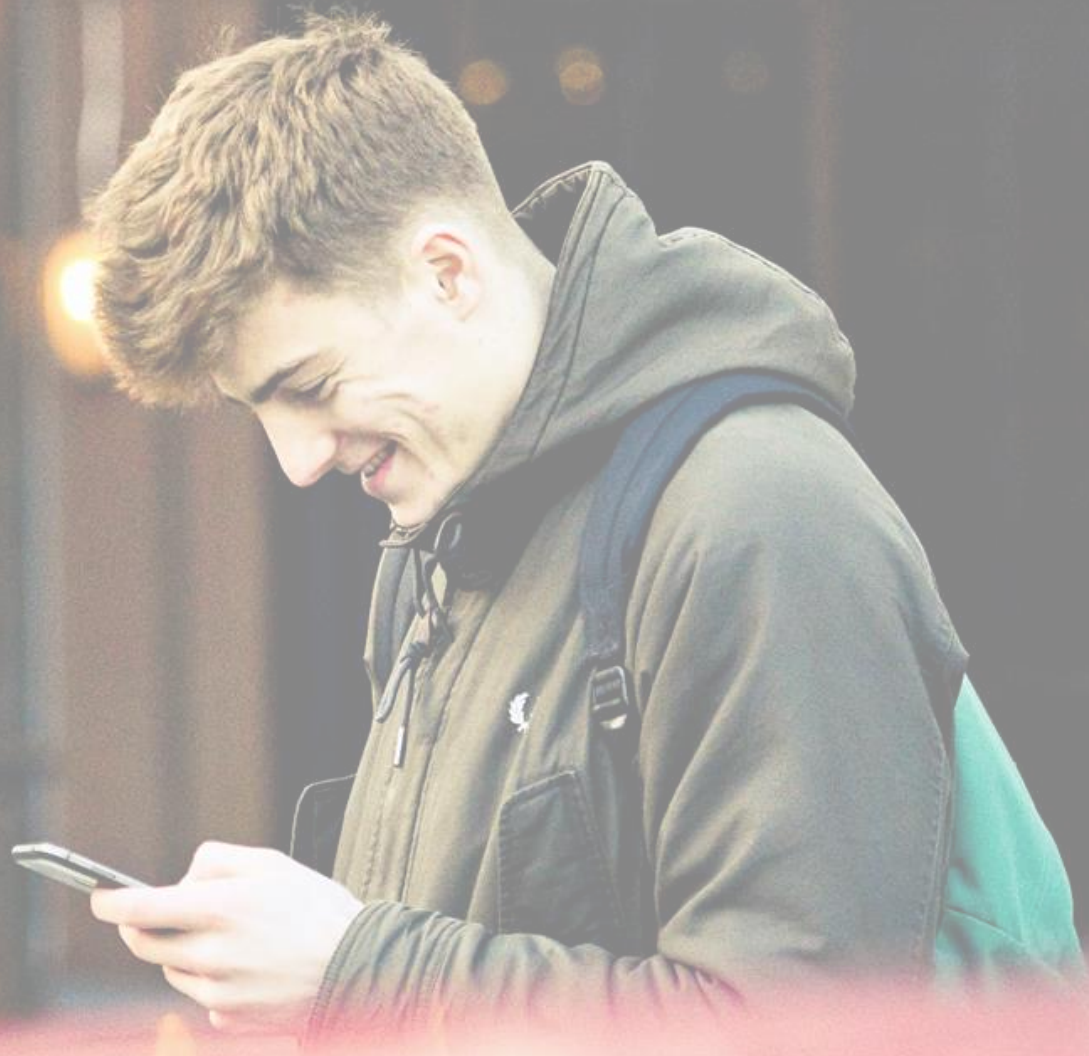ALEXANDRE ALLEMAND
BUSINESS DEVELOPMENT
MANAGER - RCS
GOOGLE

RCS Business Messaging Updates from Google

Alexandre Allemand
September 2018

Conversational Marketing

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

Pitfalls of existing channels

SMS 💬

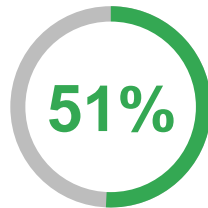**160**
Characters

