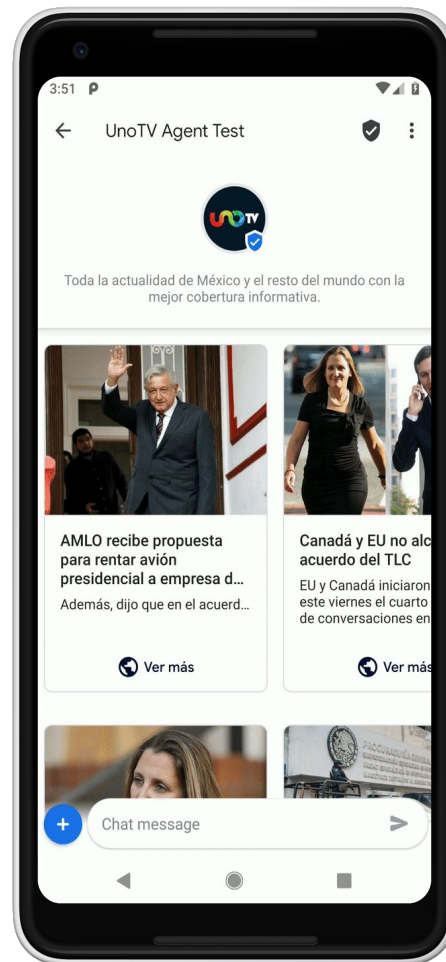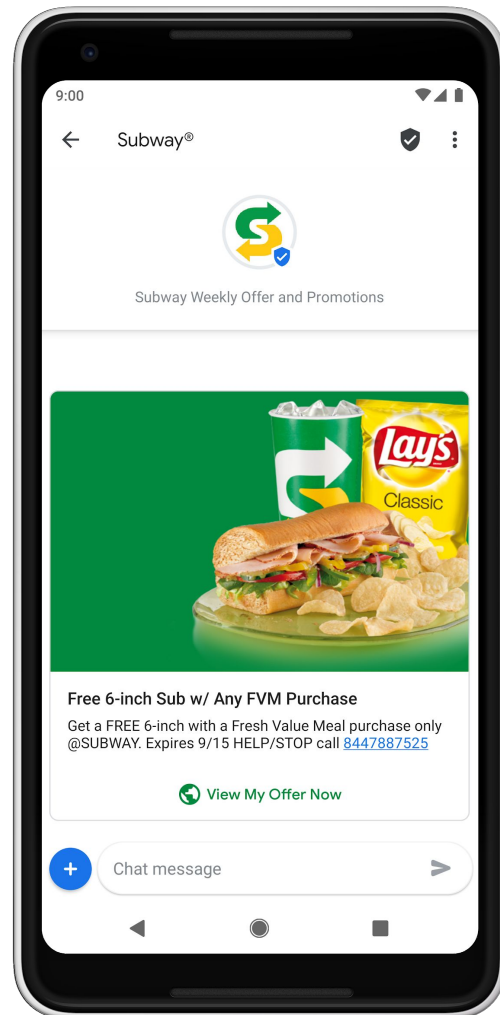
Subway (Mobivity)

Sandwich Promotions

Subway fans can redeem tasty offers and deals sent directly to their phone.

Results:

+140% conversion rate (in coupon redemption vs. the same experience over SMS)

Because of the RCS technology, the only thing that would have surprised me is if it didn't have a higher response rate.

- Carissa Ganelli, Chief Digital Officer

Google

9:00

Subway®

Subway Weekly Offer and Promotions

Free 6-inch Sub w/ Any FVM Purchase
Get a FREE 6-inch with a Fresh Value Meal purchase only @SUBWAY. Expires 9/15 HELP/STOP call 8447887525

🌐 **View My Offer Now**

Chat message

Booking.com (CM Telecom)

Reservation Confirmations

Booking.com customers can view, share and add their upcoming reservations to their calendar.

