



Vodafone RCS Messaging: A commercial reality

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Vodafone's RCS Business Messaging | A commercial reality

**Commercially live
in 3 countries**



Jul-18



Aug-18

**Scaling handset
support**



- 100% coverage of Android base.



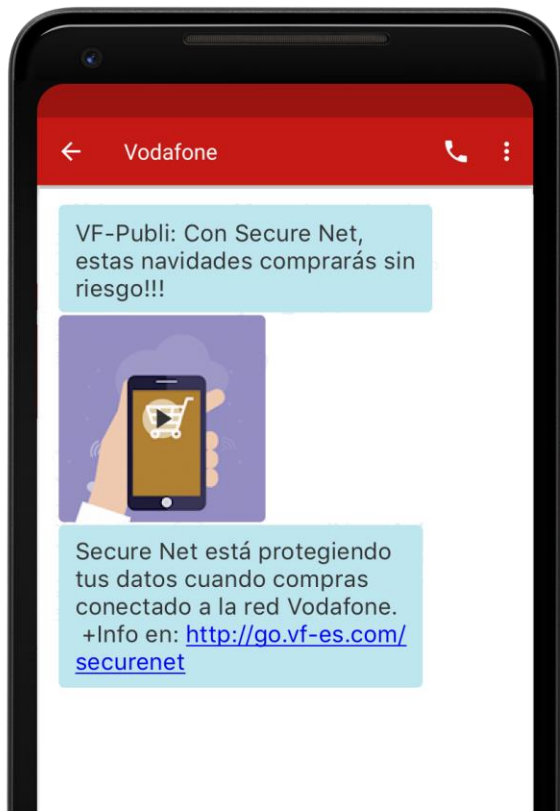
- UP 2.0 experience.

**Generating
value**

- Brand and internal campaigns ongoing.
- Covering both UP1.0 and UP2.0.



Vodafone RCS A2P Results Summary



RCS external campaigns run for FAI & Vodafone Italy.
Rich receipt for **premium SMS** donation.

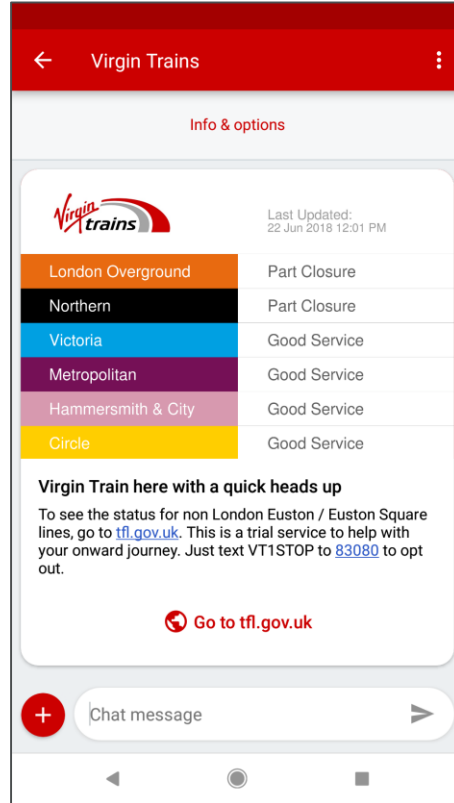
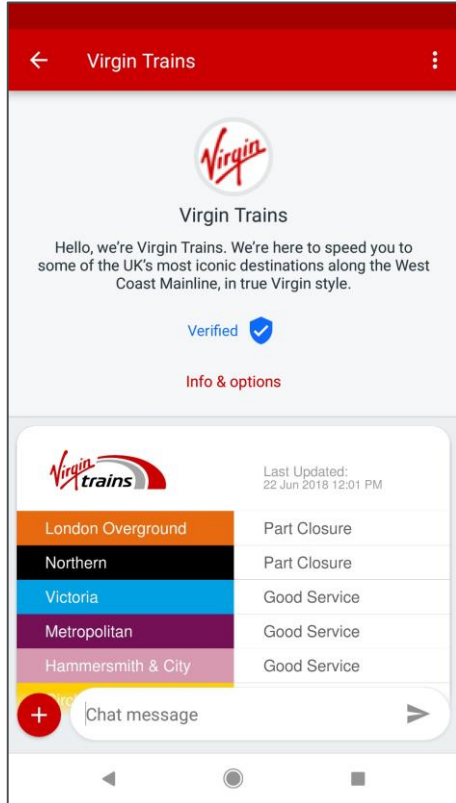
- Click-through rate uplift up to **7x** that of comparable SMS campaigns

39 separate **RCS CVM marketing campaigns** run for Vodafone Spain since December 2017, for products such as V-Pet, V-Bag & Vodafone TV.

