



RCS BUSINESS MESSAGING

Technology & Terminals (TECT) Working Group

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Implementing RCS Successfully



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Who is 3Cinteractive (3C)?

- 3C has been a messaging-based conversational commerce platform provider for 10 years
- We work with Fortune 500 brands to build and manage complex messaging workflows that increase revenue and drive brand loyalty
- Members of GSMA—with active roles in the Requirements and Specifications Group for RCS and authoring UP 1.0 and 2.0 publications
- Hosted the first A2P RCS Messaging Lab at our headquarters in Boca Raton, FL



The Future of How Brands Connect With Consumers is Here

What do **brands** want?

What do **consumers** want?

Engaged customers
resulting in a transaction



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Frictionless
interactions with the
brands they love



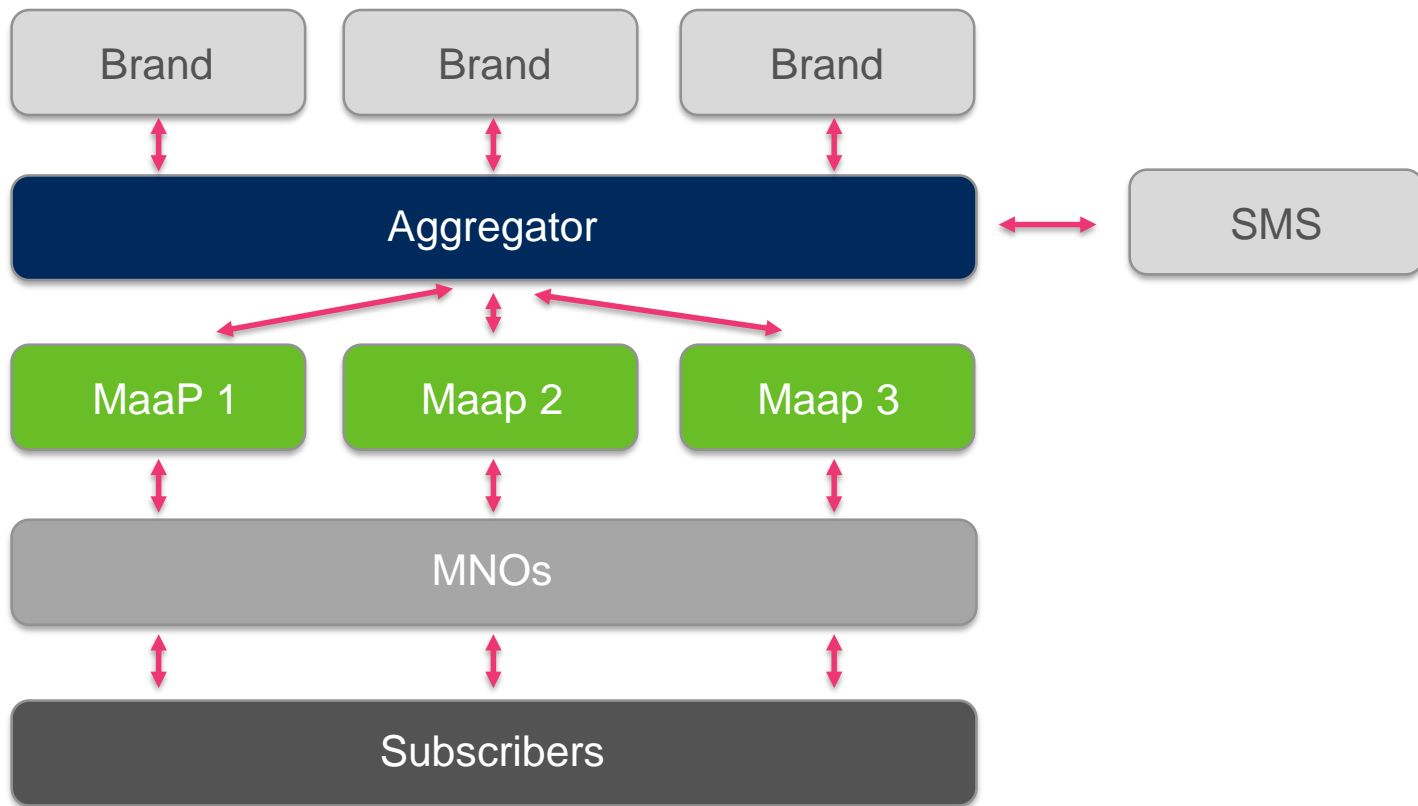
The Intersection is Conversational Commerce

Engaged customers
resulting in a
transaction

Frictionless
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RCS Business Messaging Ecosystem