They're also be prompted to download the Booking.com mobile app.
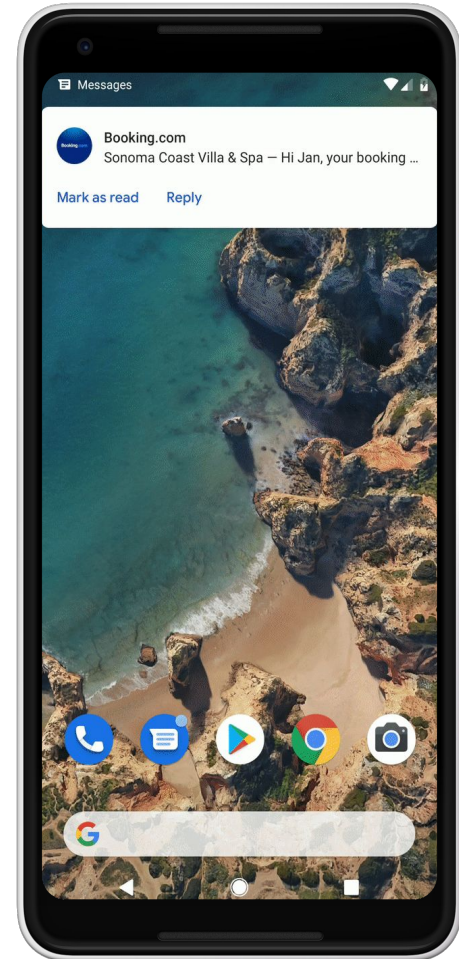
SnapTravel

Travel Deals

SnapTravel allows users to make hotel reservations at highly discounted rates over messaging. Users can search, view, make reservations and chat with a live agent.

RCS enables us to deliver a delightful conversational experience over native Messages, which improves the customer journey and directly impacts revenue.
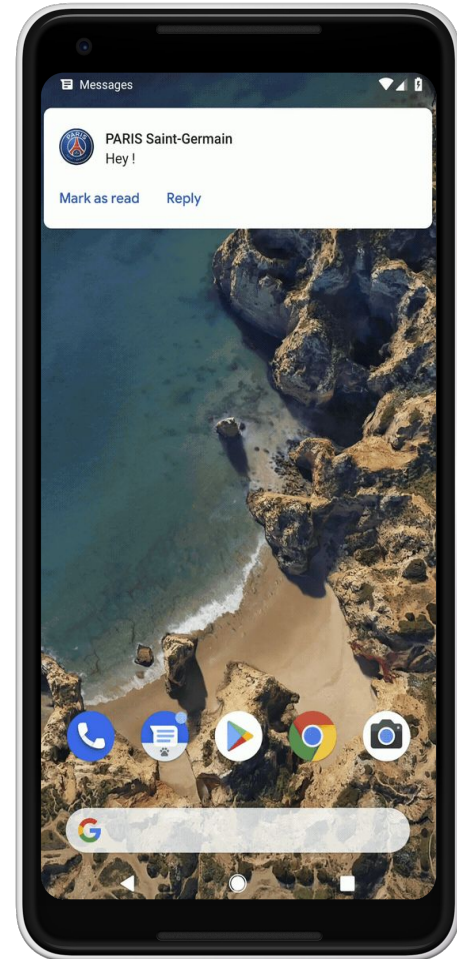
—Hussein Fazal, Co-Founder & CEO

