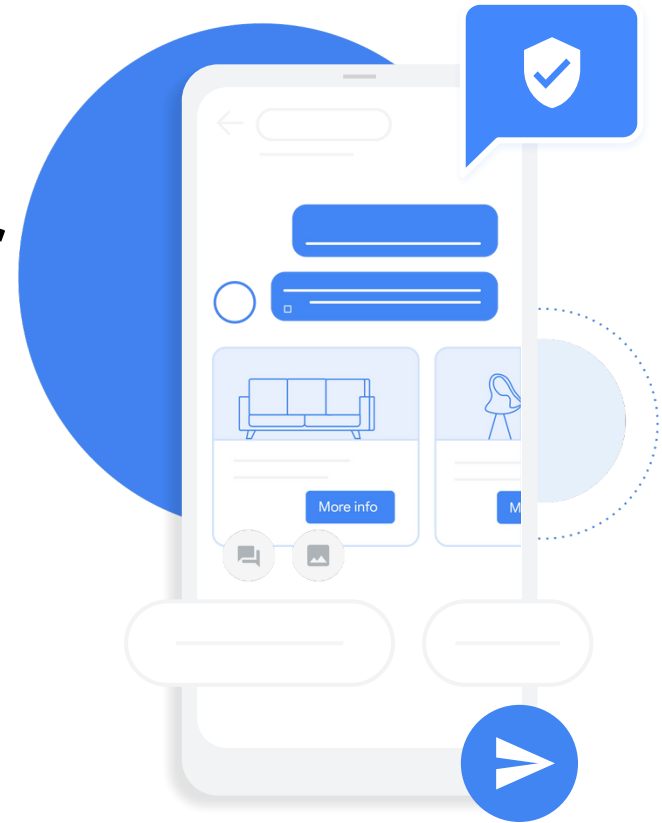




Modernize the Business to Consumer SMS experiences

An introduction to RCS Business Messaging



Doc by : Google



Business messaging is common

76%

Have received a text from a business¹

67%

Consumers prefer texting with a business than email or phone call

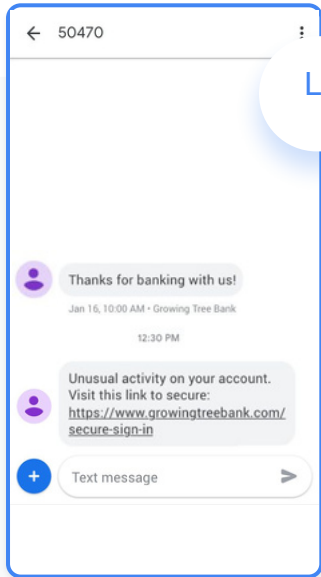
Doc by : Google

¹[Zipwhip | State of Texting | 2019](#)

✉ Business21@msgclub.co.in ☎ +91 9981122266 🌐 www.msgclub.net



SMS hasn't changed much in 20 years, reducing trust and leaving customers vulnerable



Limited functionality of Regular SMS:

- No link previews or visibility
- No capacity for credible branding
- No engagement & rich visibility
- No encryption or security
- No widely-adopted B2C etiquette



SMS Fraud alert



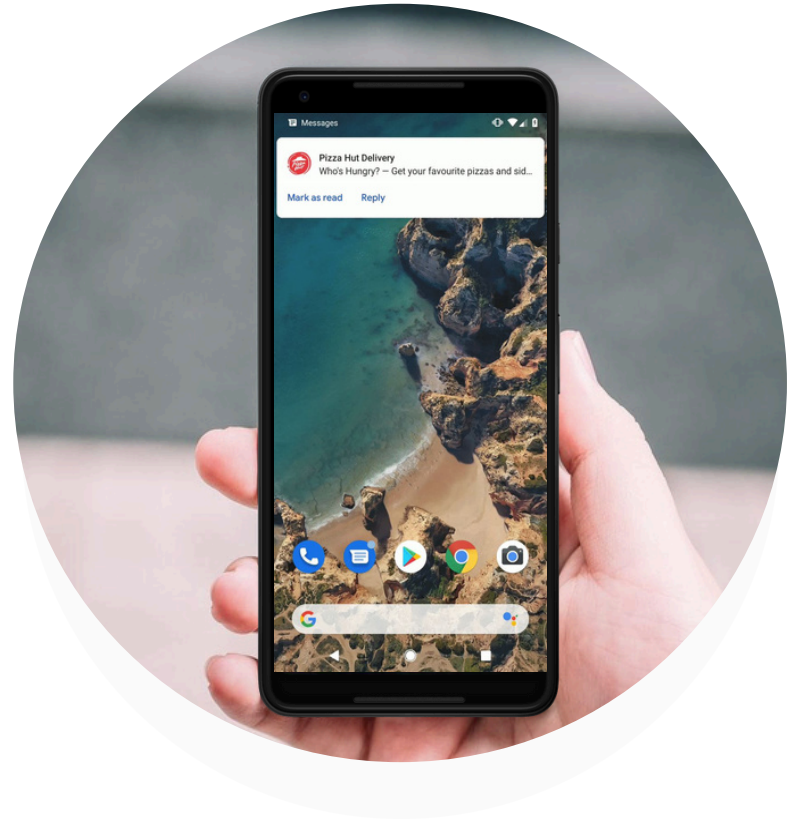
SMS fraud accounts for 25%+ of the \$2 billion global annual fraud cost.¹

OK

Doc by : Google

Customers want a **two-way dialogue** with businesses

Personalized Contextual Interactive



Doc by : Google



Google is modernizing the traditional SMS experience to build trust and improve customer engagement with Android Messages

