GOOGLE RCS AND RBM PLATFORM

ALEXANDRE ALLEMAND,
BUSINESS DEVELOPMENT
DIRECTOR, GOOGLE

RCS Business Messaging Updates from Google

Alexandre Allemand
October 2018

RCS momentum is accelerating

Android Messages

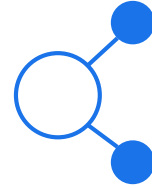100M+ users (3x growth in past year)

All A2P 2.0 capable

12 releases per year

Jibe Cloud

Live with 37 carriers in 28 countries

On Google infrastructure (highly scalable and geo-redundant)

Jibe Hub

Live in North America and Europe

34 live interconnects

RBM

190+ channel partners

Live in North America with 25+ launched brand campaigns in US, Canada and Mexico

Coming to EMEA (Q4) and APAC (2019)

RCS upgrades A2P SMS with rich media and interactivity
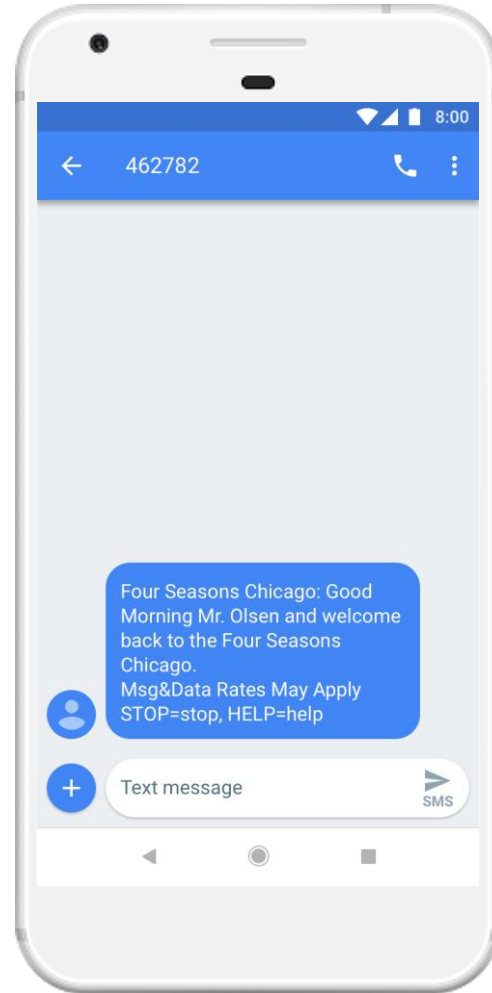
SMS

SMS has its limitations:

No branding

No pictures

No video

No Read Receipts

Limited interaction

RCS
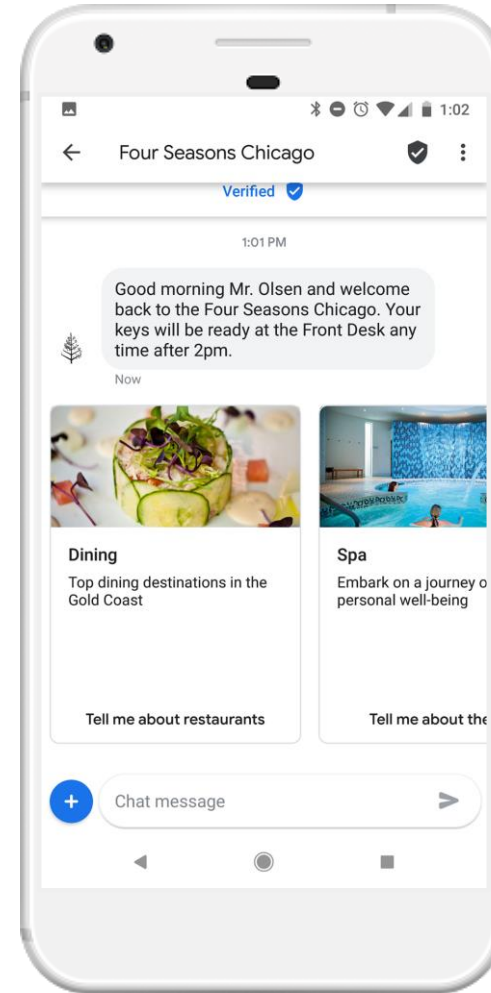
RCS has new benefits:

Full branding

Rich pictures

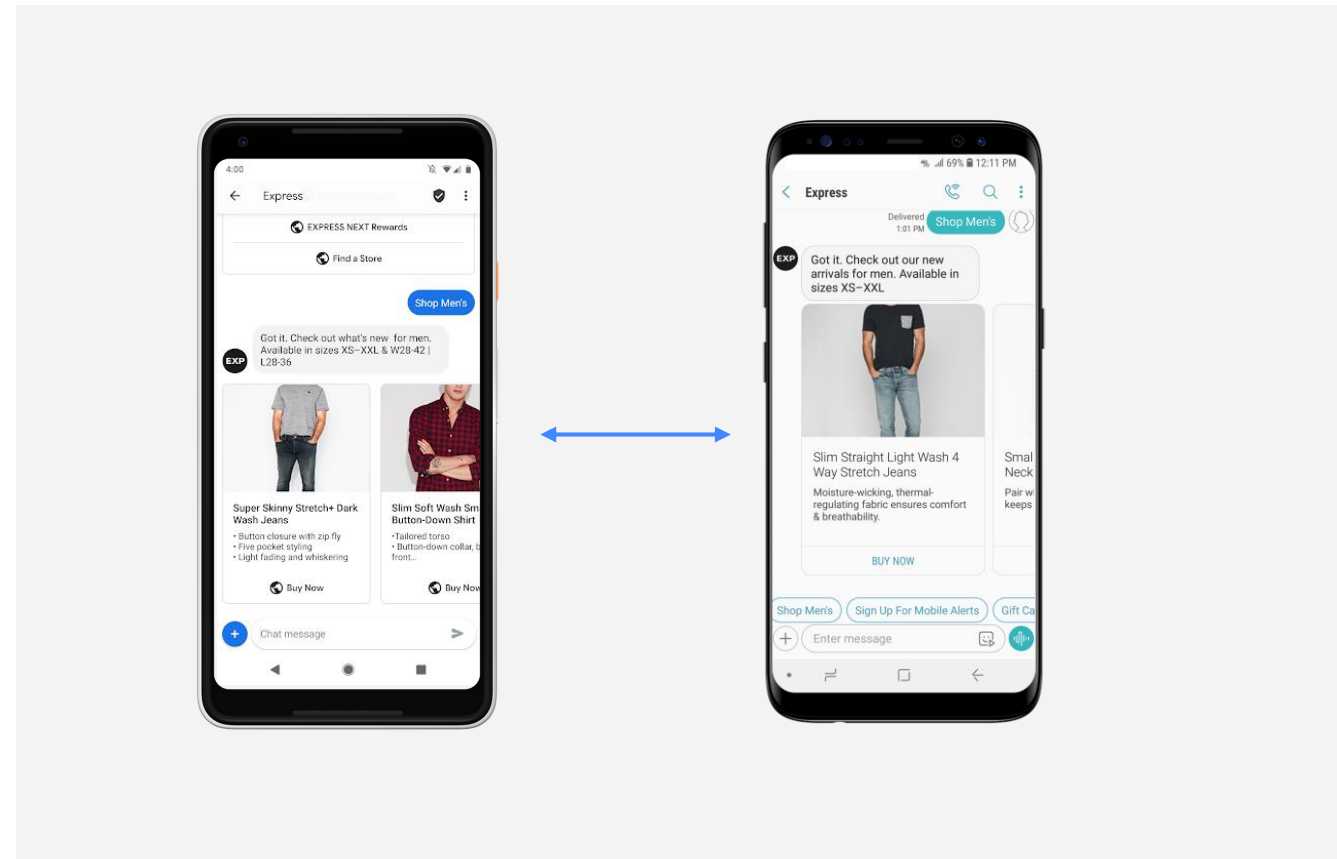High Quality Video

Read Receipts with time stamp

Suggested Replies

Aligned to the GSMA;s Universal RCS Profile

462782

Four Seasons Chicago: Good Morning Mr. Olsen and welcome back to the Four Seasons Chicago.
Msg&Data Rates May Apply STOP=stop, HELP=help

Text message

Four Seasons Chicago

Verified

1:01 PM

Good morning Mr. Olsen and welcome back to the Four Seasons Chicago. Your keys will be ready at the Front Desk any time after 2pm.