Google
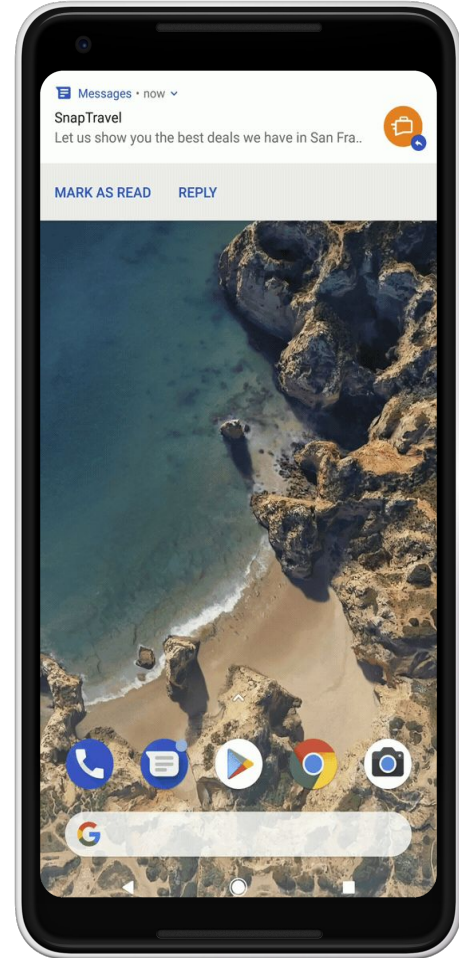
Paris Saint Germain (myElefant)

Staying on top of their game

Paris Saint Germain fans can stay on top
of the latest games by watching and
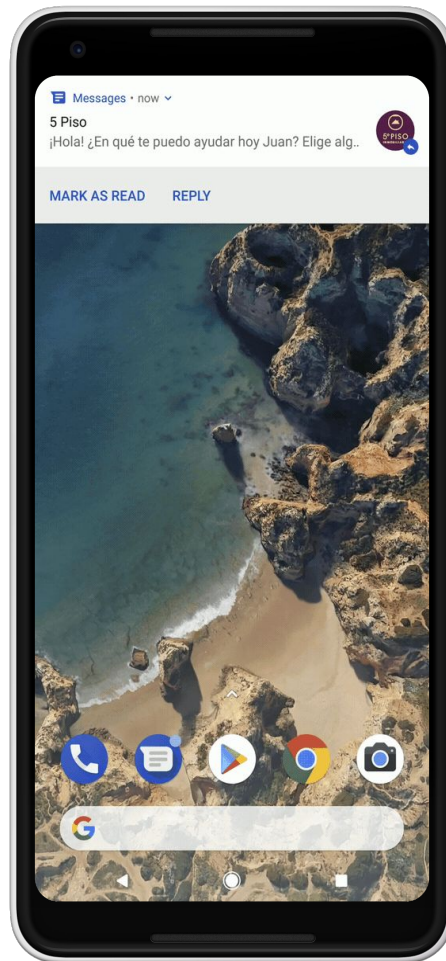subscribing to recent game highlights.

5 Piso (Air Movil)

Real Estate Listings

5 Piso uses the RBM agent to connect with potential buyers and renters by enabling them to:

- Search and view various commercial and residential properties.

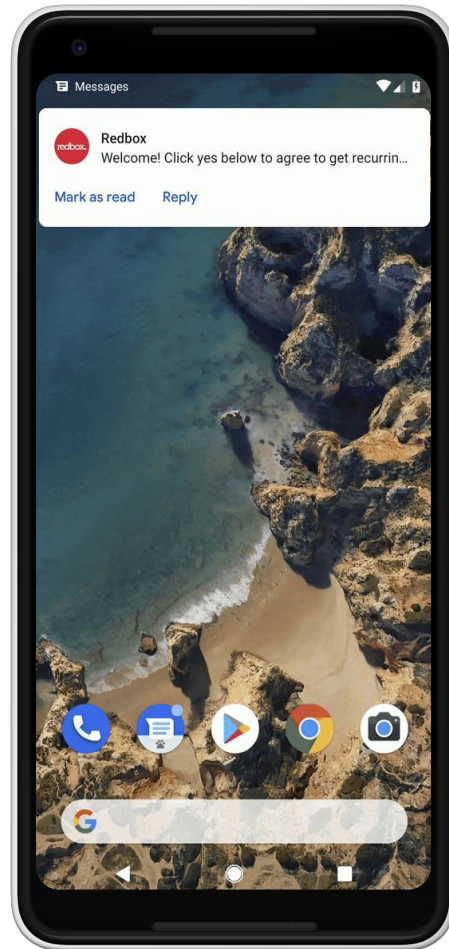- Contact a 5 Piso agent or the property itself for additional information.

