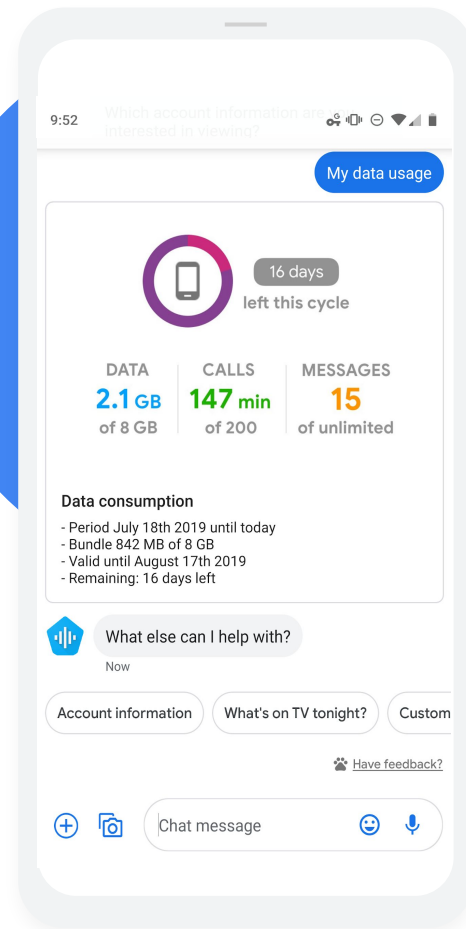# RCS Business Messaging

My Telco Agent

a presentation for carriers

Google

Carriers want saving money and increasing satisfaction

$15.56
Average cost of live agent call[1]

97%
Customers don't enjoy using IVR[2]
(we have been looking for the 3% who enjoy IVRs - but can not find them)

Google

There are challenges for App owners to drive downloads and usage

5

apps are used 85% of the time[1]

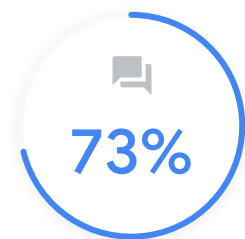**51%**

Users don't download any new apps in a month[2]

<30%

Users use their telco app per month[3]

Google

[1] http://fortune.com/2016/08/16/app-fatigue-is-taking-a-toll-on-smartphone-owners/
[2] https://techcrunch.com/2017/08/25/majority-of-u-s-consumers-still-download-zero-apps-per-month-says-comscore/
[3] Google interviews of Carriers Experience
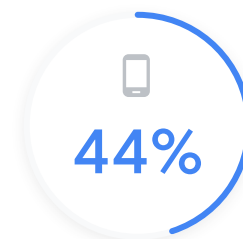
Customers prefer live chats to phone calls

73%

Live chat

61%

Email

53%

App

48%

Social media

44%

Phone calls

Google

Customer service messages via SMS have been effective but have limitations

160	Character limitation
0	Colors, pictures and videos
0	Branding
0	Read receipts
3%	Engagement / response rates

Google

462782

Your current data is almost out and you have 4 days left in the cycle with 0.2GB left of your Data Plan.

You can view your usage here https://ehddkdmcongslon.com or you can call our sales agent at 1-888-345-6789 if you have any questions.

Reply STOP if you do not want any more messages.

Text message
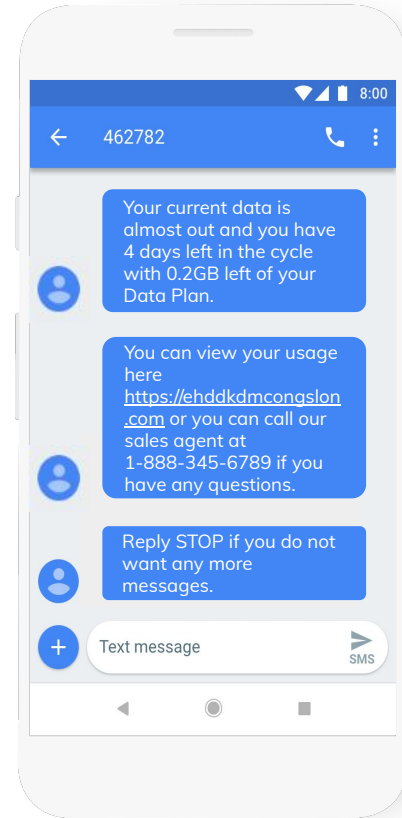
Upgrade to RCS Business Messaging for **better results**

Trusted branding
Displaying name and logo

Fast creative
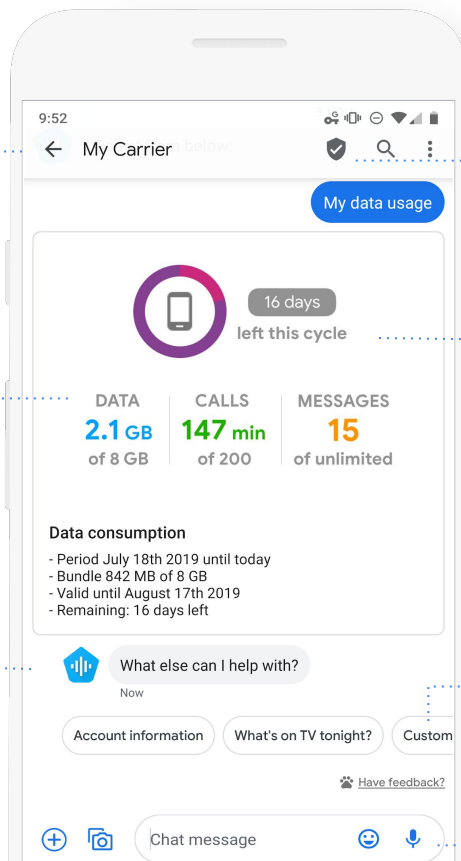Improving customer experience and strengthening brand awareness

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

9:52   below.

