Commify

Migrating your messaging strategy onto RCS

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Introduction to Commify

Our brands

We're number 1 in Europe's largest countries: UK, Italy, France, Spain and Germany

Introduction to Commify

Commify office locations

- **UK** – Nottingham & Droitwich
- **IE** – Dublin
- **FR** – Marseille
- **ES** – Barcelona, Malaga & Córdoba
- **IT** – Milan, Soci, Trento, Ferrara & Arezzo
- **DE** – Düsseldorf, Dresden
- **PT** – Lisbon
- **AU** – Melbourne

Introduction to Commify

Our products

| Voice | SMS | Mobile & Web | Email | Rich messaging | Intelligent Multichannel |

Introduction to Commify

Growing the market

- 35k customers, 250 staff, 3 billion messages
- Highly recurring business model due to customer segment and transactional messaging focus
- Bringing new customers in to the market for the first time
- Growing existing customer activity through account management
- Differentiated offerings for customers in **solution** and **self serve** segments
- Private equity provided by Hg, Europe's leading technology investor

Customers are excited

The benefits are clear...

Trust

- Verified sender
- Branding
- Customer in control

Rich Content

- Photos
- Video
- Audio

Improved engagement

- Suggested replies and actions
- Perfect for conversations
- Support for AI and message bots

Better metrics

- Improved quality in delivery receipts
- Time-stamped read receipts
- Real-time feedback

The brand's challenge

"We're struggling to **prioritise investment** in new use cases while **reach is still relatively low**."

Network coverage **x** handset capability **x** brand subscriber list **= available reach**