Google

Redbox (Vibes)

Renting movies made easy

Redbox makes it easier for customers to discover new movies, reserve their favorites, and find a box.
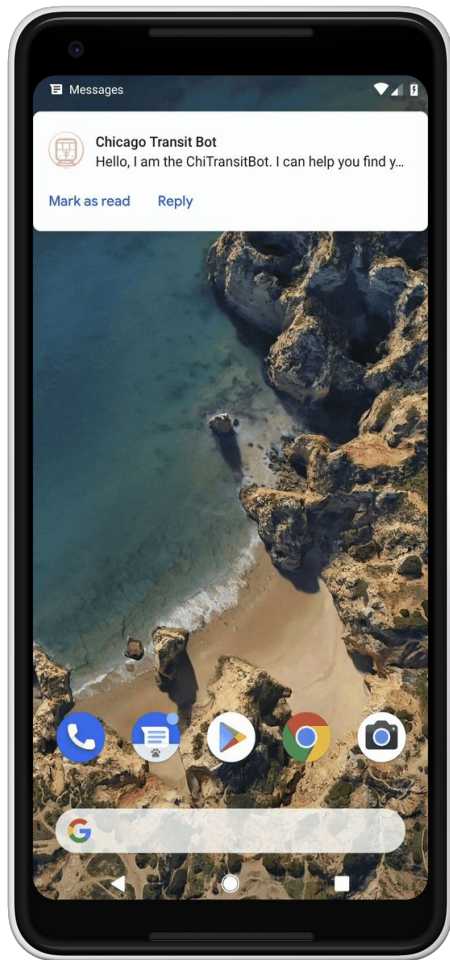
Chicago Transit Bot (nativeMsg)

Real-time train schedules

Chicago Transit Bot makes it easier for
commuters to stay on top of train schedules
by providing quick arrival and departure
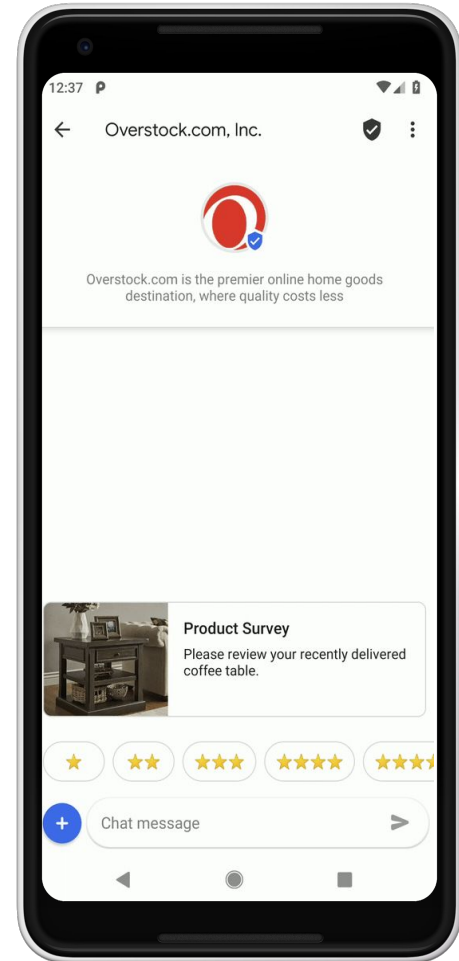information.

Google

Overstock (Quiq)

Home goods customer service

Purchase, shipping and delivery confirmations, product ratings (star-ratings & text), and customer service connection.