Now

Dining
Top dining destinations in the Gold Coast

Tell me about restaurants

Spa
Embark on a journey o personal well-being

Tell me about the

Chat message

Google

Google and Samsung are collaborating to accelerate RCS

1 Google RBM and Samsung MaaP will work with both client apps

2 Samsung's new and existing flagship devices (Galaxy S8/S8+ onward) to be updated

3 Client apps will work with both RCS platforms

Conversational Marketing

1	2	3
Marketing/ Promotions	Transactions/ Commerce	Customer Care/ Getting things done

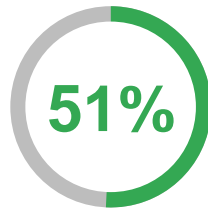# Pitfalls of existing channels

SMS

160
Characters

0
Images, branding

⚠️

Nearly **6 in 10** SMS users get spam at least weekly

Mobile apps

85% of device time is spent in 5 apps (US)

51%

don't download any new apps in a month (US)

Call centers

$4.50
Average cost of live agent call

3%
of customers enjoy using IVR

Email

0.12%
Response rate

18 spam messages received per person, per day

Google RCS I Android Messages I Jibe

1. Marketing

Increase engagement

Enhance brand love

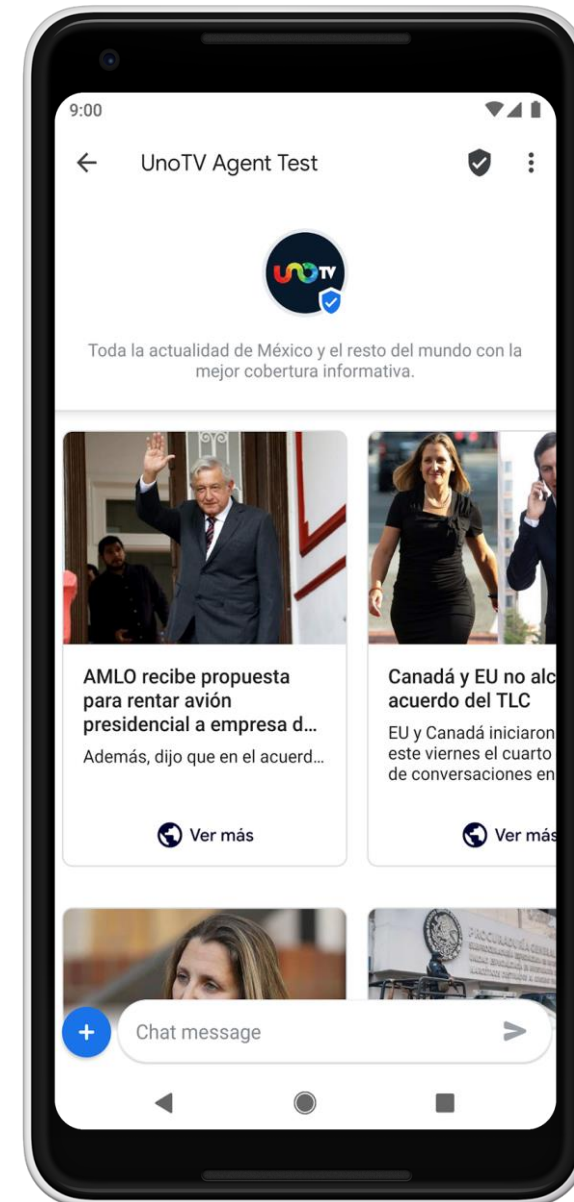Provide new ways for users to interact with your brand

UnoTV (Telcel)