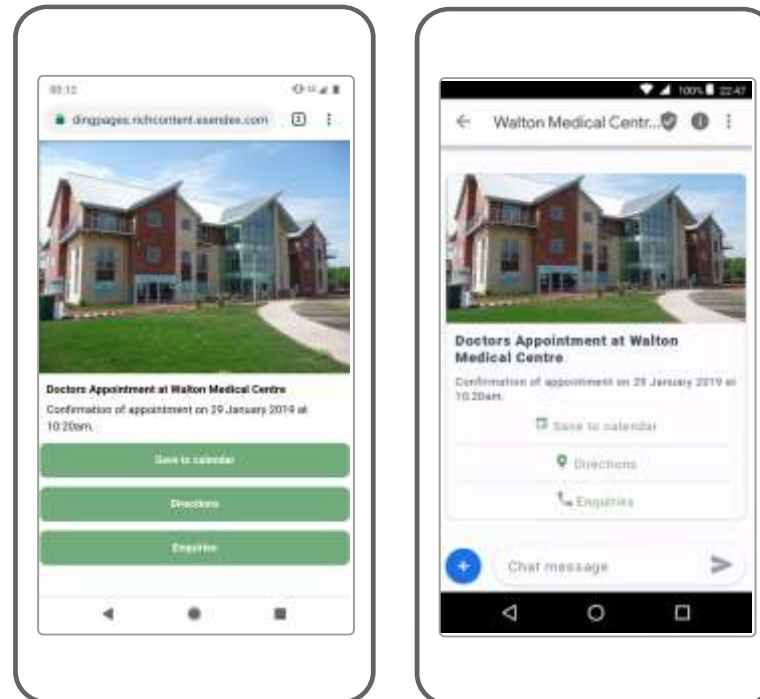# Recipe for success

Messaging strategy evolution

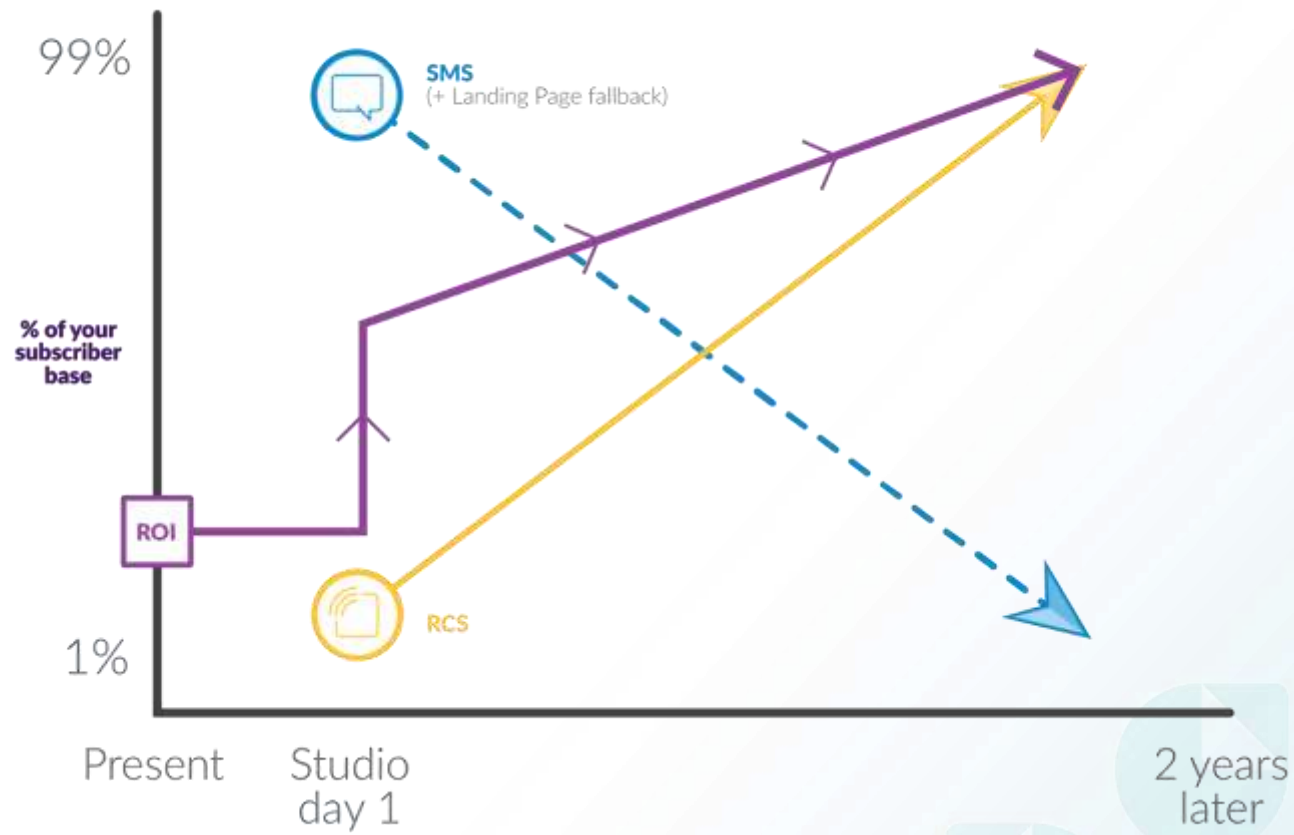## Step 1

Your existing SMS

Step 2

RCS (with SMS fall-back)

Step 3

RCS messaging experience

Maximising ROI

99%

SMS
(+ Landing Page fallback)

% of your
subscriber
base

ROI

RCS

1%

Present   Studio
             day 1

2 years
later

Studio demo

Nottingham Forest Football Club

- Rich history of innovation

- Always want to give their fans the best experience
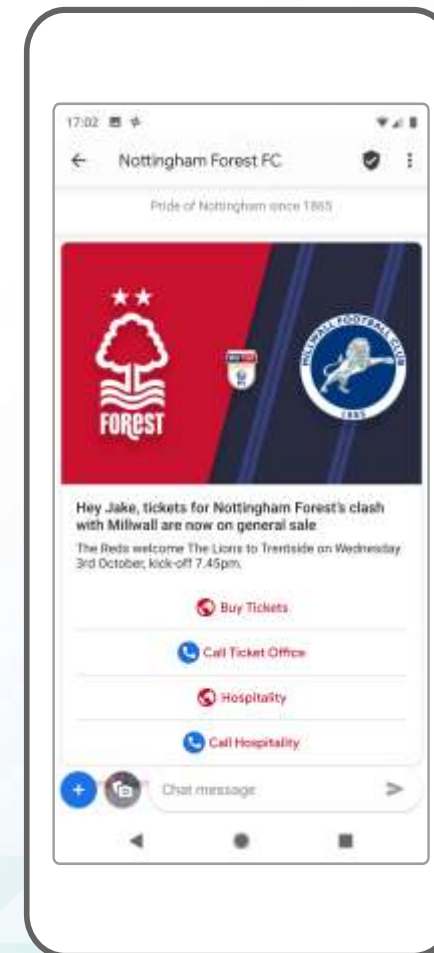
- KPI: ticket sales