RCS Business Messaging Getting Started

Google

Start building now

Be First

Be some of the
first to launch

Start building best
practices before others

Learn the Technology

Learn the new
features and API

Build to your own campaign
dashboard and analytics

Influence the Roadmap

Give input on new features

Help prioritize features timing

Influence the future roadmap

Google

Next steps

1.

Get in touch

Reach out and we can help
you try RBM

2.

Build & Deploy

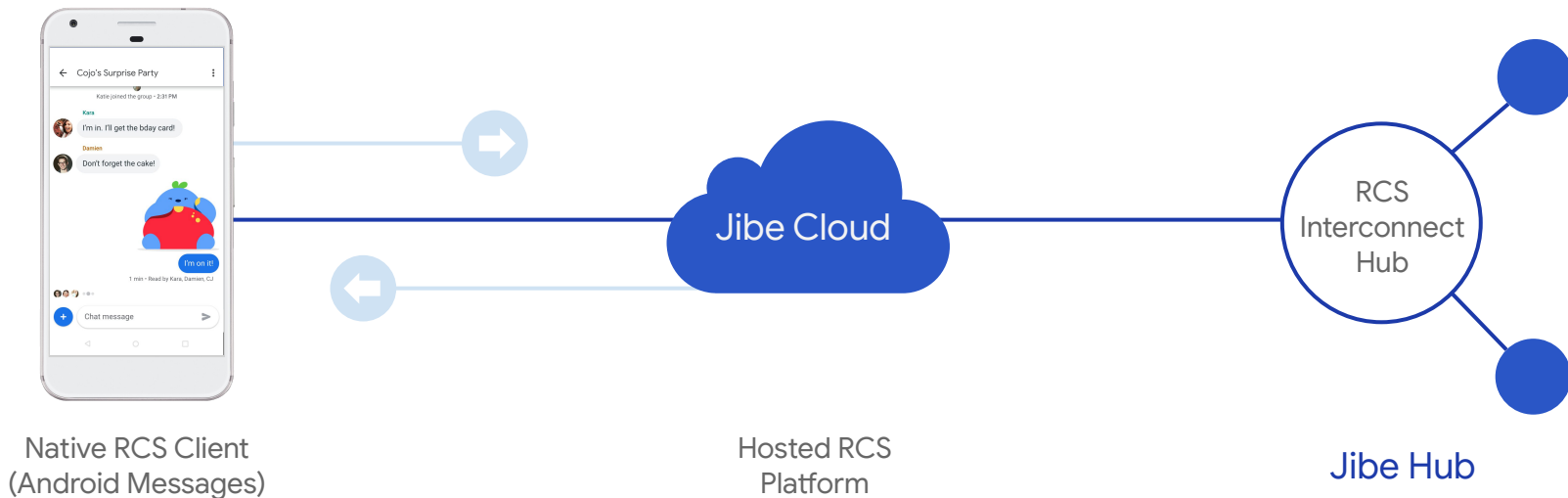Delight users

Gain expertise

Benefit from business impact

Google

RCS Background

Brands are building agents and launching

Google

Google is working with the industry to accelerate RCS

Native RCS Client
(Android Messages)

Jibe Cloud

Hosted RCS
Platform

RCS
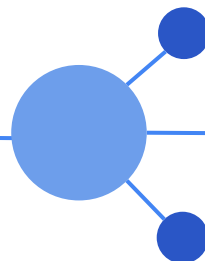Interconnect
Hub

Jibe Hub

Built on GSMA Universal Profile

Google

Google is partnering with operators to accelerate RCS

Native RCS Client
(Android Messages)