←   My Carrier

My data usage

16 days
left this cycle

DATA	CALLS	MESSAGES
2.1 GB	**147 min**	**15**
of 8 GB	of 200	of unlimited

Data consumption
- Period July 18th 2019 until today
- Bundle 842 MB of 8 GB
- Valid until August 17th 2019
- Remaining: 16 days left

What else can I help with?
Now

[Account information] [What's on TV tonight?] [Custom]

⚐ Have feedback?

Chat message

Google

It's time - give your customers, and your company an upgrade

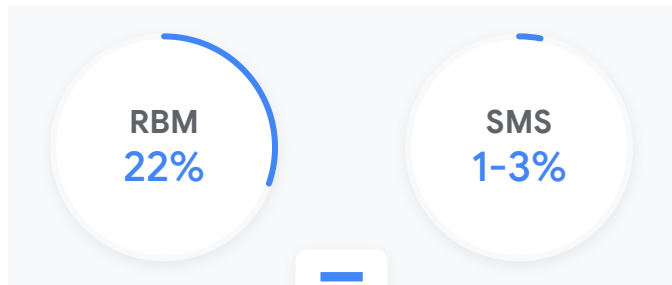RBM response rate is proven 60% - 150% better than SMS.

Carrier industry standard response rates for SMS marketing usually sit between 0.5% to 3%.

Google

It's time - give your customers, and your company an upgrade

"Click Through Rate" of messages

RBM
22%

SMS
1-3%

=

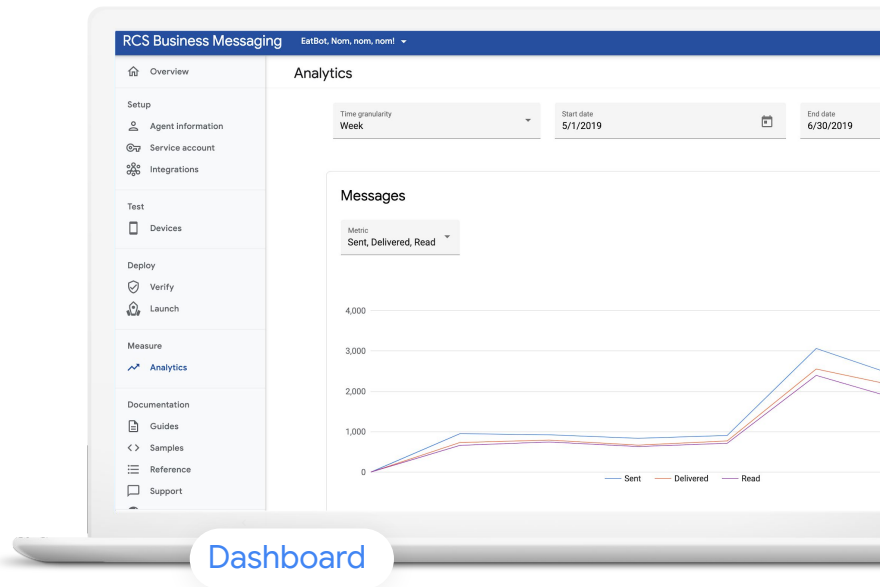users who tap a suggestion
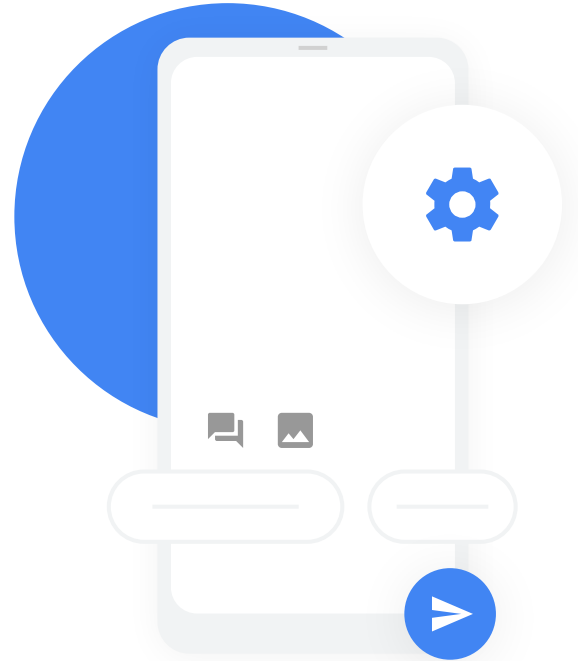———————————————
users delivered to

Google

Better Metrics

- More Accurate Delivery Receipts

- New Read Receipts

- Response confirmation for engagement metrics

- All data can be sliced and diced

Dashboard

Google

How can a carrier use **RBM**?

Google

RCS Business Messaging

RBM performs across every stage of the customer lifecycle

Customer care

Welcome onboard

International Roaming service

Marketing & promotions

Loyalty & engagement

Drive revenue
Improved upselling and marketing performance.

Save costly and unpopular, customer care calls.

Understand your customer
Track all engagement metrics including read receipts.