Live News Updates

UnoTV subscribers can browse and click through the latest news updates and other videos.
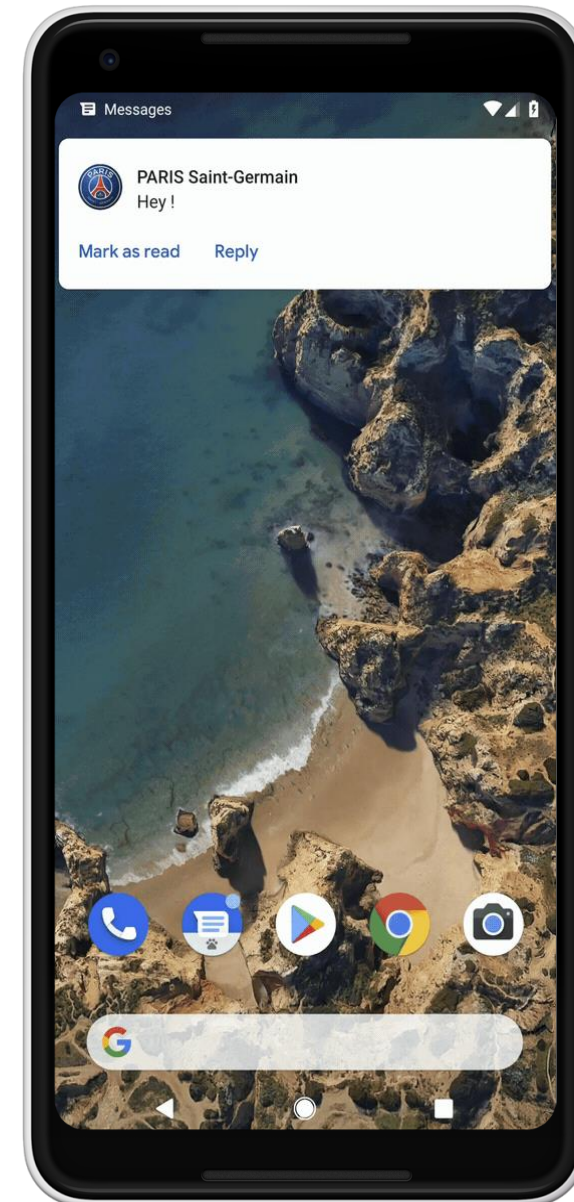
+68% increase in the number of unique users engaged

Paris Saint Germain (myElefant)

Staying on top of their game

Paris Saint Germain fans can stay on top of the latest games by watching and subscribing to recent game highlights.
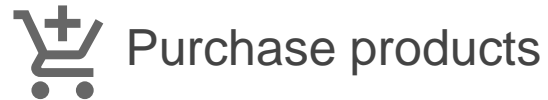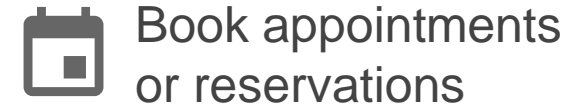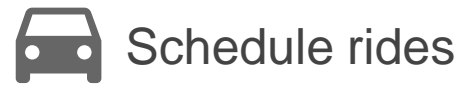
2. Transactions