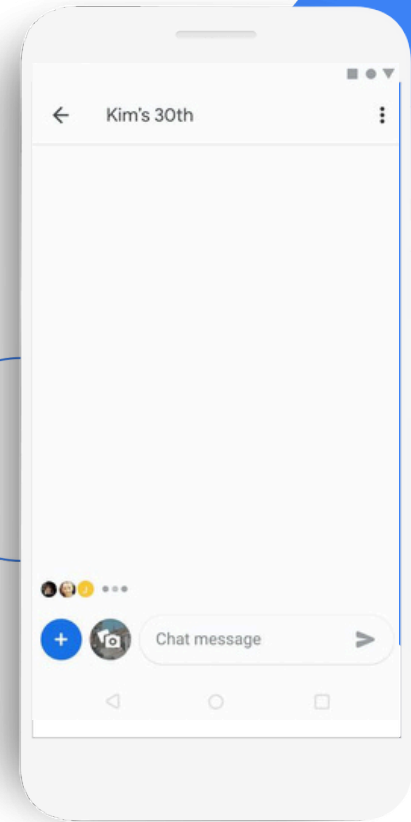
Type message



Doc by : Google

Android Messages by Google

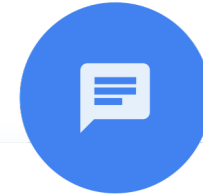
Bring innovation to consumer messaging experience



Doc by : Google



And modernize A2P Business Messaging



RCS Business Messaging

Interactive with customers

Rich functionality of apps

Better metrics

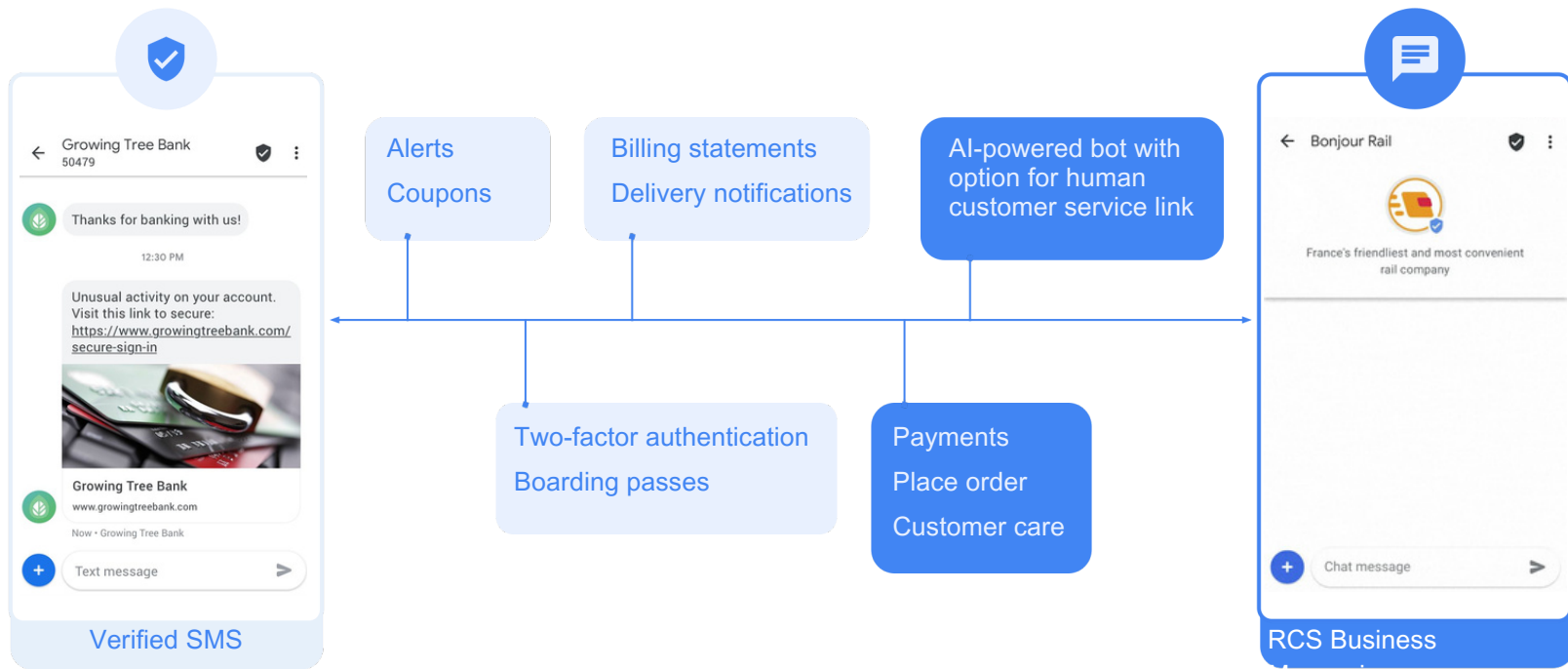


Visually rich, conversational use
cases

Doc by : Google



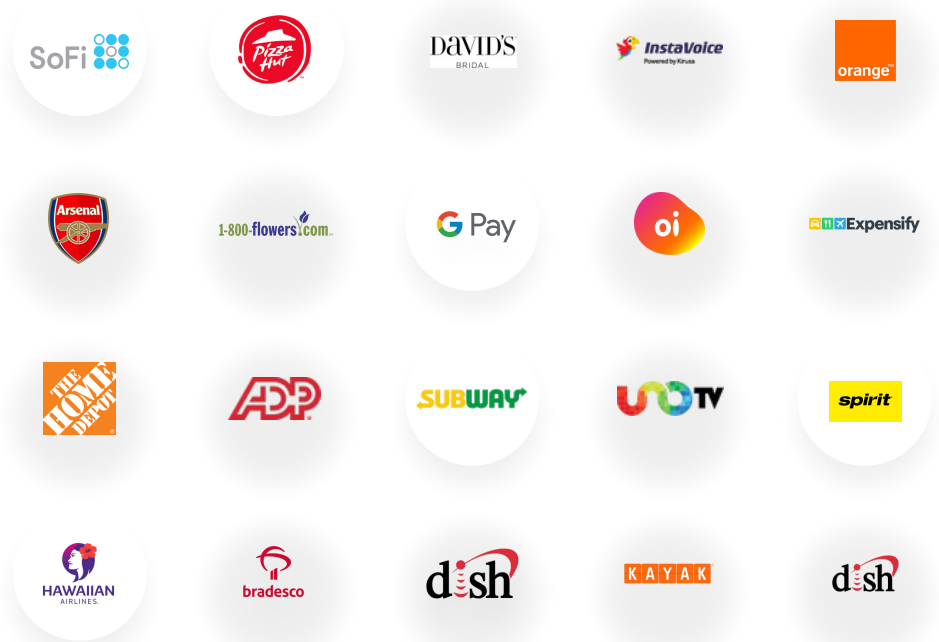
Enhance customer experiences, at every interaction