Components of RCS Business Messaging

Custom Branding

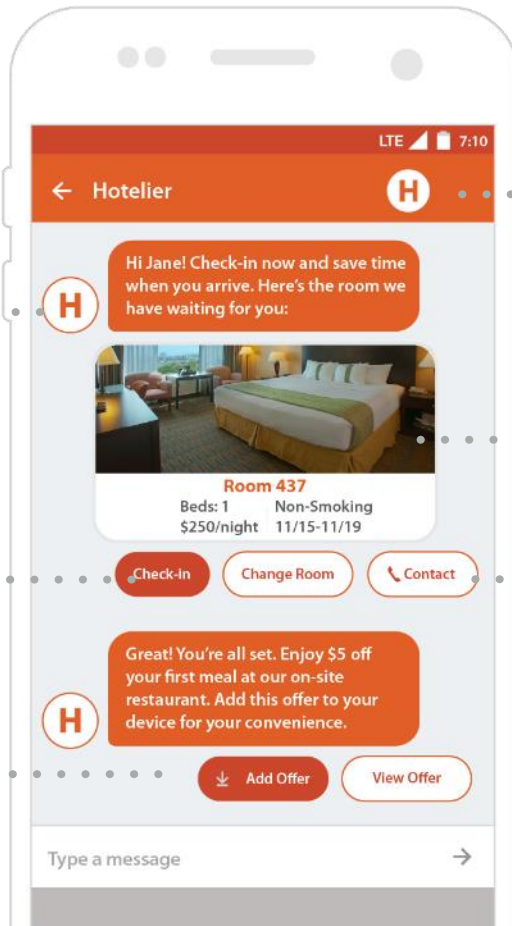
Include name, logo, and colors in messaging.

Suggested Replies

Guide customer interactions with single-tap replies.

Seamless Experience

Integrate multiple transactions in one interface.



Verified Sender

Provide assurance and peace of mind to customers.

Rich Media

Enhance engagements with images, GIFs, video, and more.

Suggested Actions

Ensure customer satisfaction with every interaction.



Components of RCS Business Messaging—Business Information Page

Header Image

314 x 1008px in .PNG format

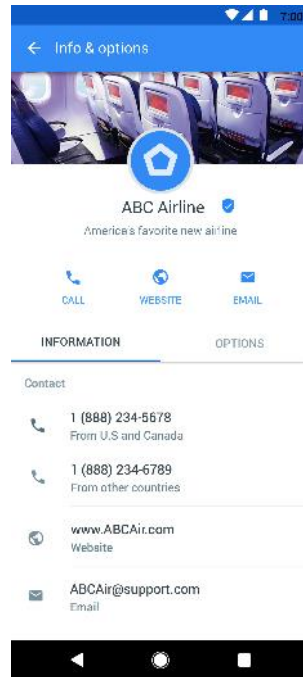
Contact Information (Phone, Email, Website)

At least one and up to three of each

Optional custom labels available

Privacy Policy / Terms and Conditions

Per Universal Profile v2.0, a link to the privacy policy is required. A link to Terms and Conditions is optional.





Components of RCS Business Messaging—Rich Cards

Rich Cards

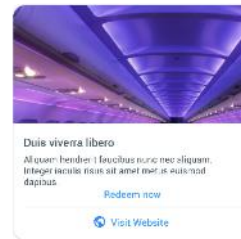
Rich cards are used to display information to a user in a more visual format than plain text. A Rich card contains the following fields, in this relative order:

- Image or Video
- Title Text
- Description Text
- List of Suggested Replies
- List of Suggested Action

Short (112 DP)



Medium (168 DP)



Tall (264 DP)



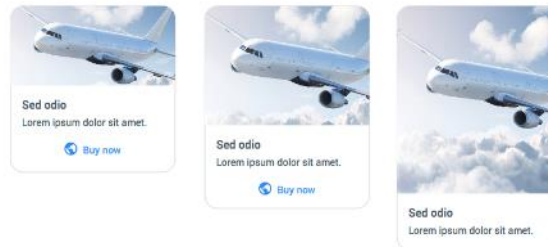
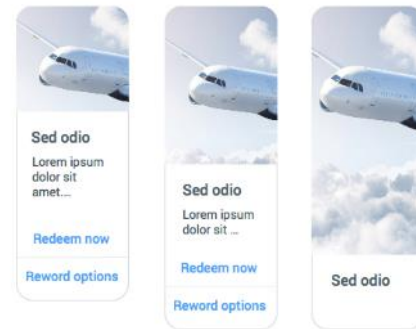


Components of RCS Business Messaging—Rich Card Carousel

Rich Card Carousel

Multiple rich cards can be sent as a carousel in a single message. There must be at least 2 and up to 10 cards within a carousel. All media within the cards must have the same height. Brands can choose between two widths for the cards within a carousel:

- Small Width: 120 DP
- Medium Width: 232 DP



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Text **DEMO** to **34343***
to test drive 3C's products and services.

By texting DEMO to 34343, 3C will send you text messages providing information and examples about its products and services. You will receive recurring messages according to your choice selections. Msg&data rates may apply. See: 3Csms.mobi/3Cdemo for terms and conditions and 3C.com/privacy for privacy policy.