$ Increase revenue

Offer personalization based on user profile

Facilitate onsite conversion

Make transactions fast and seamless

✈ Book flights

🚗 Schedule rides

📅 Book appointments
or reservations

🎟 Buy tickets

🛒 Purchase products

💳 Purchase subscriptions
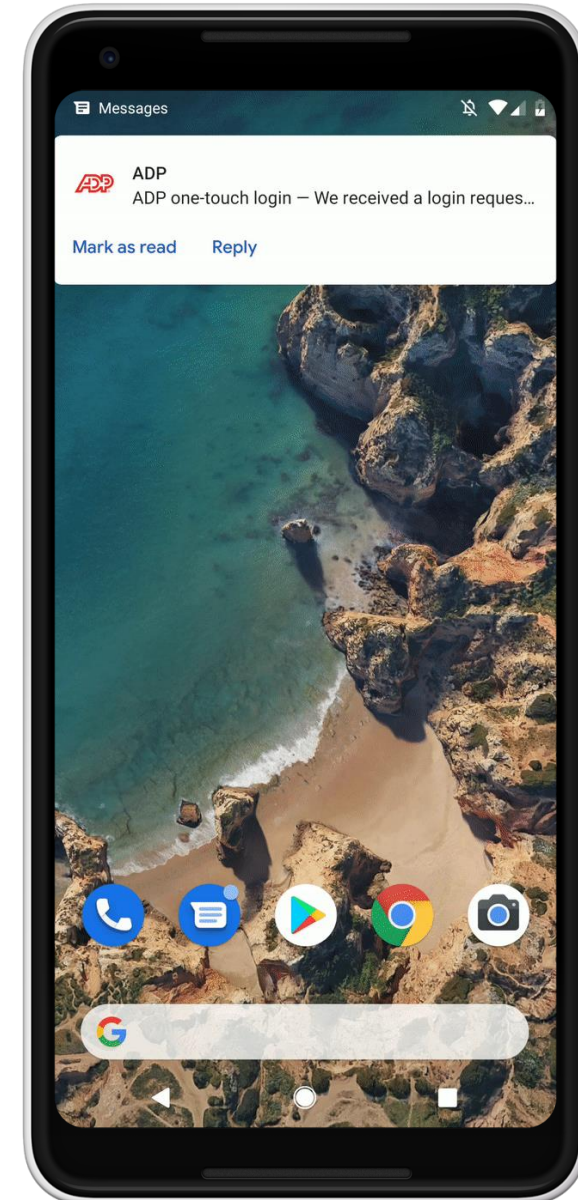
🍴 Order food

🚚 Send order updates