Doc by : Google

Top brands are already getting started

More and more businesses are signing up for RCS Business Messages & Verified SMS every day



Doc by : Google



Select the best solution for your brand's needs

Messaging

Branding & Verified

Sender
Link

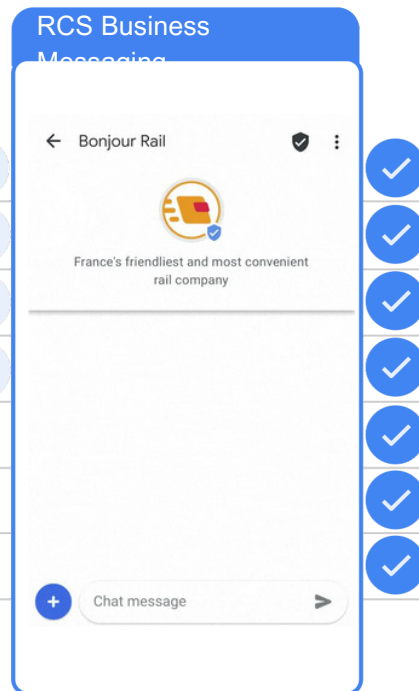
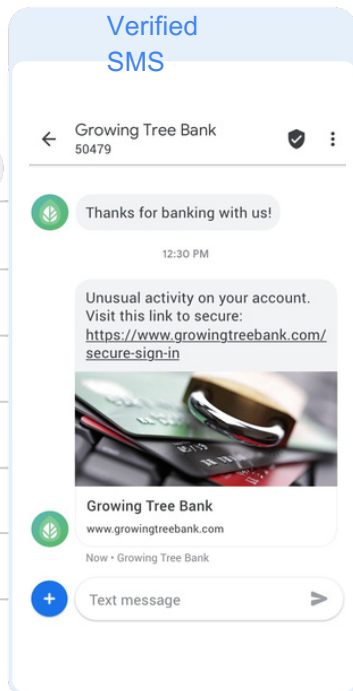
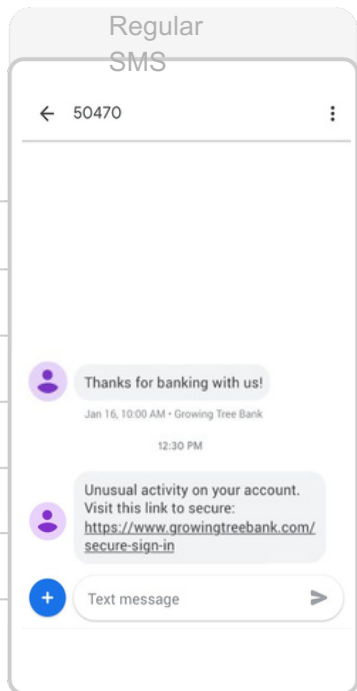
Engage Metrics