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
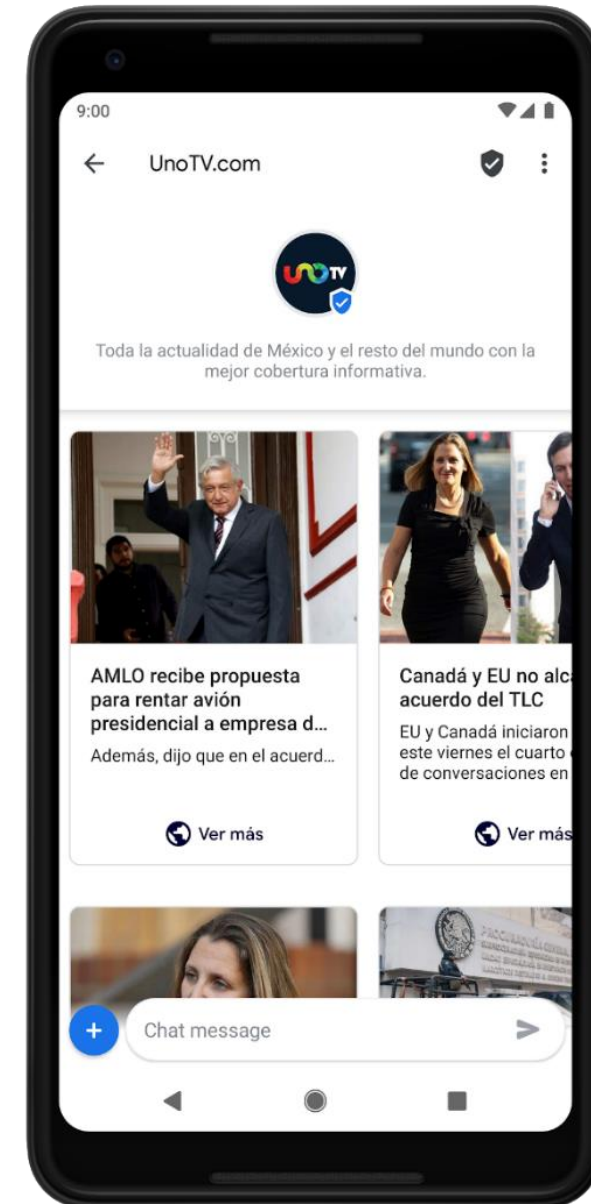
1. Marketing

Increase engagement

Enhance brand love

Provide new ways for users to interact with your brand

UnoTV (Telcel)

Live News Updates

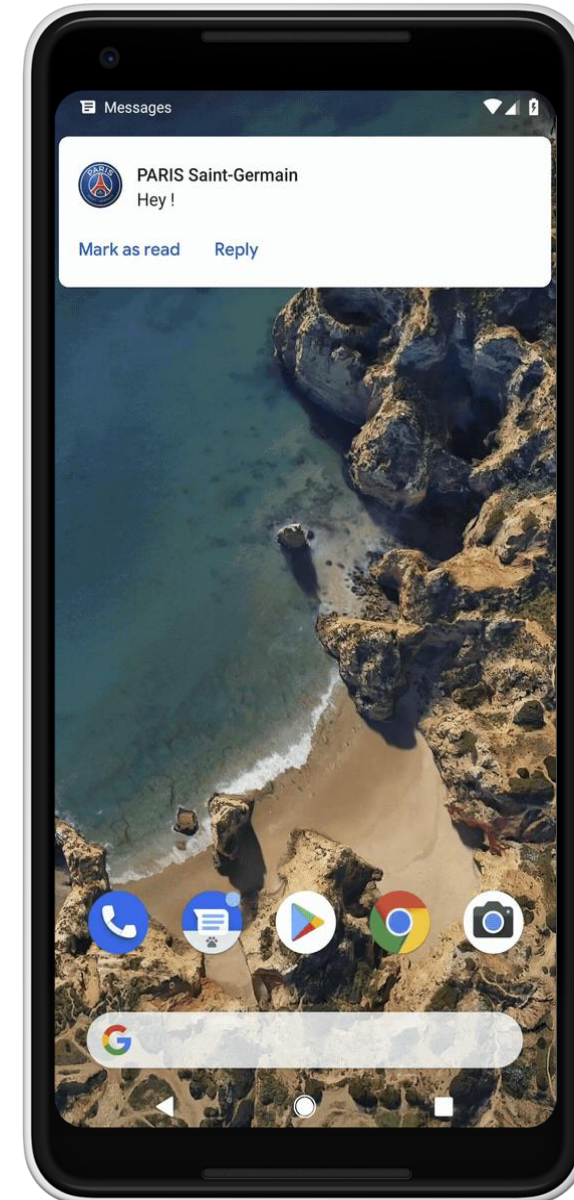UnoTV subscribers can browse and click through the latest news updates and other videos.