🛡 Authentication

ADP (2FA)

Two Factor Authentication

ADP's two-factor authentication RCS campaign is designed to provide an extra layer of security to its customers by allowing them to verify their accounts through interactive and rich messages.
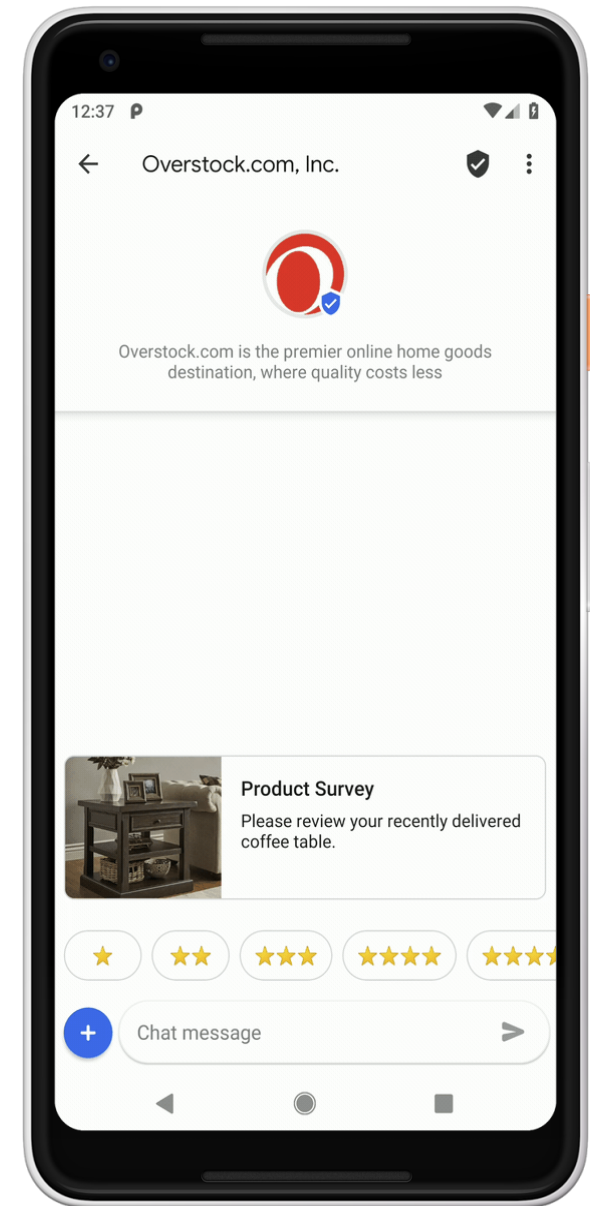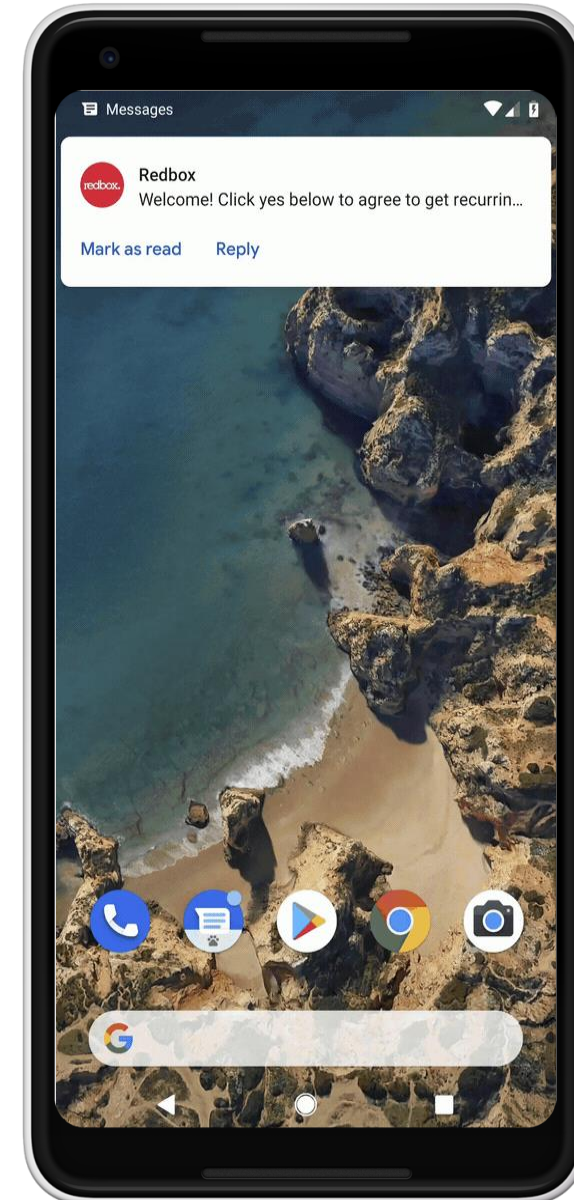
Overstock (Quiq)