Chips &

Device & Read

Receipts
Quick Actions

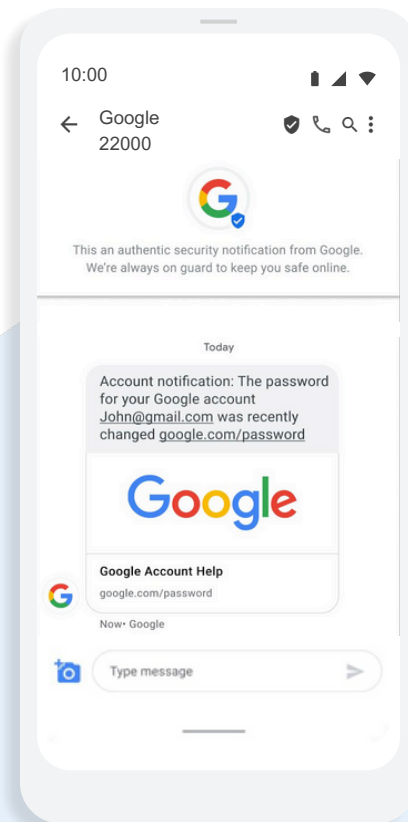
24hr Pricing



Doc by : Google

Verified SMS

Build trust to strengthen
customers relationships

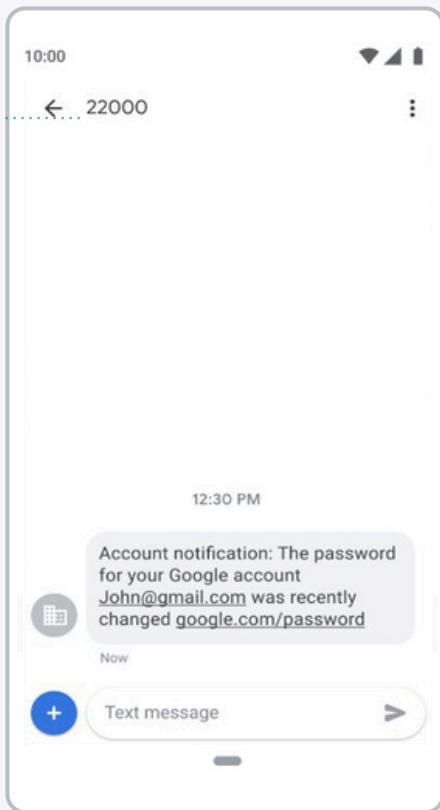


Doc by : Google



Regular SMS

Unknown sender

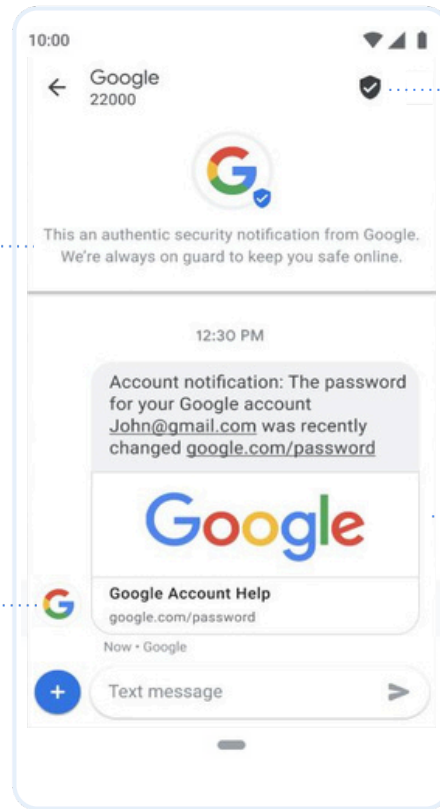


Verified SMS

Business name, sender ID, and verified badge in app header

Conversation start card with business logo and description

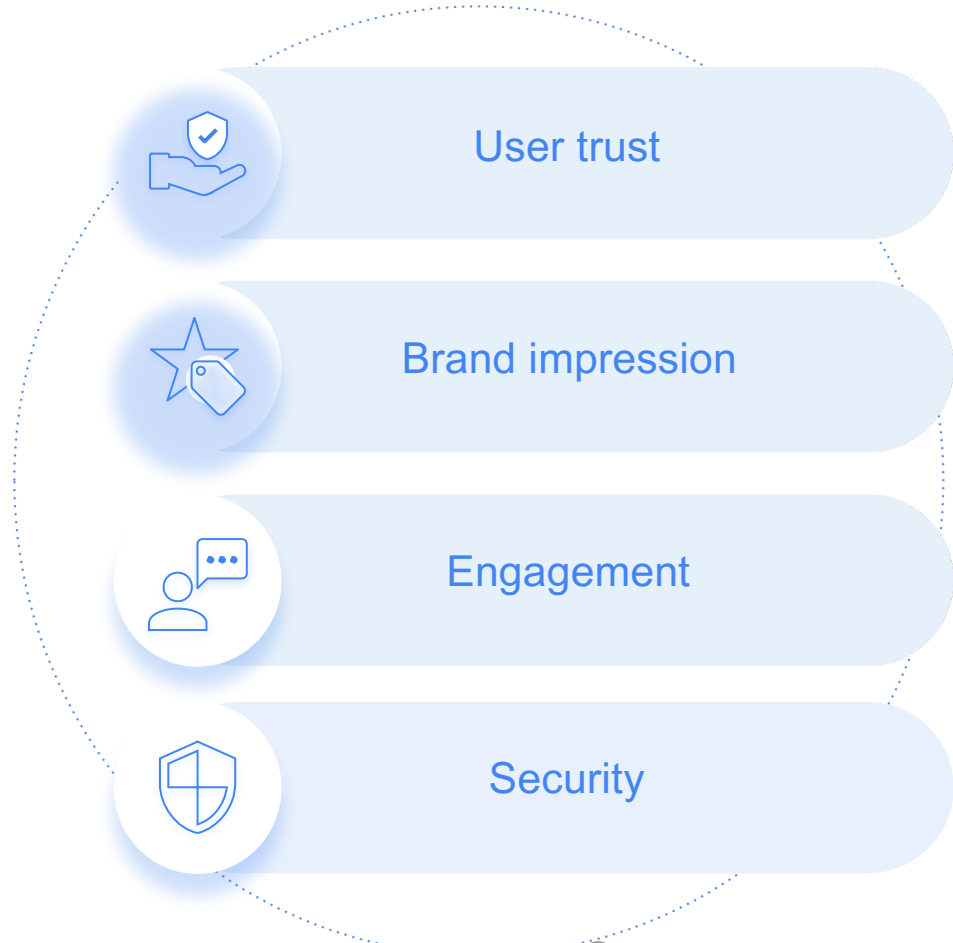
Business logo and name next to message



Link previews on by default for verified messages



Verified SMS delivers value

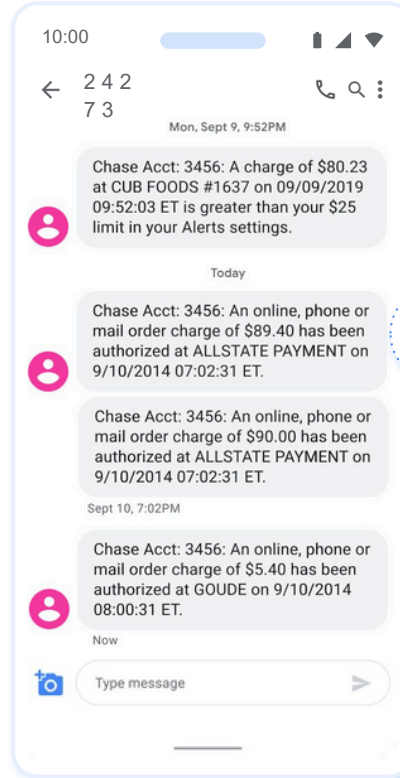


Doc by : Google