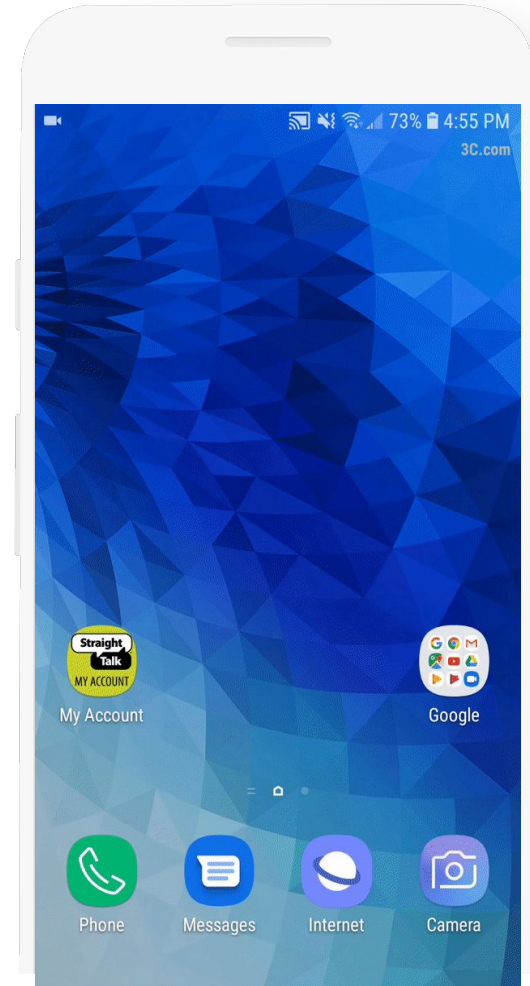**Increase engagement** at less costs than apps.

Self-service customer care

STAR is TracFone's self-service activities agent

- Account Management
- Data usage
- Changing phone number
- Reward point
- Refill service

Check out the video.

Google

Self-service customer care

Joice is Oi's customer care artificial intelligence

Plan information, bill generation, payment reminders, technical support. It is important to be present in multiple channels, but why RCS is different?

- Free of charge
- Be proactive: don't wait for user complaints, build intelligence to tackle issues preemptively
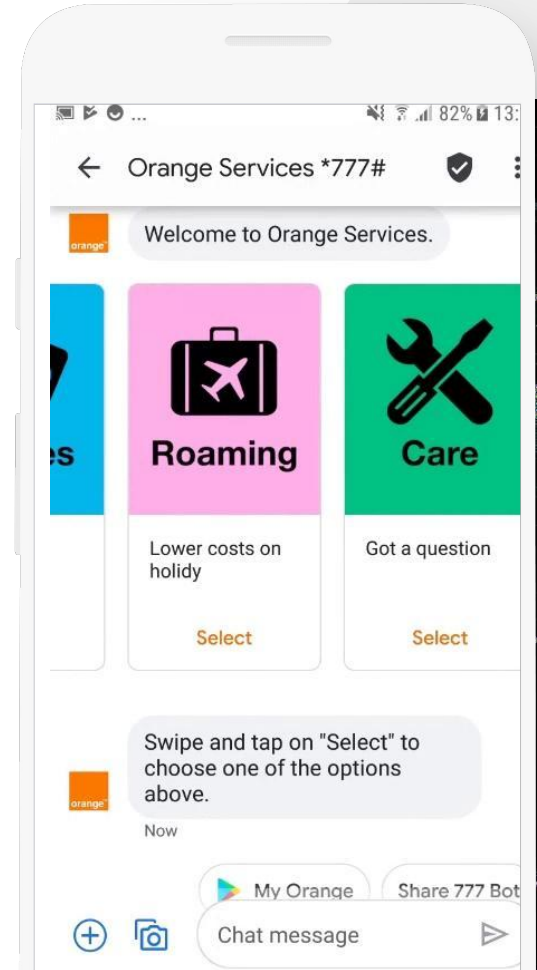- Richer media and features

Google

Oi - DEV

Ok, já registrei a sua avaliação. Obrigado!

2 min

Reiniciar

Agora • Entregue

Oi! Eu sou a Joice, assistente virtual da Oi, e estou aqui pra te ajudar com informações pra pagamento de conta e suporte técnico. Seu protocolo é 20198000005866.

Se precisar, digite 'ajuda' a qualquer momento. Por onde quer começar?

Agora

Conta   Suporte técnico   Menu de ajuda

Mensagem de bate-papo

orange™

The existing USSD customer service was running Orange Jordan's network *777#.

Now, with no manual digit input customers can:

- Chat directly in the agent
- Evaluate their plan & balances
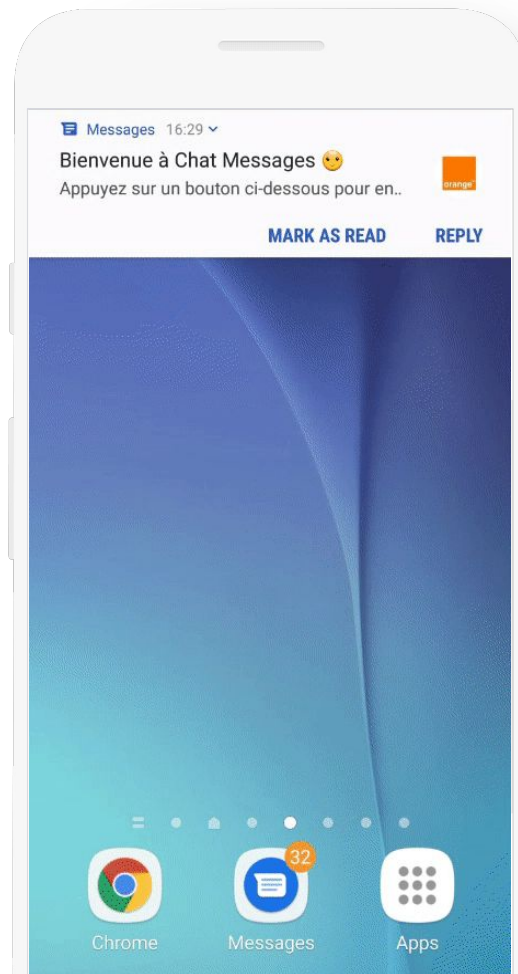- Explore offers and switch to other bundles

Google

Orange Services *777#

Welcome to Orange Services.

Roaming

Lower costs on holidy

Select

Care

Got a question

Select

Swipe and tap on "Select" to choose one of the options above.

Now

My Orange   Share 777 Bot

Chat message

Welcome bot agent

Orange Service onboarding

- Orange introduction
- RCS education
- Demonstrate RCS rich graphic, video
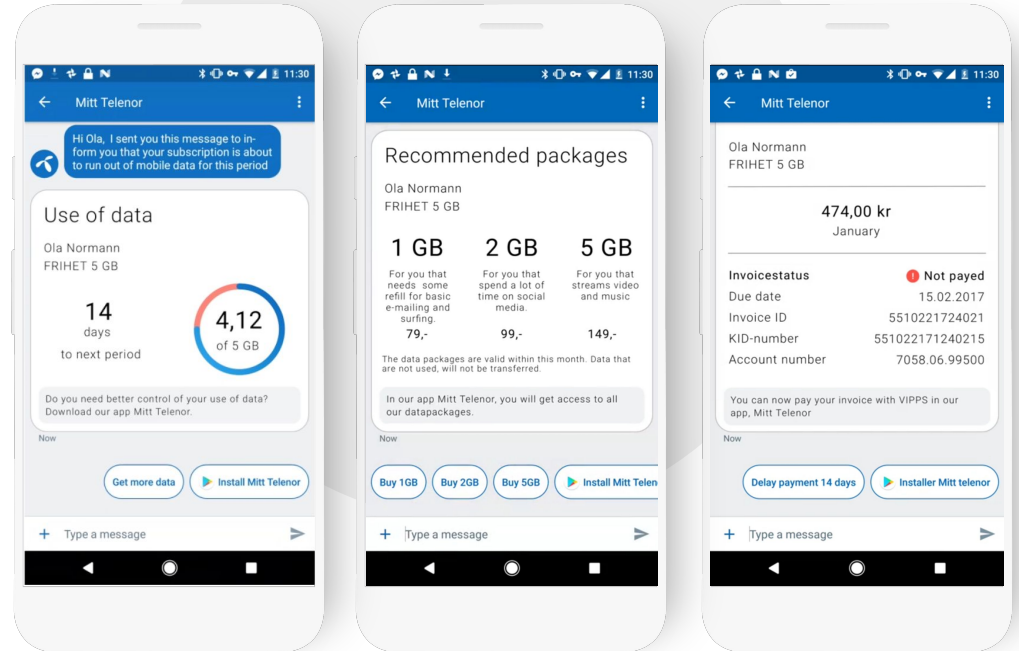- "Choose own Journey" - Interactive consumer experience

Google

Data purchase

Telenor enables data purchases straight from their RBM agent. Enabling clients to

- Evaluate their current plan & balances
- Explore offers and switch to other bundles

Options and interactivity opens for upselling in the moment. Simplify decision making.

Oi — Brazil

"Despite the short time, so far the conversion was 7.8x greater than SMS"

— Diogo Camara, Oi's Product Director

8x

Oi indica: Aproveite o Dia das Mães com mais internet. Tenha 12GB de internet, WhatsApp, Messenger e Facebook liberados por R$ 49,99 no cartão.

12GB   R$49.99/MÊS

APPS LIBERADOS
+LIGAÇÕES ILIMITADAS

Oi Controle

15:18

Google

Marketing and promotion

Sub-heading here

Heading here

Place content here

- Place content here
- Place content here
- Place content here

EE - our first UK Telco agent! Users receive messages showcasing products they can purchase.

Google

orange™ Africa

African Cup of Nations bot

This bot offers a rich and interactive user experience about sports.