Home goods customer service

Purchase, shipping and delivery confirmations, product ratings (star-ratings & text) and customer service connection.

Redbox (Vibes)

Renting Movies Made Easy

Redbox makes it easier for customers to discover new movies, reserve their favorites, and find a box.

redbox.

3. Customer support

📞 Reduce costs, # of support calls, time to resolution

🗣️ Free up agent's time to handle complex cases

🕐 Provide help 24/7

Help customers instantly

Answer FAQs

Get directions

Provide login or password help

Confirm payment

Troubleshoot issues

Retrieve reservations or bookings

Show order status
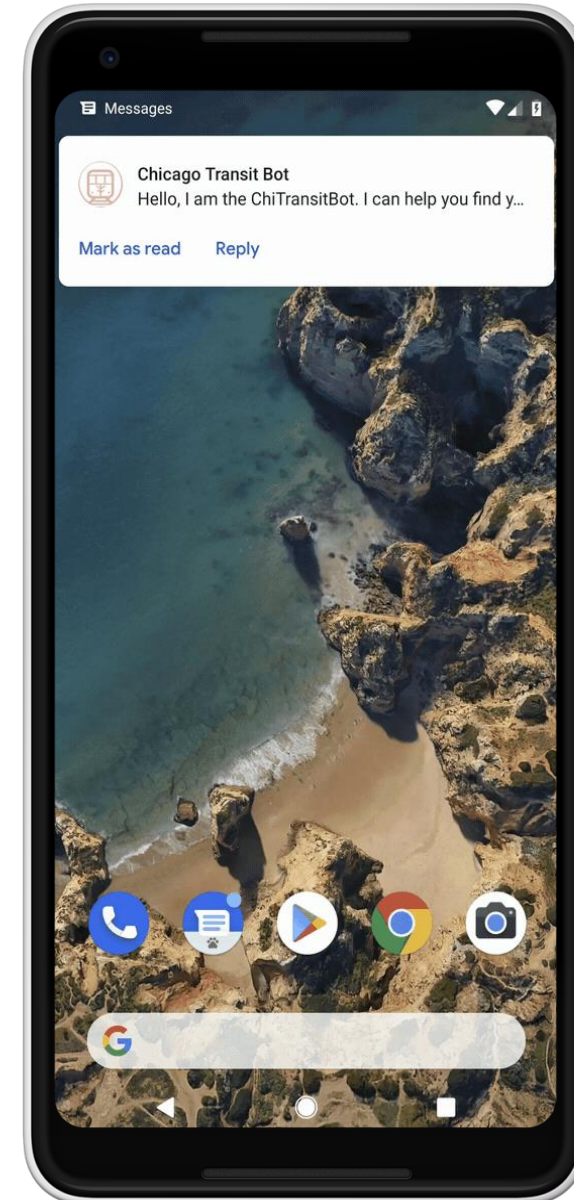
Change user settings