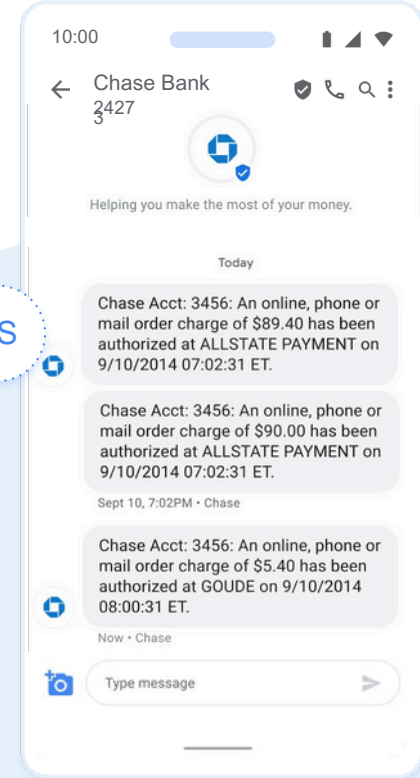


User trust

Give your customers
peace of mind that
your message is
authentic



VS

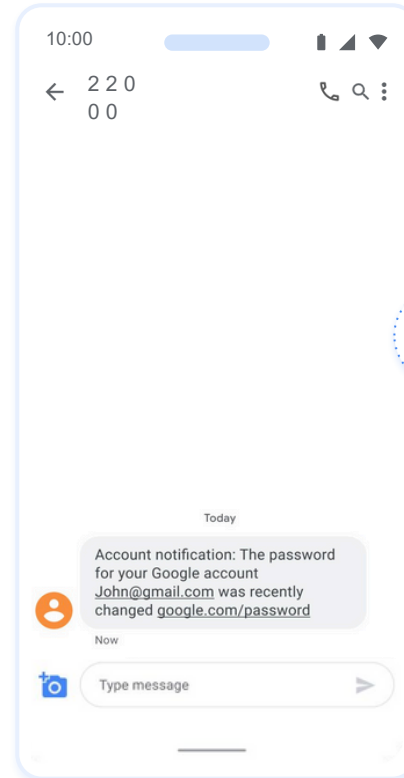


Doc by : Google

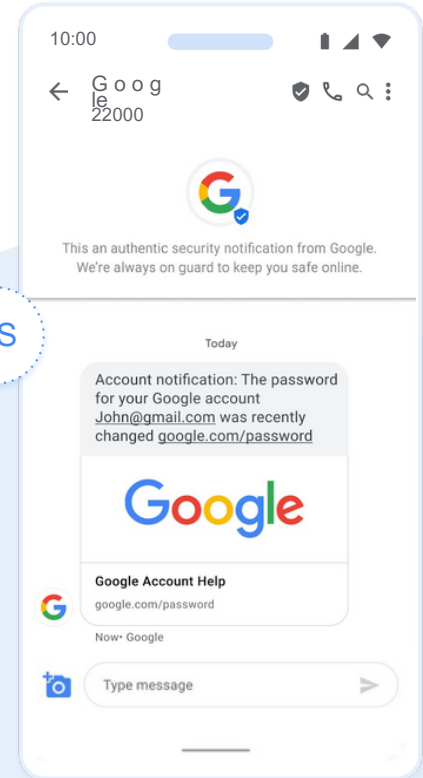


Brand impression

Showcase your brand to **millions of users** each month



VS

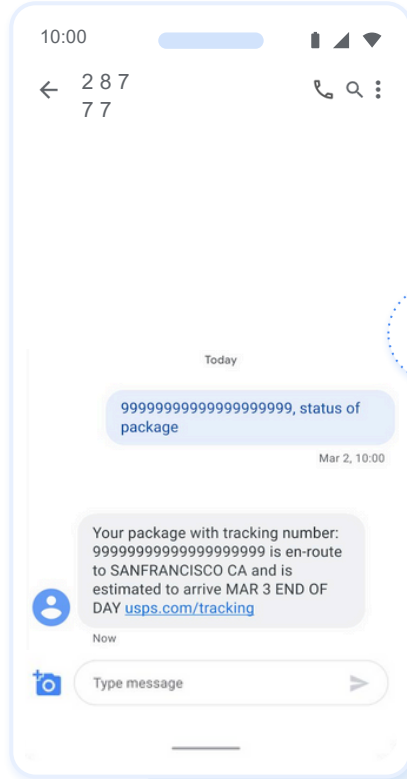


Doc by : Google

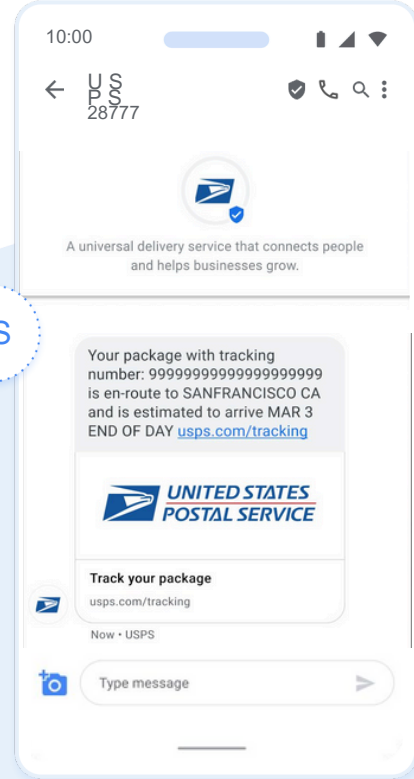
Engagement

Increase your open rate by xx%

Numbers are based on a recent study of Google's 1P OTP traffic across US, MX, GB, FR, ES, PH, and IN.



VS



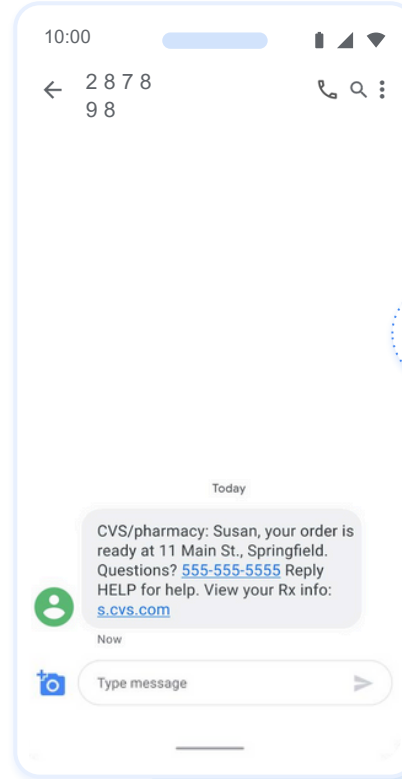
Doc by : Google



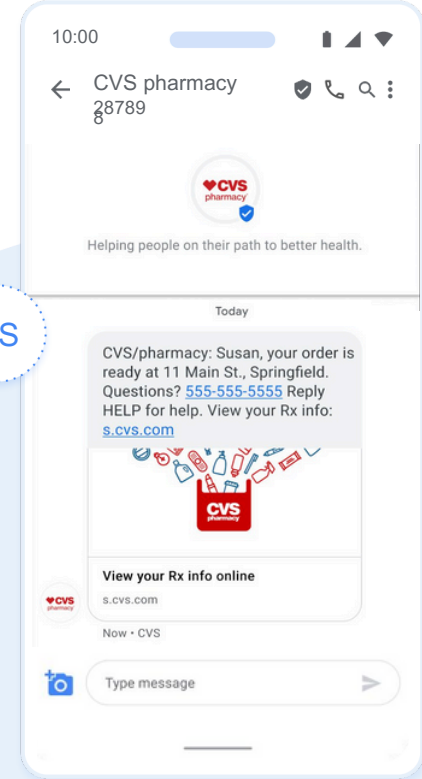
Security

Communications are **secure**.