+68% 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.
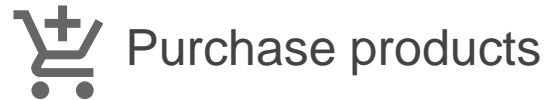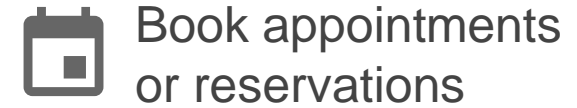
2. Transactions

$ 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
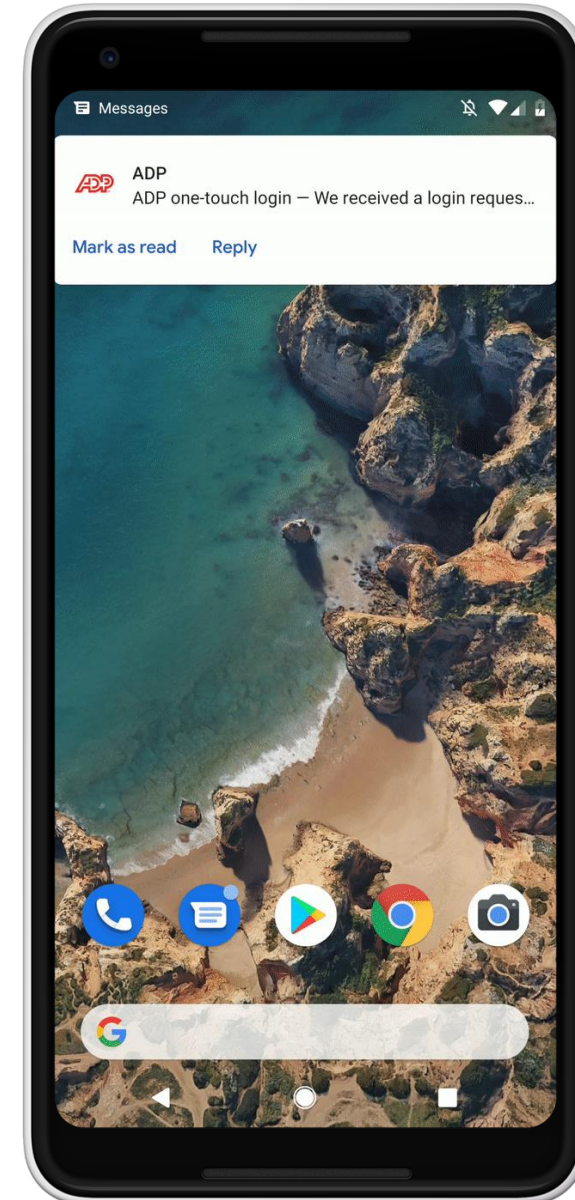
🍴 Order food

🚚 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.
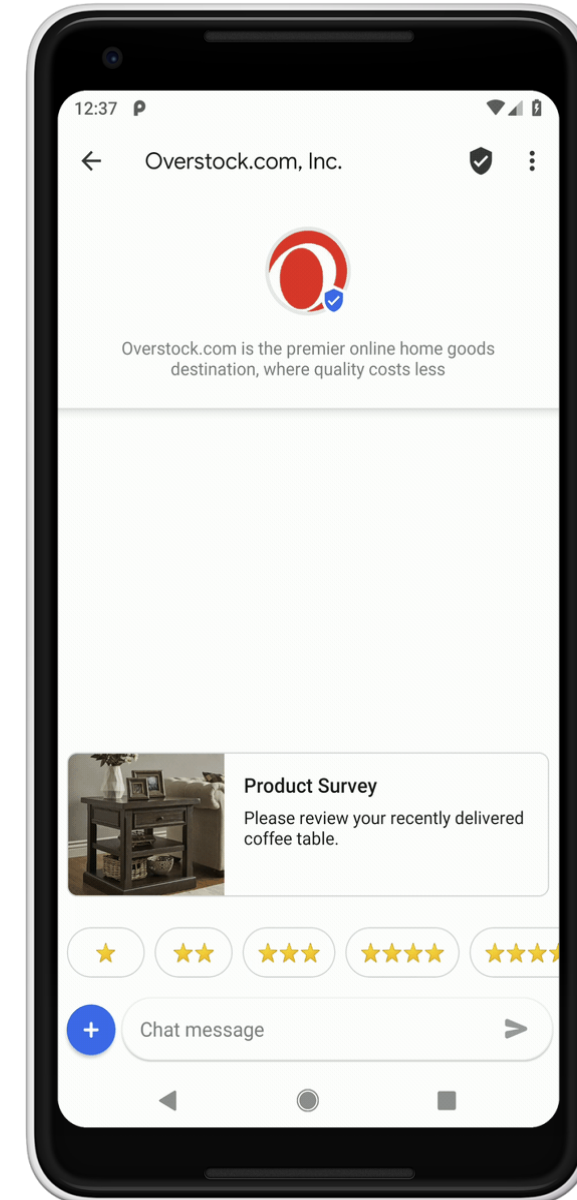
Overstock (Quiq)