- **Click-through rate** uplift up to **13x** that of comparable SMS campaigns
- **Activation rate** uplift up to **8x** that of comparable SMS campaigns



Virgin Trains is the 1st commercial UP2.0 campaign



Customers arriving into London Euston receive updates about their onward tube journey



OpenMarket®

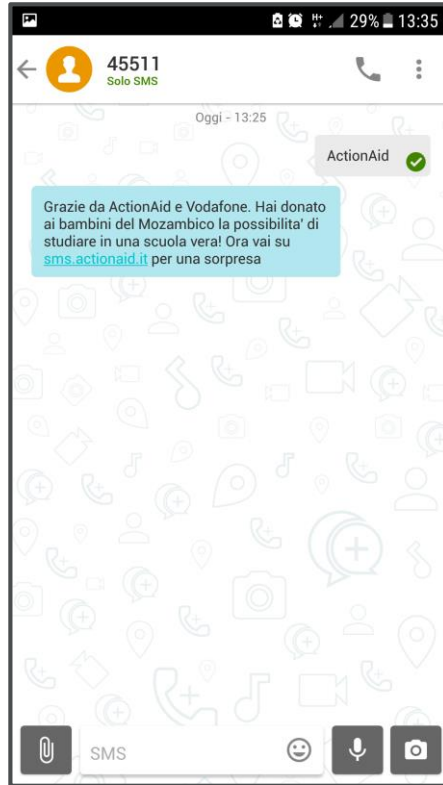


First commercial campaigns in Italy have started



Rich receipt sent to users following premium SMS donation

Objective: ActionAid will increase engagement with donating customer



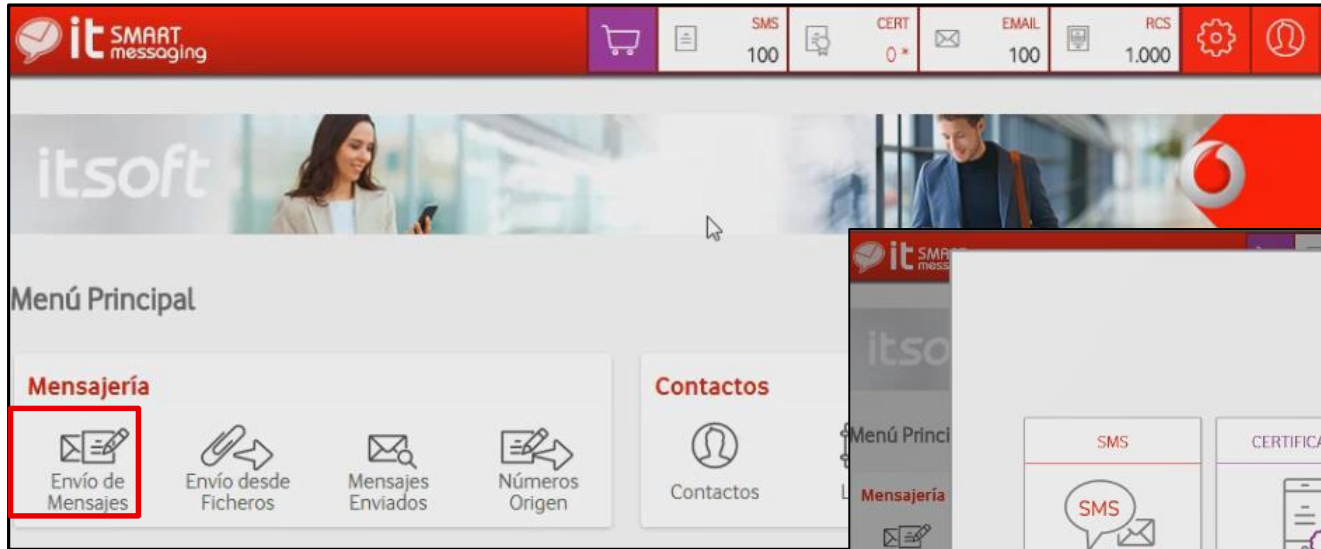
SMS experience



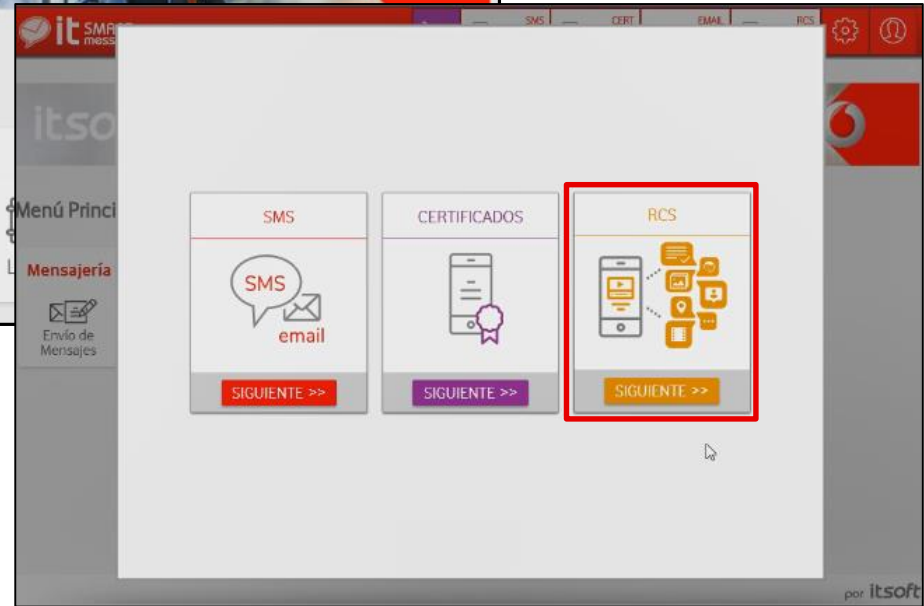
RCS (UP1.0) experience



Vodafone Spain offers a tool for Small & Medium Businesses



The screenshot shows the 'itsoft' messaging interface. At the top, a red navigation bar contains the 'it SMART messaging' logo and several service status indicators: a shopping cart icon, 'SMS 100', 'CERT 0', 'EMAIL 100', 'RCS 1.000', a gear icon, and a user profile icon. Below the navigation bar is a banner image with the 'itsoft' logo on the left and the Vodafone logo on the right. The main content area is titled 'Menú Principal' and is divided into two sections: 'Mensajería' and 'Contactos'. The 'Mensajería' section contains four icons: 'Envío de Mensajes' (highlighted with a red box), 'Envío desde Ficheros', 'Mensajes Enviados', and 'Números Origen'. The 'Contactos' section contains a single icon labeled 'Contactos'.