No one except you and your recipient can see message contents, not even Google.

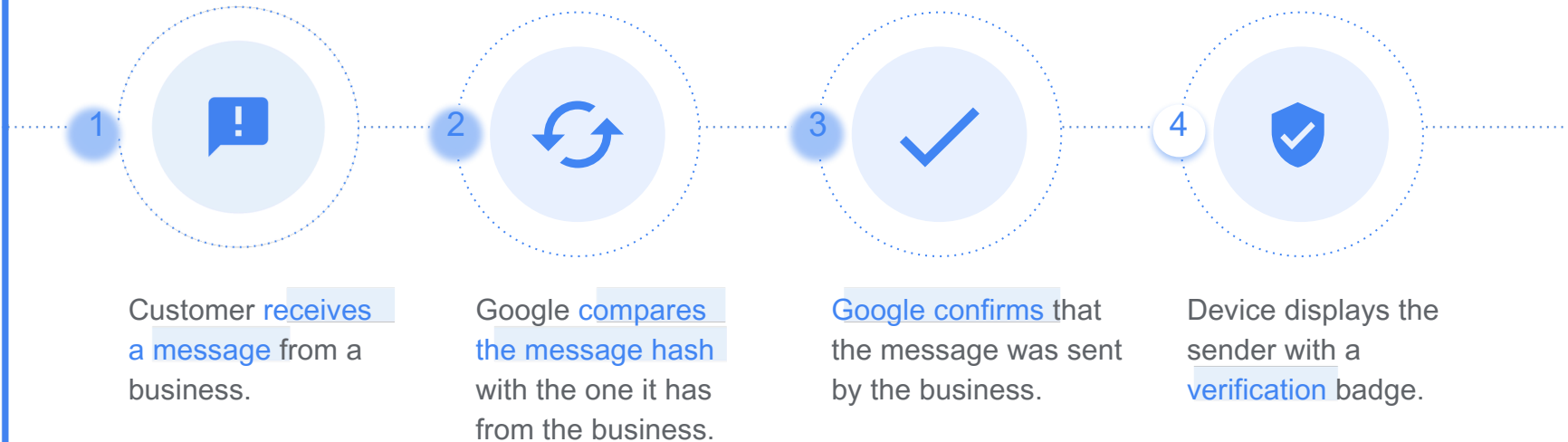


VS



Doc by : Google

Verified SMS works on a per-message basis

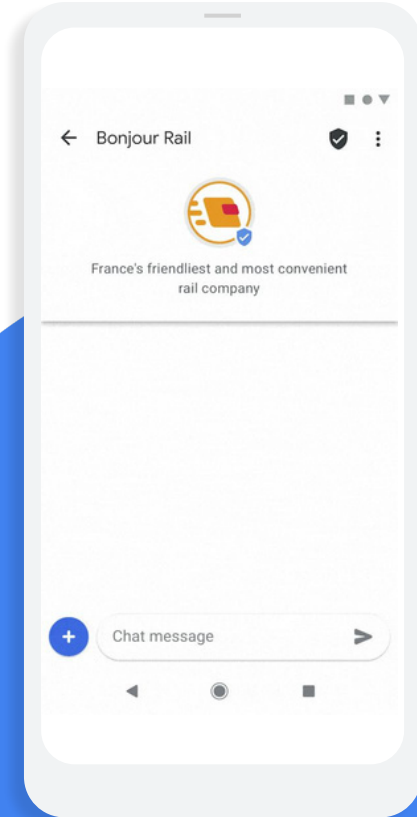


Doc by : Google



RCS Business Messaging

The next evolution of SMS



Doc by : Google

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RCS Business Messaging

RCS brings together the advantages of other business messaging channels to deliver rich, contextually relevant, powerful business communications.



Doc by : Google



Offering powerful functionality

Trusted branding

Displaying name and logo

Fast creative

Improving customer experience and strengthening brand awareness

Better metrics

Data including client based DLRs & read receipts

Customer safety & peace of mind

With verified sender information

Richer media

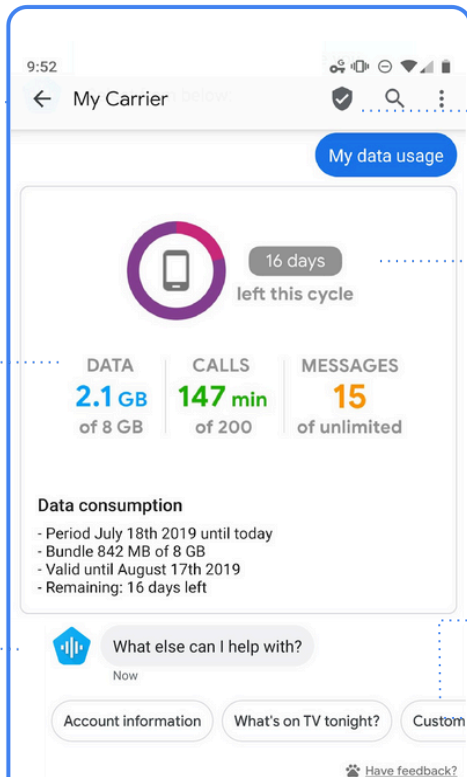
With images, videos, & GIFs in any color