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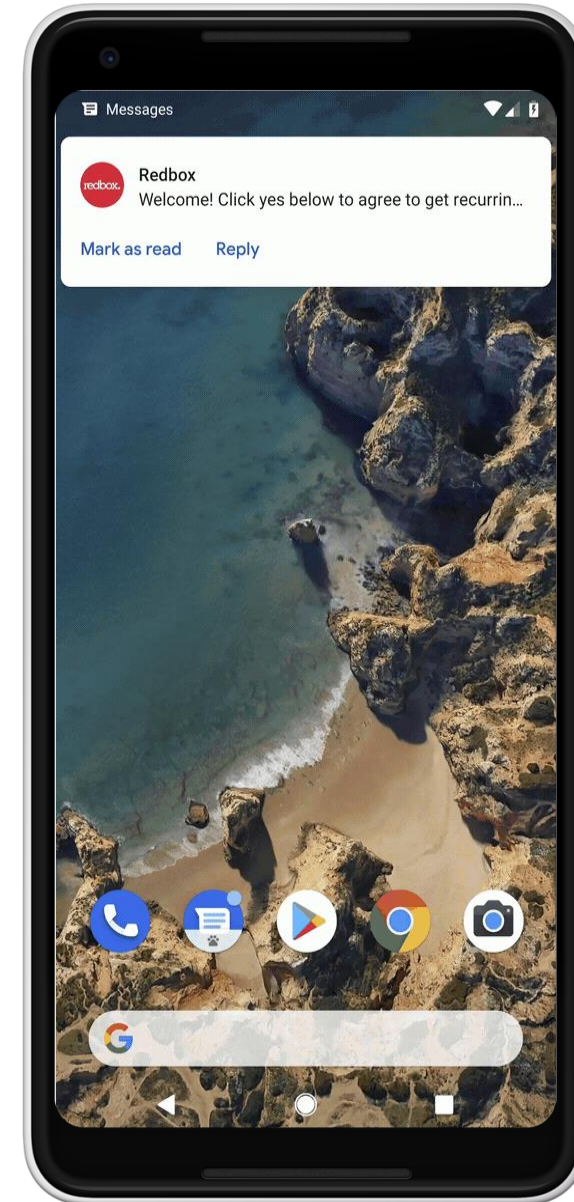
Purchase, shipping and delivery confirmations, product ratings (star-ratings & text) and customer service connection.

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
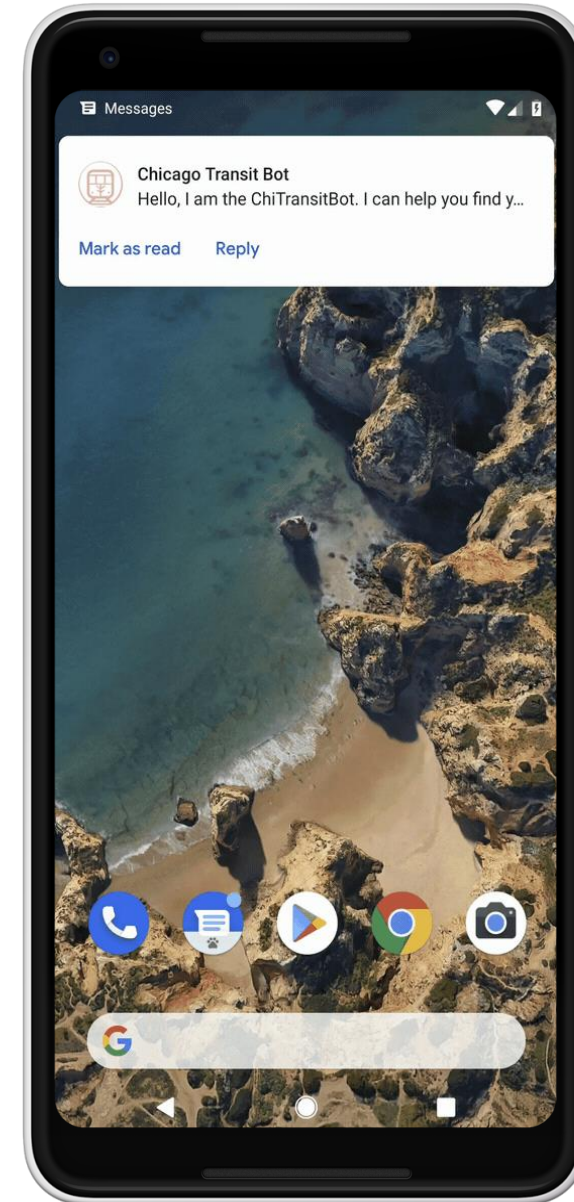
🚚 Show order status

⚙️ 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.