- Strengthens relationships with consumers
- Get the latest sports scores, team updates and live game information
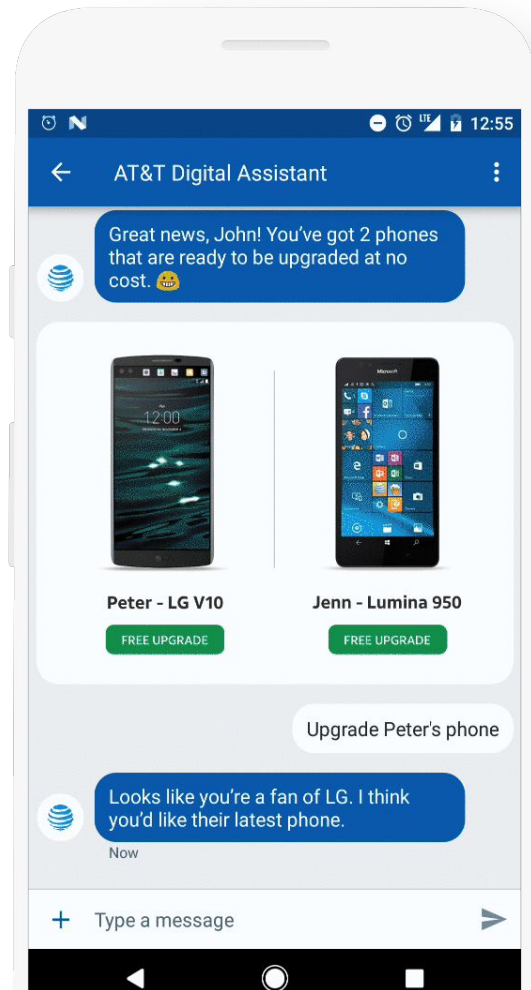- Provides sports fans with up-to-date information about their teams' competitors.
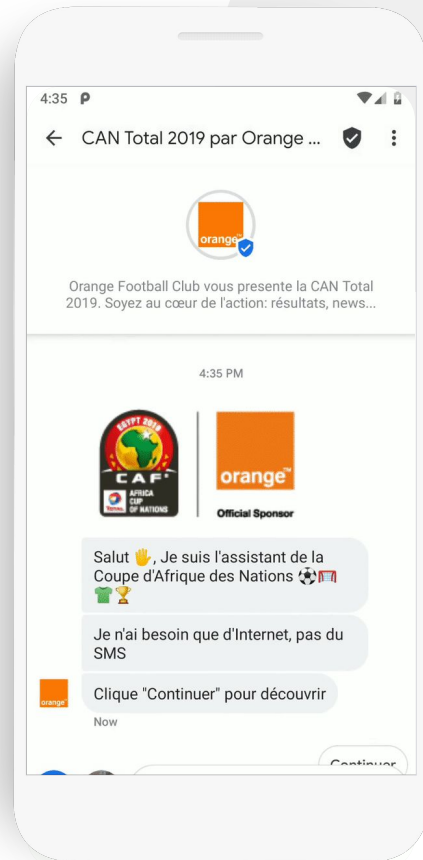
Google

Marketing and promotion

AT&T demo use case for new phone upgrades.

- Place video content and orders within the conversation.
- Watch demo videos.
- Select the color of the phone.
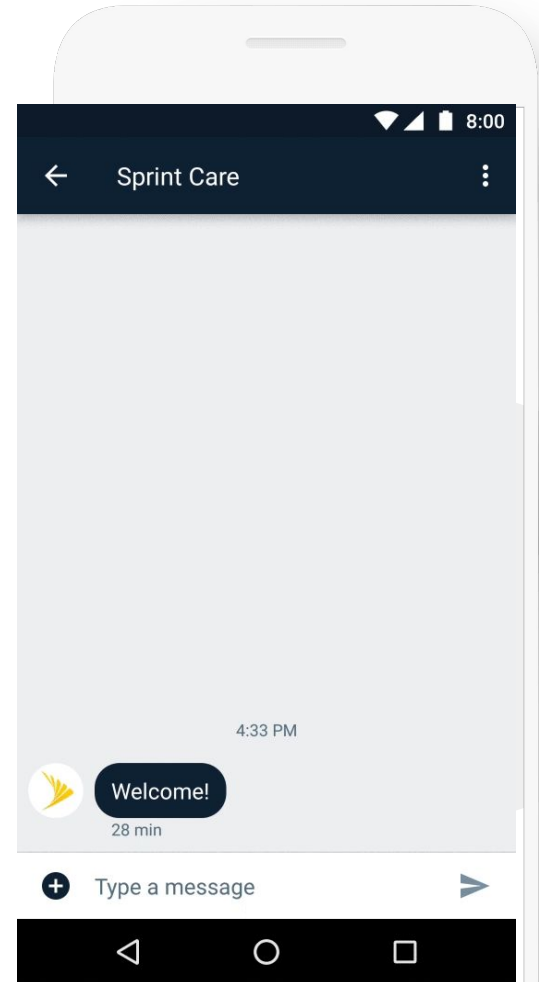
Roaming service

Sprint customer lands in a new country:

- They get a rich message showing rates and roaming plans
- Customer can browse plans and choose one

Available at:

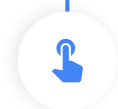https://www.gsma.com/futurenetworks/rcs/demos-case-studies/?ID=003w000001iwe8FAAQ&BU=

Google

New console for RBM makes it easy

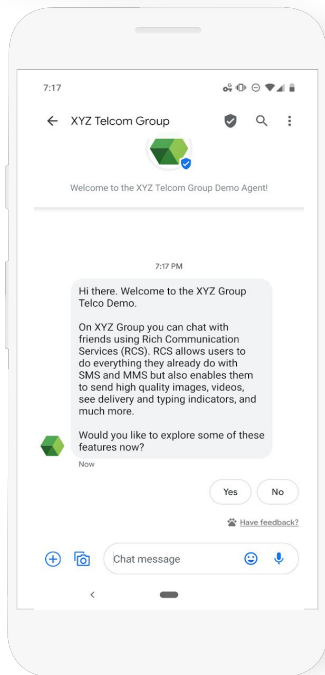Quickly register RBM agents

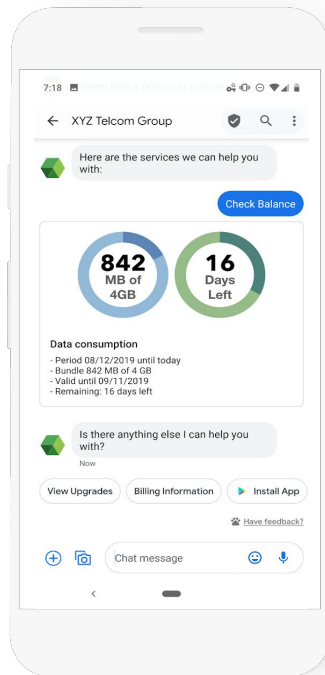Easily manage branding details and testers