Time-saving actions

Suggesting actions for URL, Maps, Calendar, & dialer

Ease of replying

Suggesting replies, customized by brands



Doc by : Google

How RCS Business Messaging outperforms regular SMS



Higher Engagement



More
Valuable



More Secure



Better Metrics

Doc by : Google



How RCS Business Messaging outperforms regular SMS



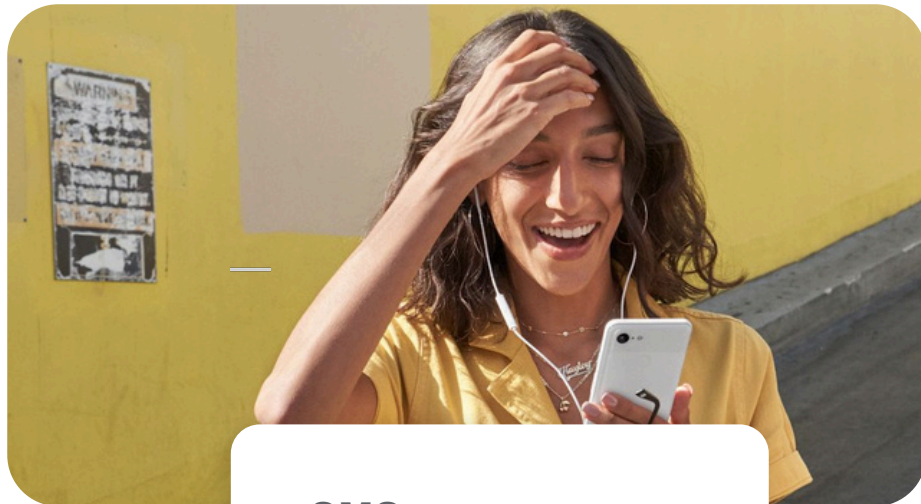
Higher engagement

RCS Business Messaging

- Suggested reply
- Suggested actions
- Introduction of AI

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

74% say RCS would make them more likely to want to communicate with a brand¹



SMS

- None or very limited interaction opportunity

Doc by : Google

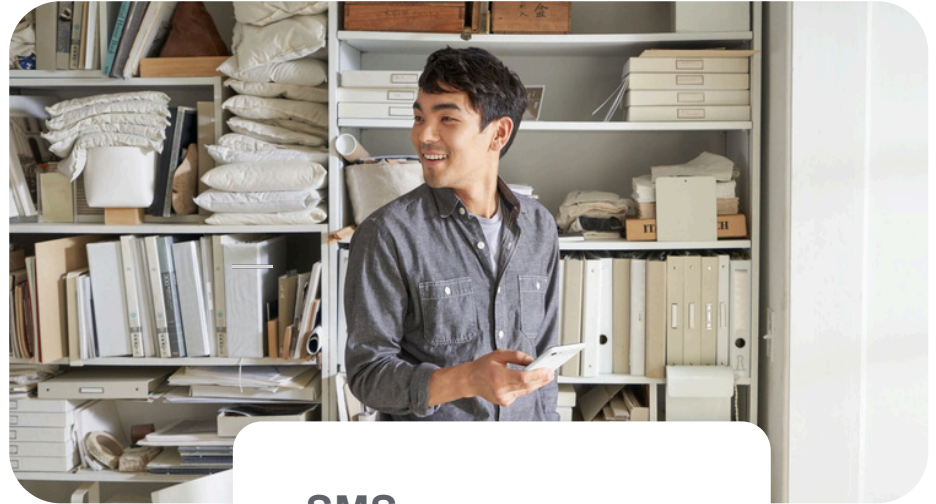
Sources: Openmarket and GSMA
2019



More
Valuable

RCS Business Messaging

-
- **Brand name with verified business checkmark**
- **Higher delivery rates / Higher click-through rates**
- **Pay on delivery**



SMS

- SMS charges for submitted messages
- Unreliable grey routes

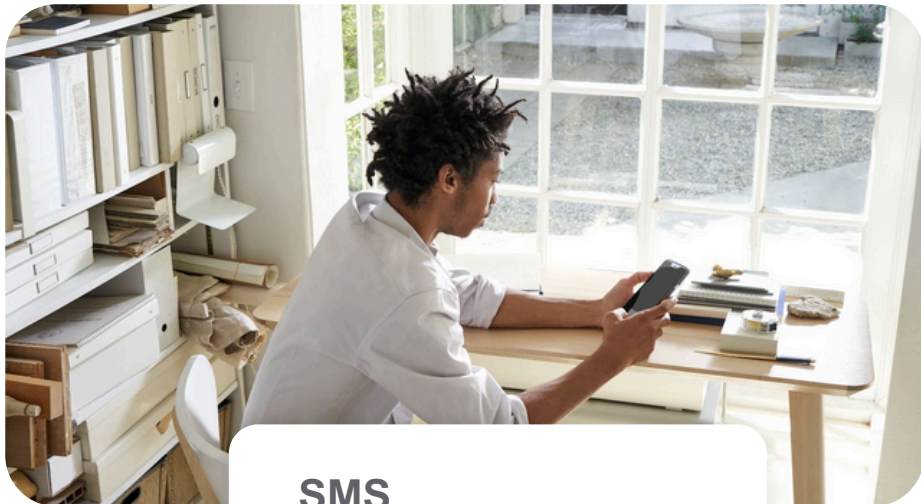
Doc by : Google



More Secure

RCS Business Messaging

- No SS7 hacking
- No OTP Copying



SMS

- SMS
- Hacks
- Copy
- OTPs

Doc by : Google



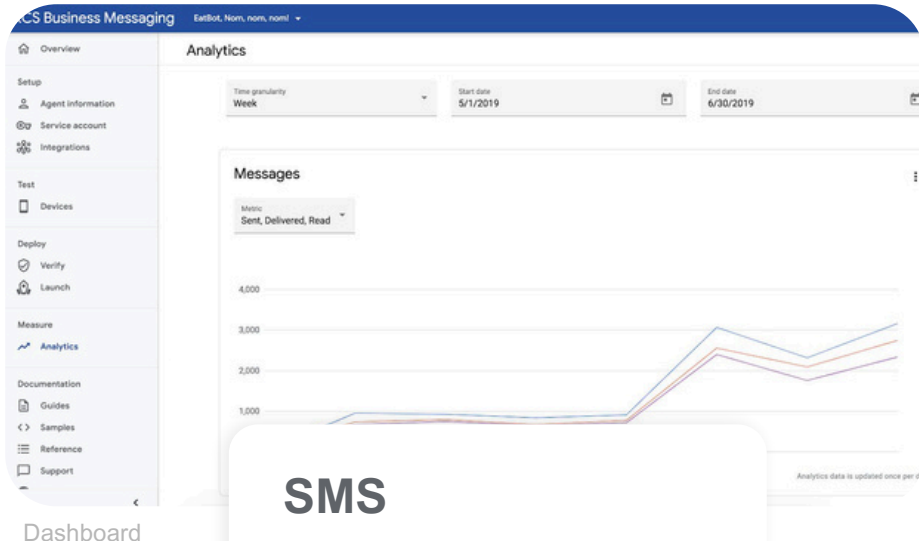
How RCS Business Messaging outperforms regular SMS



