

## MESSAGING - RCS

# The future of messaging

Take advantage of the full power of multimedia and interactive messaging



## MARKET CONTEXT

Rich Communication Services, or RCS, while sharing most of features with big messaging Apps, is the next evolution of A2P SMS. RCS is one of the most important pillars in any communication campaign, whether it's commercial, private or institutional, thanks to its high conversion and open rates, its affordability and universality.

OMDIA expects that "A2P RCS messaging volume is set to grow at a compound annual growth rate (CAGR) of 160% over the next five years to reach \$1.3bn in 2026 from just \$10m in 2021."\* Also, there is an expected passive growth as RCS thanks to its rich features such as read receipts, group messaging, video, audio, and high-res images, and that it's a default setting in any Android device.

\*Source: RCS User and Traffic Forecast Report – 2021

## OUR PRODUCT

Our RCS service makes the interaction with your clients easier adding all the modernity of messaging Apps to a Turnkey solution with low initial investments and low initial CAPEX, easy and fast to develop and market. It is a GSMA compliant product (Universal Profile 2.x) that enjoys the Telefónica worldwide coverage and its offnet interconnection/interoperability Hub where we can offer a sole point of contact for all your RCS A2P traffic.

You will be able to enjoy our RCS API for RCS bulk integrations, many systems integrations with 3rd parties (Data Bases Opt-Ins, Portability, contact centre, chatbots, etc.), our advanced capabilities for managing campaigns such as the orchestrator and our many VAS (ENUM/Portability, Centralized Vetting & Approval, Directories – P2A).

## Increase your conversation KPI's while you get the data in real time

Take advantage of our RCS Hub to platform your communication services in an "all-IP" world

- **Unified API specification** to integrate with your business platform.
- **Routing and Interworking** among MaaPs.
- **Chatbot** Provisioning with brand verification.
- **Reporting:**
  - **Unified CDR** repository for both On-net and Off-net traffic (incoming and outgoing interactions).
  - **Unified GUI** reporting for all traffic- On & Off net.
- Our **RCS A2P Hub Service** offers a **high availability production environment**, offered as SAAS hosted in multi-zone single region public cloud (99.95% SLA uptime).
- **Multilingual 24x7 support**
- Templates for different Use Cases
- SMS Fallback

# How does RCS help?

- **Customer engagement** – Improvement of customer KPI.
- **Improved personalization to increase customer engagement** (include brand image, contact phone, website, etc.)
- **Fraud prevention:** Brand verification reduce phishing.
- **Interaction & PA2 communications:** improve the customer interactions through clicked buttons, call to action, etc.
- **Real time Customer Behaviour metrics:** Allow you improve your future campaigns and decision making.
- **Demos And Trials Available**  
Customers would have access to TGS trial chatbot that will be requested through the specific SOF, with dedicated credentials for the customer. This chatbot will be configured in all MaaPs requested for the customer or available based on coverage.

## Use Cases