SMS to RCS: Nottingham Forest

Studio demo

Commify

Nottingham Forest Football Club

- KPI: ticket sales

"We saw a huge spike on our call centre lines from the time of the send through to when the office closed."

"The results we have seen from including rich media has given us the indications we want to explore further deployment of more involved messaging experiences such as season card renewals and new season kit launches."

FOREST

What's next...

Season card renewals

- Increase the number of renewals year on year
- Confirm address details
- Combine with ticket sales/ match day reminders
- Retail cross and upsell
- Pre-match offers to encourage early arrival
- Advertise sponsorship
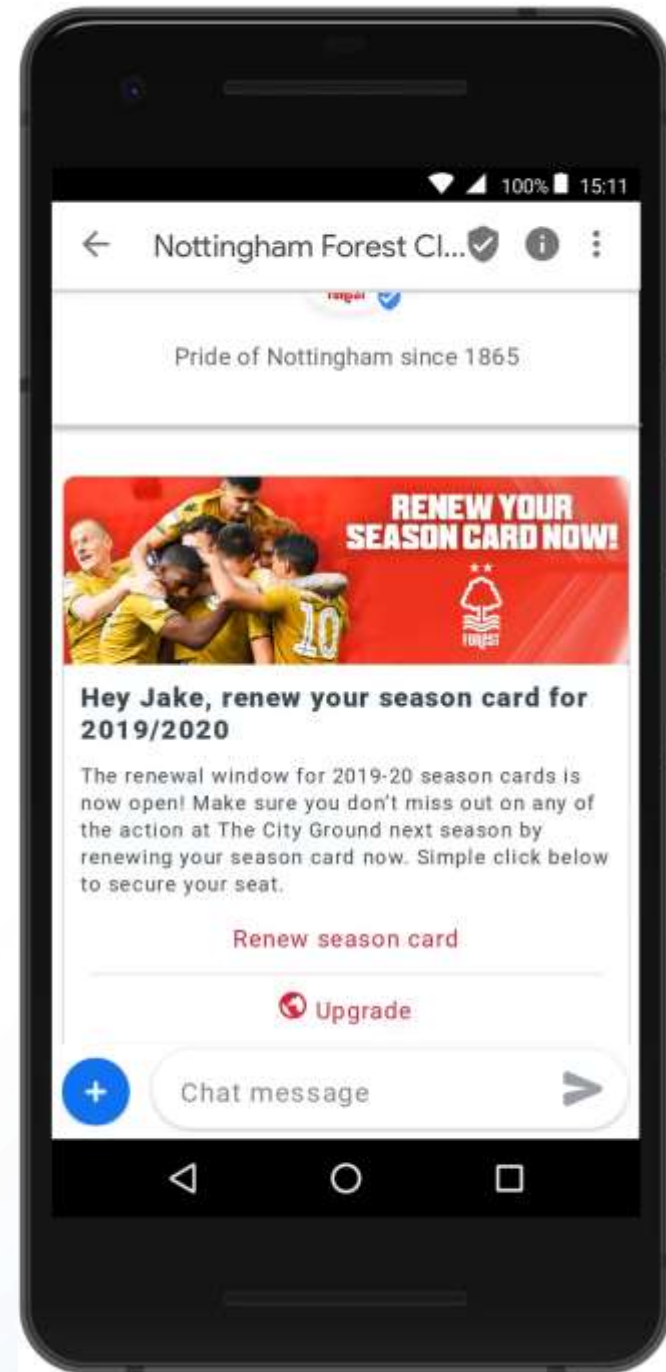
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Thank you

Please get in touch if you'd like to know more

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