Rich Communication Suite

French and Spanish RCS Pilots

An overview of the outcomes from the first phase of pilot programmes held during Q2-Q3, 2010 in France and Spain

Background to the inter-operator RCS pilot programmes

Following in-house and inter-operator technical assessments and preparations for RCS services, mobile operators in France (Bouygues Telecom, Orange & SFR) and Spain (Orange & Telefonica) ran pilot programmes with their users in Q2-3, 2010. In both country pilots, the outcomes were very positive – customers liked RCS. This document gives an overview of the key findings from the pilots in both countries.

RCS Pilot - France

Operator involvement	Multi-operator pilot: Bouygues Telecom, Orange, SFR
Number of users involved in pilot	300 (100 per MNO) split into 'tribes' defined by various age and user type criteria
Defining criteria	15 – 45 years of age, regular users of text, email and some form of social network (SN) portal
RCS Release tested	Release 1
Use cases (features) tested	Enhanced phonebook; file transfer; enriched call
Device	Samsung Jet with native client

Customer feedback highlights – France

The appeal of RCS services to users (shown by 'interest' factors) was very high and was maintained throughout the pilot, in spite of the inevitable frustrations that occurred due to teething problems with the service or poor coverage (91% interest measured at start, 80% after one month). Overall, whilst the individual services involved in RCS were not deemed as innovative, RCS itself **was** seen as innovative as it enabled the mobile to bring together existing mobile, SN and other internet services. RCS was seen as well aligned to the 'new' ways of communications (SNs and Smartphone apps). At the end of the pilot, a high percentage (38%) said they would use the services if commercially available, but only if free of charge (or included in existing bundles). RCS availability encouraged over 65% of users to maintain or increase their usage patterns (28% increased, 37% maintained) and nearly half of the users (47%) activated their availability at least once a day.

- **Core RCS functionalities** appealed to users:
  - o **Interoperable** services – a guarantee of successful use and seen as a prerequisite
  - o Enriched communications by **file transfer** (96% interest) and **content sharing** (92% interest)
  - o **Real-time** sharing – seen as a good fit with **mobile communications**
- Enriched contact list (88% interest) – supplemental information about contacts and **availability** reminders seen as **very beneficial**
- Availability feature (79% interest) – helps to **manage** communication with one's community
- RCS made communication **easier** with contacts (78% agreed)
- RCS **improved** communications with contacts (69% agreed)

Samsung Jet

Next steps

- Review of suggested service improvements (e.g. customisation of address book; more immediate access to the service using widget; history of multimedia conversations etc.)
- Preparation work and additional customer research for commercial launch in 2011.

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RCS Pilot – Spain

Operator involvement	Multi-operator pilot: Orange, Telefonica
Number of users involved in pilot	180 – 140 customer, 40 internal users
Defining criteria	15 – 40 years of age, regular users of SNs and/or IM
RCS Release tested	Release 2
Use cases (features) tested	Enhanced phonebook; file transfer; enriched call, one-to-one instant messaging
Device/s	Nokia N97 mini and EyePMedia PC client

Customer feedback highlights - Spain

Overall rating by customers was that RCS was 'very good', with RCS not being seen as distinctly innovative but very useful. The Spanish pilot tested RCS Release 2 features - i.e. mobile and PC access to services. Users consistently gave a higher appreciation rating to mobile access as compared to PC access. Overall, RCS is seen as a natural evolution of SMS/MMS. Hyperavailability was not seen as useful or indeed not understood by many users, but the status text was often used to indicate availability/non-availability. Users also wanted a polite way of 'blocking' RCS invitations without causing offence. Over 70% of the users said they would be willing to pay for RCS services (but anticipated that, if relevant, it should be included in appropriate flat-rate tariffs). Overall, 81% of the majority of users said RCS would encourage them to make more use of their mobile (81% positive) and to increase contacts with their friends (71% positive).

- **Core RCS functionalities** appealed to users:
  - o **IM** and the **Enriched Address Book** seen as the most valuable features
  - o Next most valuable were **File Transfer** and **Presence**
- RCS communications were **practical/useful** (78% of users agreed)
- RCS communications were and **easy/simple** to use (65% of users agreed)

Next steps

- Introduce and test remaining functionalities such as one-to-many IM, Network Address Book synchronisations etc.
- Improve the UI to give attractive options (e.g. different graphic themes).
- Preparation work and additional customer research for commercial launch in 2011.

Nokia N97 mini
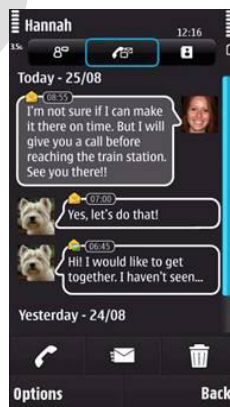
Typical UI showing IM message exchange thread

PC based client screen layout from eyeP Media

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