Better Metrics

RCS Business Messaging

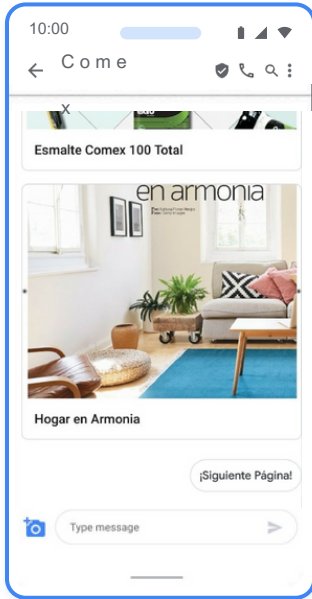
- Accurate delivery receipts
- Read receipts with open-time
- Response confirmation for engagement



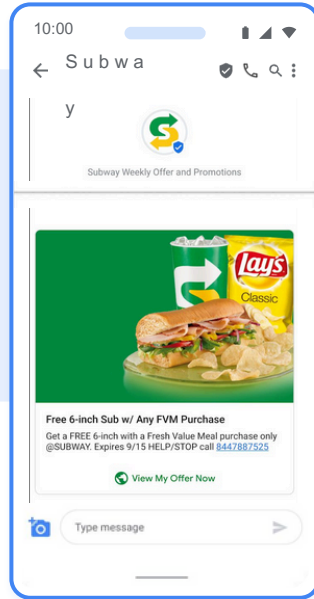
Doc by : Google



RCS Business Messaging is driving real results



10x higher click-through rate and 115% more revenue



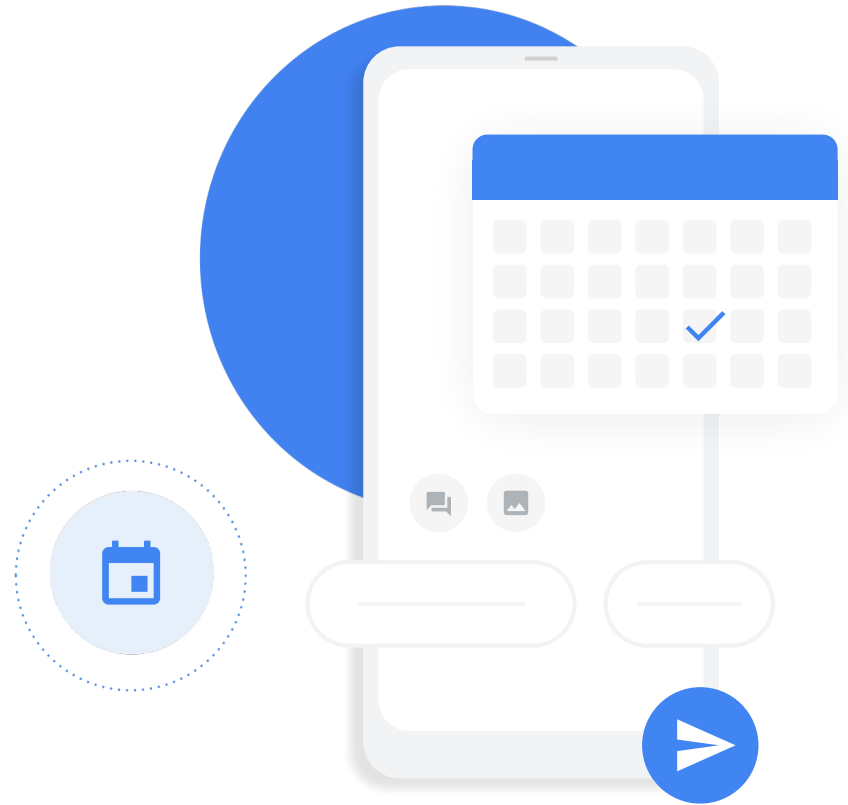
140% increase in uptake of promotional offers



200% more notification responses

Doc by : Google

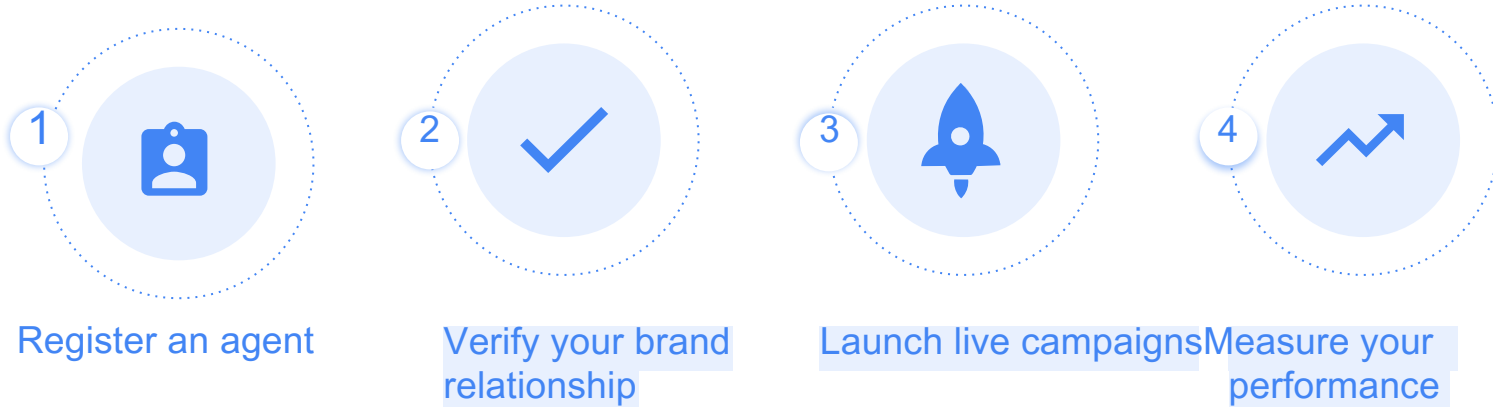
Start **modernizing** your company's communications



Doc by : Google



Getting started in **simple steps**



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