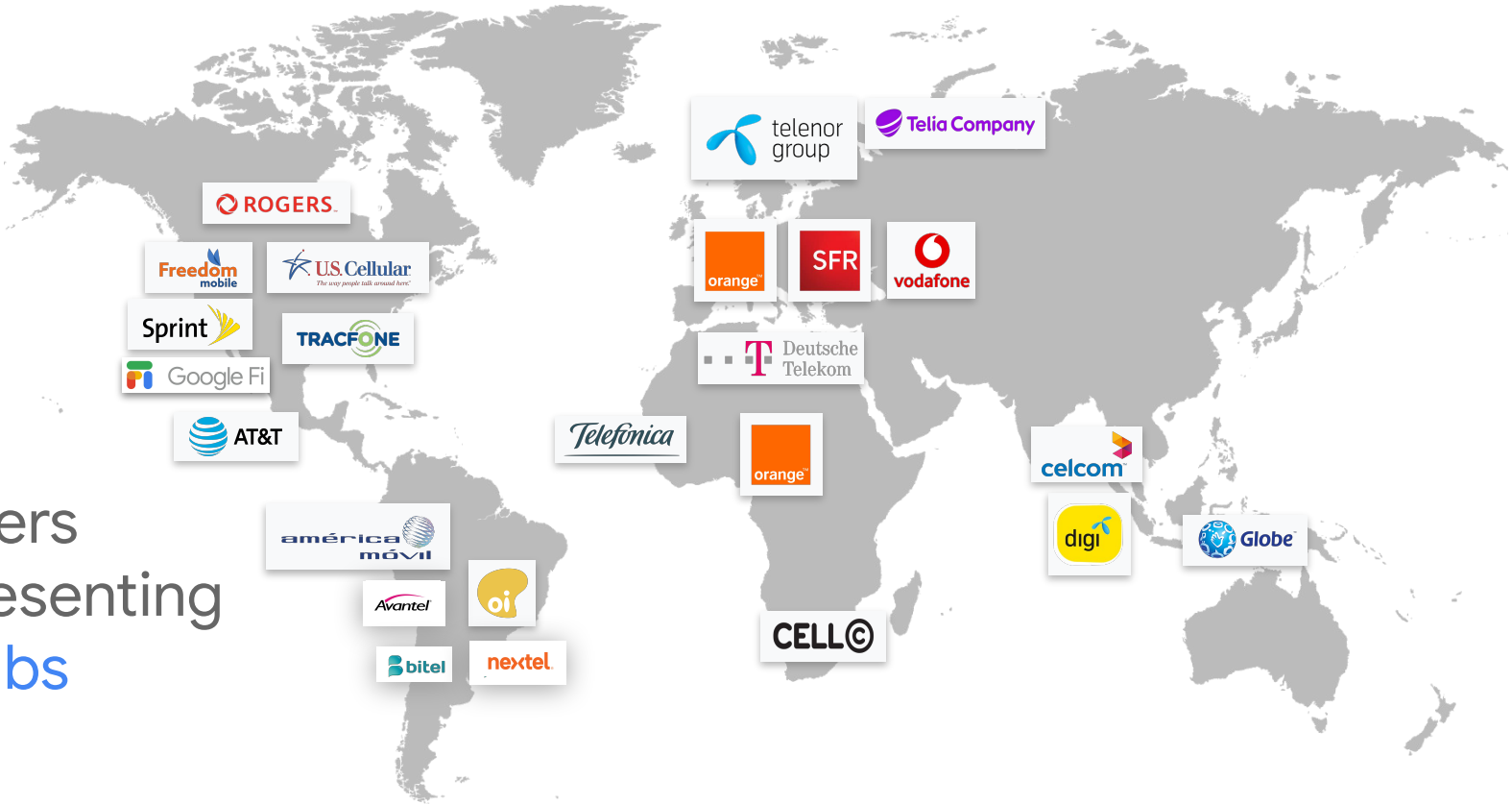Hosted RCS Platform

RCS Interconnect Hub

New

RCS Business
Messaging Platform

Google

Google's Announced Carrier Partners

Carriers
Representing
2B subs

Thanks!

jibe.google.com/business-messaging/

Google

End