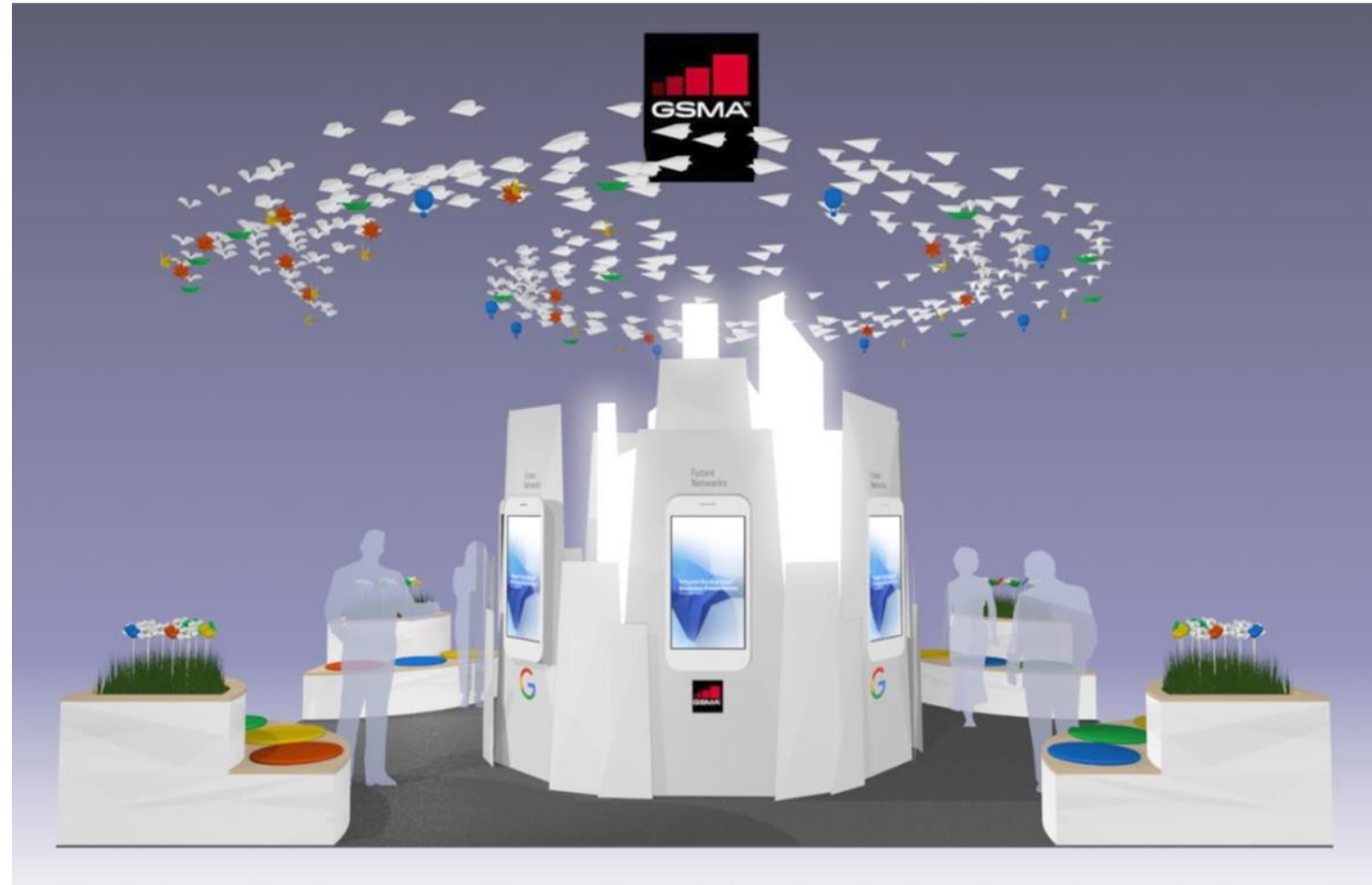
ChiTransitBot

20+ brand agents at MWC Americas

Next steps

Visit Innovation City

Come see live demos at
Hall South Stand S. 1346

Learn more

jibe.google.com

Thank you!