Quickly launch live campaigns

Track performance with analytics
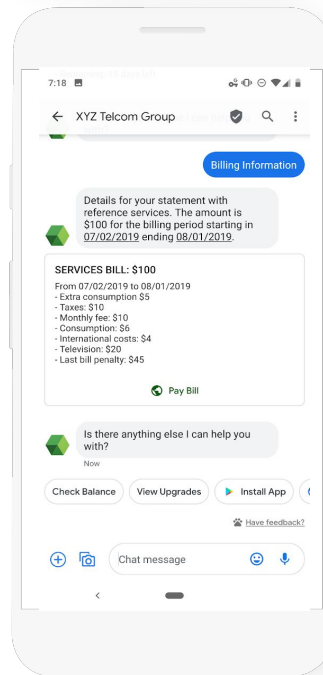
Google

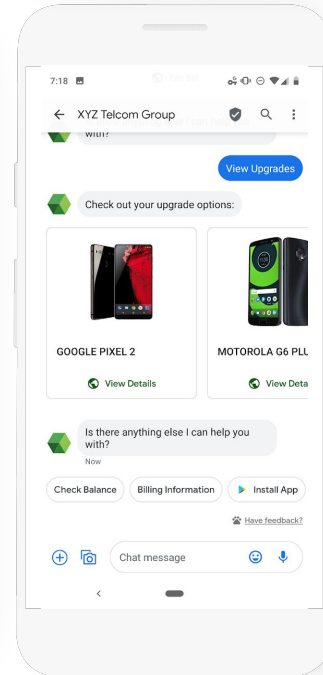# We have carrier bot templates ready for you

RCS Introduction

Data Consumption

Bill Review

Upgrade info

Google

RCS Business Messaging
Success Stories

Success stories

Comex
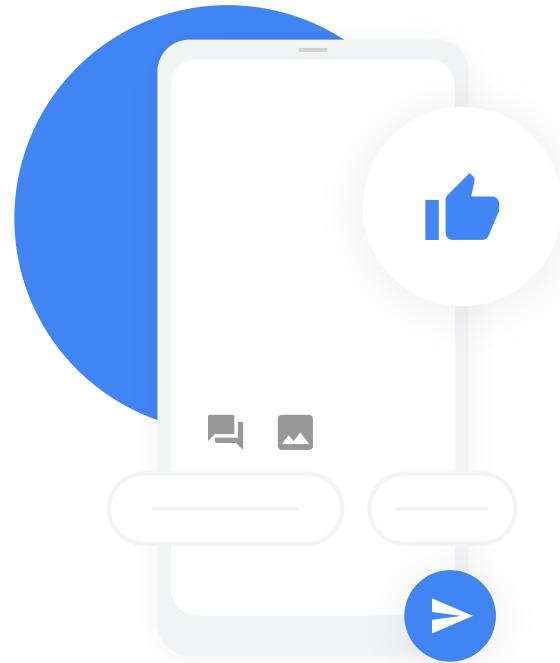
Increased Revenue

115% increase in revenue
boost visual impact and product value
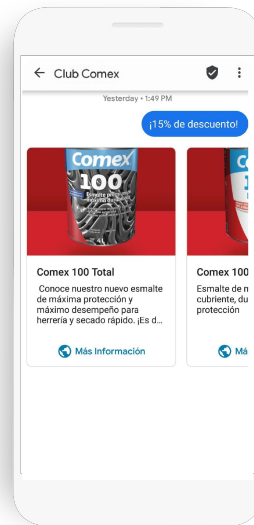
Google

Success stories

Comex

Increased Engagement

10X increase in response rate
Customer-nurturing campaign resulted in a click-through rate of 20.6%

Google

Success stories

Loyalty & Engagement

51%

more conversions, with meal deal

"

RCS makes the customer experience richer than SMS where consumers are, using mobile messaging. With RCS, the business results are dazzling, so why wouldn't you do this?"

— Carissa Ganelli, Chief Digital Officer, Subway

Google

Success stories

Totalplay

Better Collections

65%

increase in on time bill payments over SMS.