Manage refunds/exchanges

Chicago Transit Bot (nativeMsg)
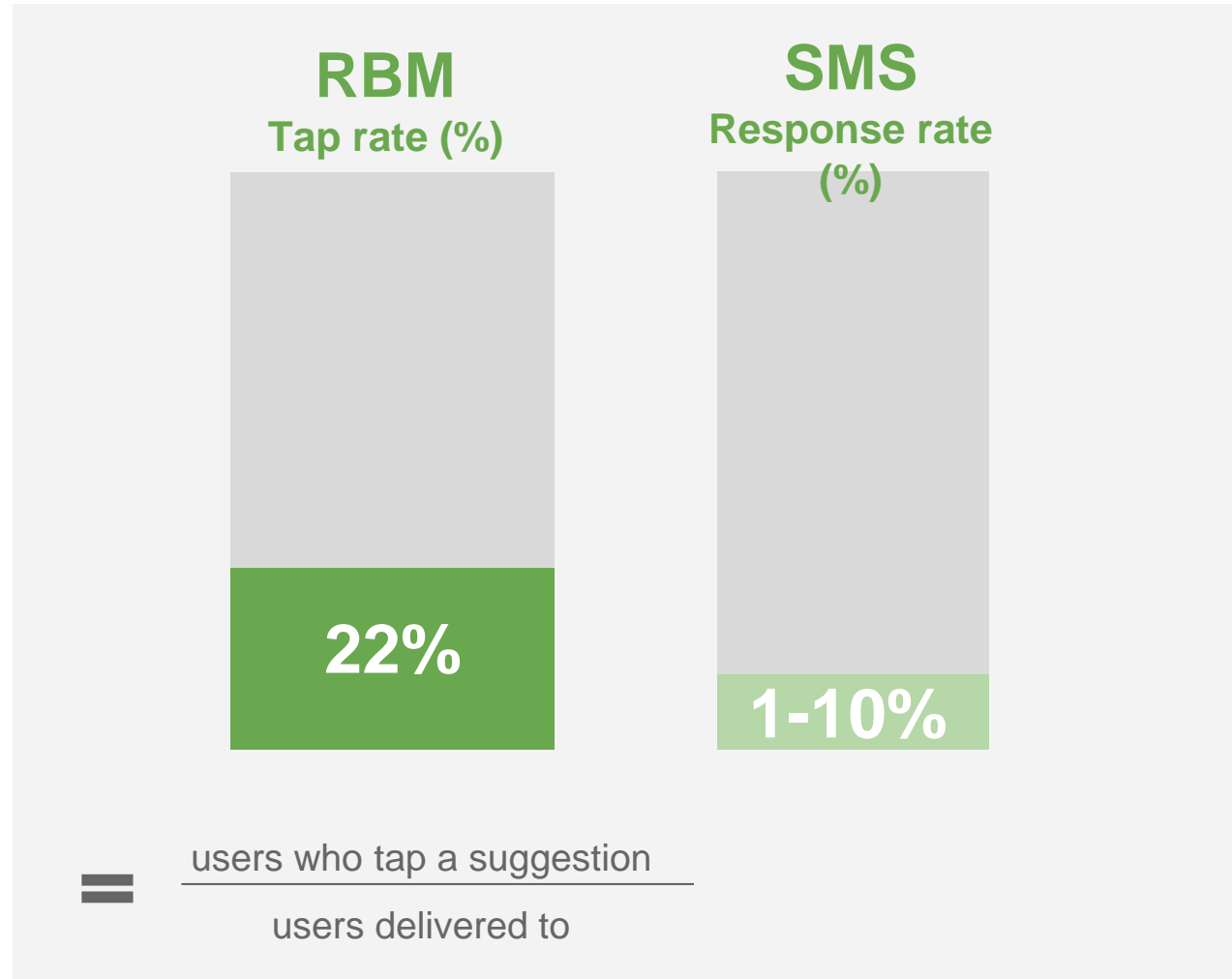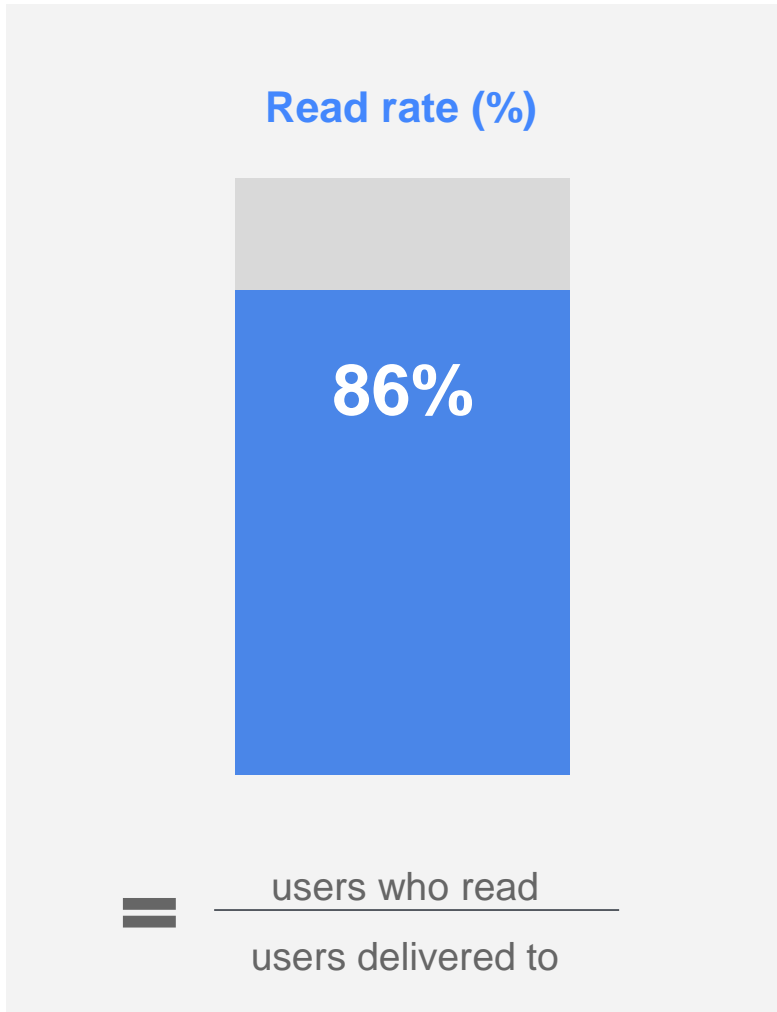
Real-time train schedules

Chicago Transit Bot makes it easier for commuters to stay on top of train schedules by providing quick arrival and departure information.

ChiTransitBot

20+ brand agents at MWC Americas

Campaign results, especially tap rates, are significantly higher vs SMS

Read rate (%)

86%

= (users who read) / (users delivered to)

RBM
Tap rate (%)

SMS
Response rate (%)

22%

1-10%

= (users who tap a suggestion) / (users delivered to)

Next steps

Learn more

jibe.google.com

Email me

allemand@google.com

Thank you!

RCS | Android Messages | Jibe