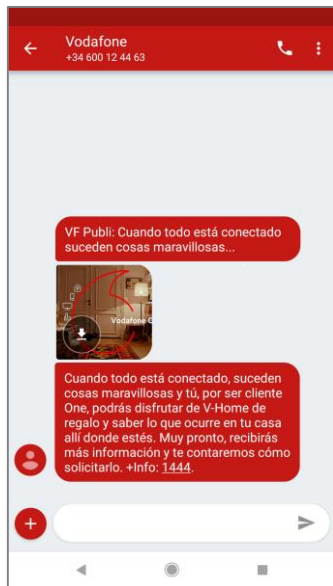
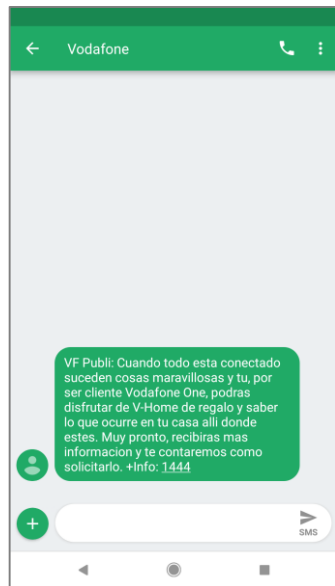
This screenshot shows a selection screen for messaging services. It features three main cards: 'SMS', 'CERTIFICADOS', and 'RCS'. The 'RCS' card is highlighted with a red box. Each card includes an icon representing the service and a 'SIGUIENTE >>' button at the bottom. The 'SMS' card has a red button, the 'CERTIFICADOS' card has a purple button, and the 'RCS' card has an orange button. The interface also shows the 'itsoft' logo and navigation elements at the top.



Vodafone Spain CVM Campaigns | Case study

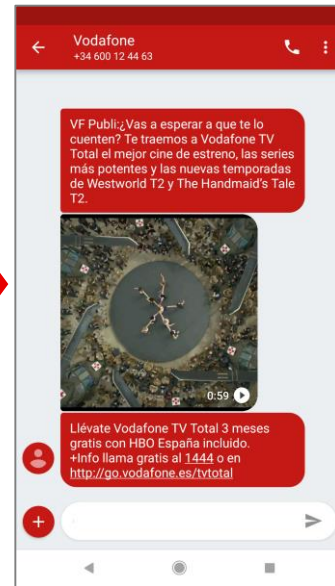
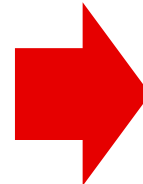
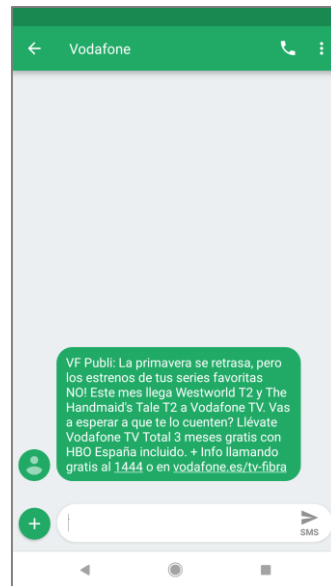


Click-through Rate Uplift x 7



CVM16: IoT: V-Home

Click-through Rate Uplift x 14
Activation Rate Uplift x 3



CVM13: Vodafone TV



Vodafone RCS Business Messaging | Learnings and next steps

- The early signs of **customer engagement uplift** presented at MWC in February have now been **confirmed**.
- The **opportunity for brands, messaging partners and mobile operators** is there, however, it requires the RCS ecosystem to **act fast**.
- In terms of the next steps, the RCS ecosystem shall work in **partnership to realise the full potential of the RCS ecosystem**:
 - A2P global reach
 - Federated bot search and enhanced brand verification
 - Fast-track feedback into GSMA RCS specifications



Thank you