Google case study: here
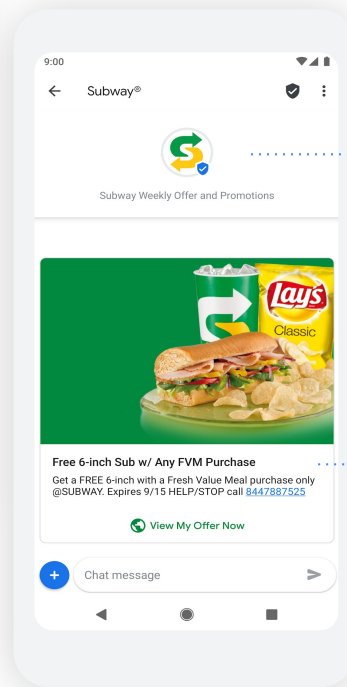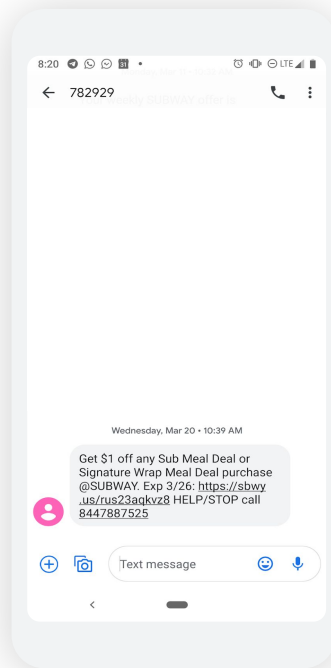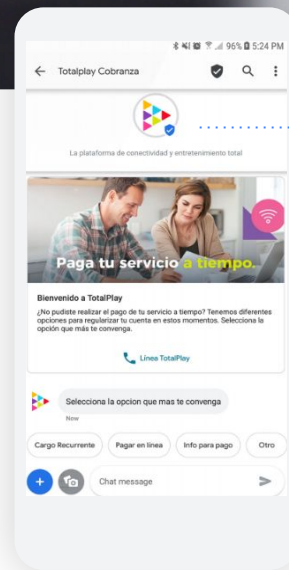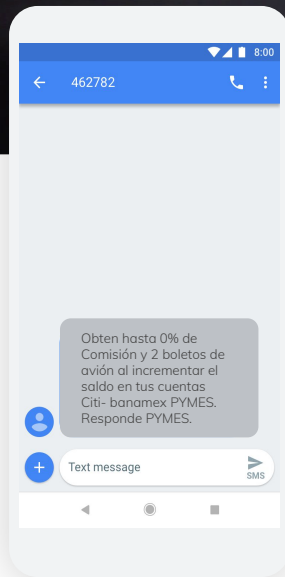
Google

Trusted Branding
With name and logo

Ease for Replying
Suggested Replies customized by brands

Obten hasta 0% de Comisión y 2 boletos de avión al incrementar el saldo en tus cuentas Citi- banamex PYMES. Responde PYMES.

Totalplay Cobranza

La plataforma de conectividad y entretenimiento total

Paga tu servicio a tiempo.

Bienvenido a TotalPlay
¿No pudiste realizar el pago de tu servicio a tiempo? Tenemos diferentes opciones para regularizar tu cuenta en estos momentos. Selecciona la opción que más te convenga.

Linea TotalPlay

Selecciona la opcion que mas te convenga

Cargo Recurrente | Pagar en linea | Info para pago | Otro

Success stories

Totalplay

Increased Responses

78%

increase in Response rates through RBM

Google case study: here

Google

" It's more reassuring to receive a message from a verified channel with the Totalplay logo than an SMS with a link that you don't really know where it's taking you. We will continue to use RCS and develop more personalized campaigns in the future."

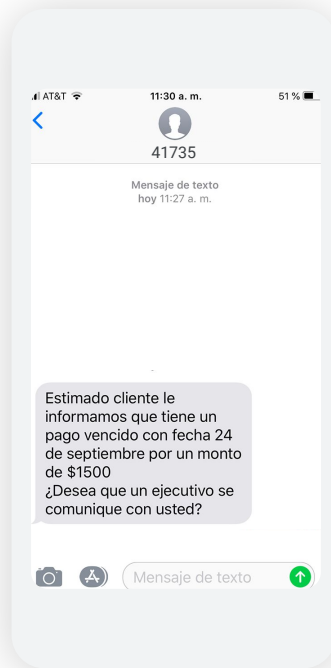— Mildred Guillén, Senior Manager Totalplay

Success stories

Better Notifications

200%

increase in Response to Notifications and Payments

Google

Estimado cliente le informamos que tiene un pago vencido con fecha 24 de septiembre por un monto de $1500
¿Desea que un ejecutivo se comunique con usted?

CFE Contigo

Ya está disponible tu recibo CFE para que lo consultes en cualquier momento y desde cualquier dispositivo de manera fácil, segura y sin costo.

Te informamos que cuentas con un saldo a pagar de: $350.00 pesos.

Para darte una mejor atención, no olvides actualizar tus datos.

Portal CFE

Portal CFE
Entra a tu cuenta y consulta tu recibo de luz.

Portal CFE

Menú principal

Customer Safety & Peace of Mind

With Verified sender information
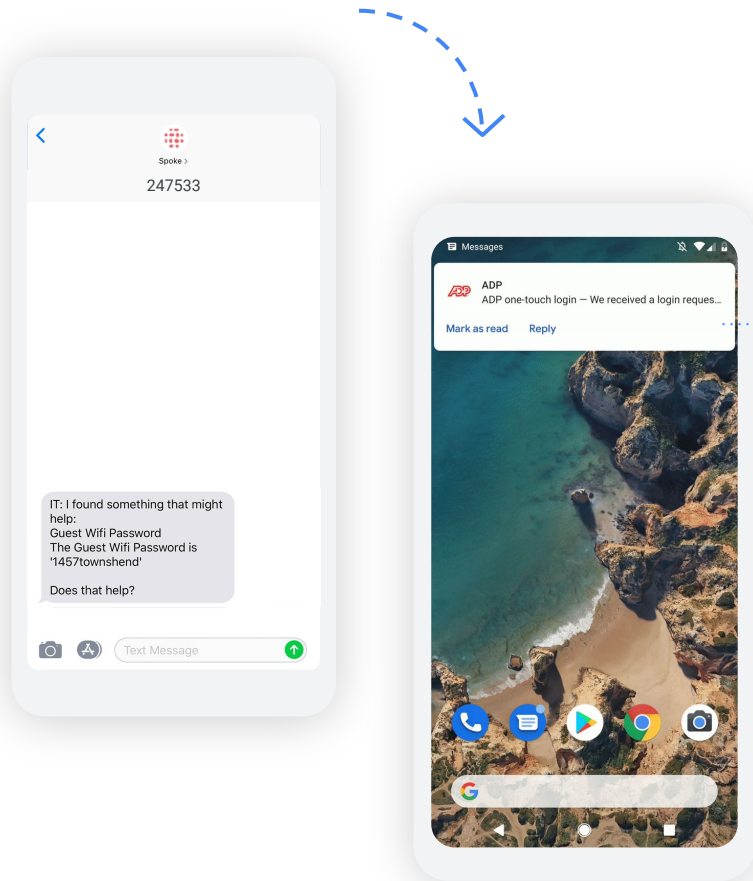
Success stories

Better OTPs

When security and success matters

- One-Tap to Authentication
- More Secure than SMS
- Higher Delivery Rates
- Read Receipts

Google

247533

IT: I found something that might help:
Guest Wifi Password
The Guest Wifi Password is '1457townshend'

Does that help?

ADP
ADP one-touch login — We received a login reques...
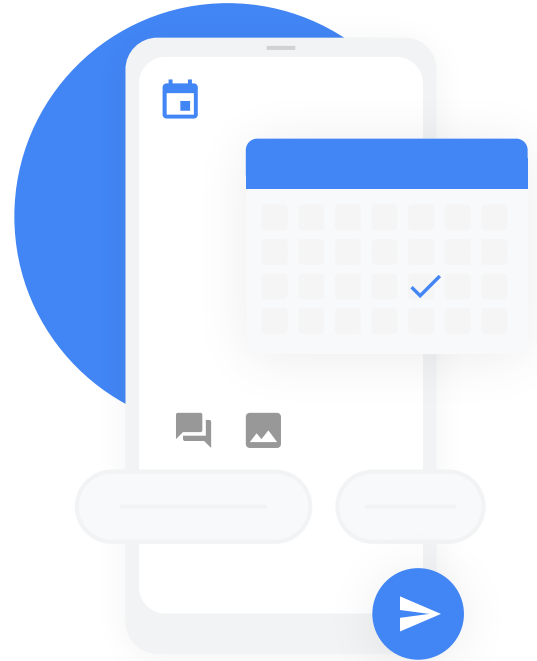Mark as read   Reply

Single-Tap to Authenticate

- No human error
- Lower latency
- Higher success rate

Getting started
is easy

Google

Preparation:

Decide on the use case
- Keep it simple

✓ Pick a high impact use case

✓ A campaign with little IT system work

✓ A case with clear attribution metrics[1]

✓ A large current opt-in list >1M numbers

Google

[1] It is much easier convincing management with 100% lift in sales than "better notifications" .

Prototype
Map out your use case

1. We suggest using a tree diagram to visualise your users journey

2. Decide what the call to action is

3. Run it by the internal UX, digital team, etc

4. Once it is ready, test with real users

5. Now you are ready to build.....

Google

Build and Launch in 4 steps

Launch

Ongoing

10 minutes	1 day	1-5 days	2 weeks		
1	**2**	**3**	**4**		
AGENT REGISTRATION	**DEMO**	**VERIFY & LAUNCH**	**LAUNCH**	**EVALUATE**	**IMPROVE**
Agent is created via developer console.	Partner creates a demo experience.	Brand relationship is verified & agent is launched.	Partner launches campaign.	ROI is measured & evaluated by brand.	Brand utilizes data to improve agent.

Google

Next Steps for Carriers
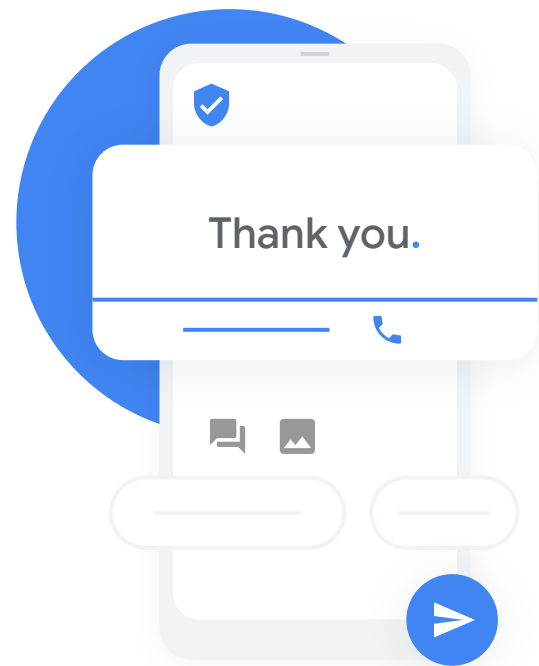
1

Get the
Use Case
Done

2

Get on the
Platform and
on the
Console

3

Build and
Launch

Google

Thank you.

Google