Reinventing the messaging experience

RCS Business Messaging Awareness Lab
New Jersey 2018
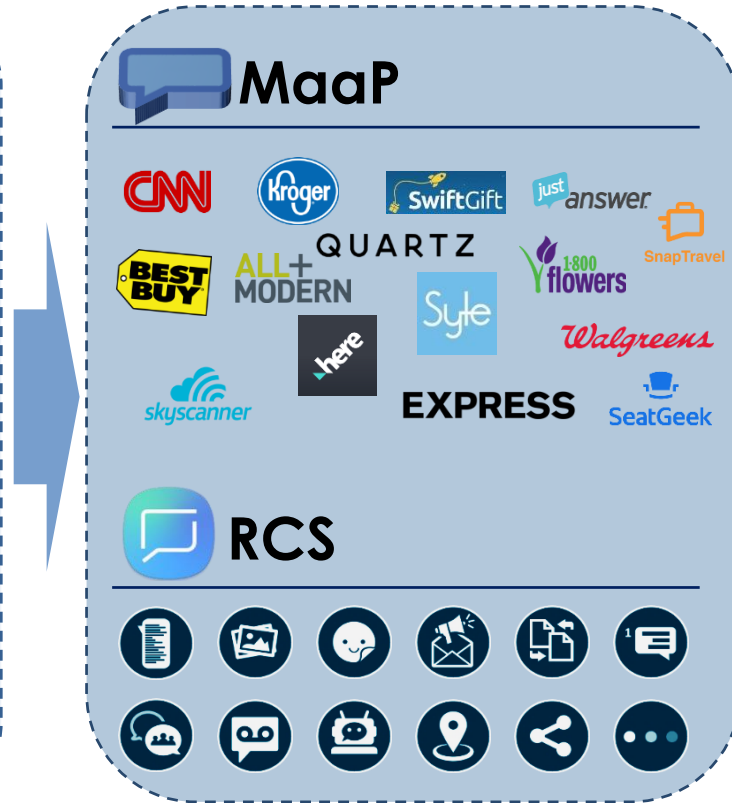
Today's topics

1 Samsung's vision and goals for RCS

2 MaaP messaging use cases

3 Observations from MaaP launch in US

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Samsung's vision for RCS: Provide users with a consistent and innovative messaging experience

SMS

MaaP

CNN · Kroger · SwiftGift · just answer · BEST BUY · ALL+MODERN · QUARTZ · Syte · 1-800 flowers · SnapTravel · here · Walgreens · skyscanner · EXPRESS · SeatGeek

RCS

- Provide a secure **lifestyle platform** with **all the features and functionality** of OTT Apps.

- Users should have a **rich, consistent messaging experience** interoperable across devices and carriers.

To achieve this goal, Samsung leverages its worldwide devices and makes MaaP content easily discoverable
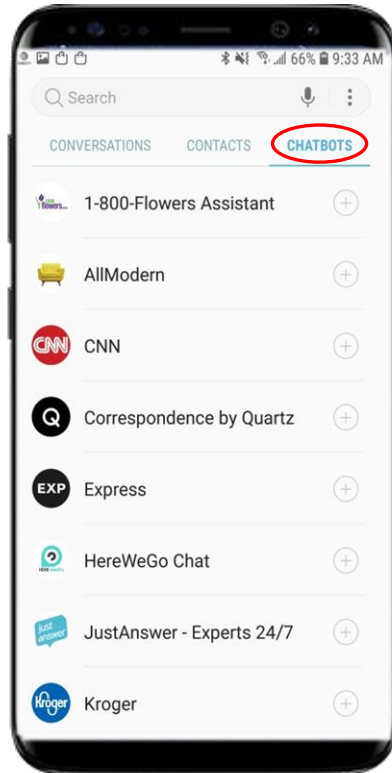
Leveraging global devices: With over 300M devices sold annually, Samsung leverages its global footprint to ensure worldwide RCS reach

1

Providing a native app: New and legacy devices will have the Samsung RCS client installed on the "hot seat" within the Home Screen

2

Making content discoverable: Users can easily find and navigate to MaaP Chatbots via the Chatbot Directory on the native app

3

Samsung believes in partnering with carriers to provide an interoperable, standards-based solution

Steps taken to achieve interoperability

Following a standards-based approach

✓ RCS AS received GSMA's "Accreditation Ready" designation for UP 1.0

✓ RCS client received GSMA's "Accreditation" designation for UP 1.0, UP 2.x ready.

Interoperability collaboration with Google

✓ Samsung and Google's messaging clients to work seamlessly with each other's RCS technology

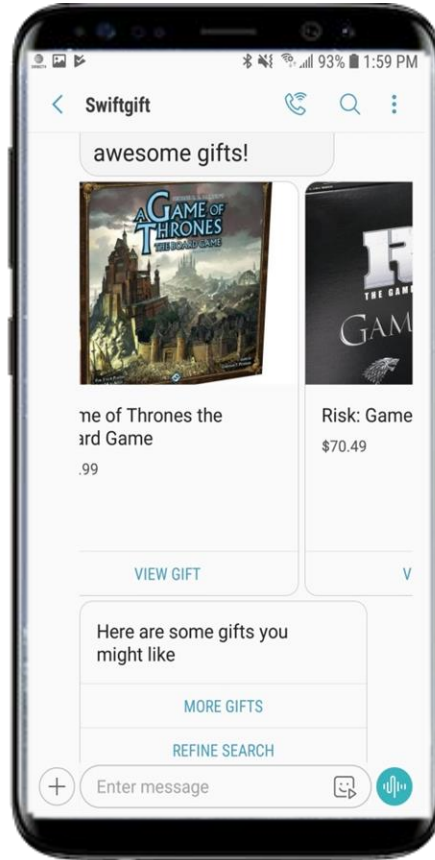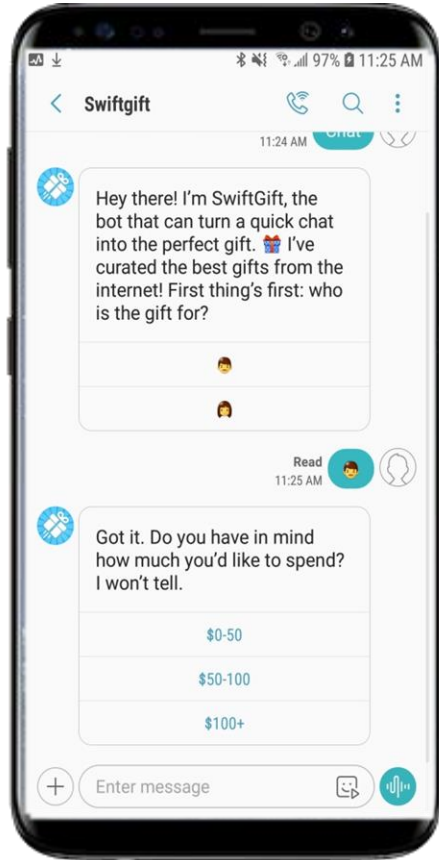## Providing partners with an MNO-centric model

MNO

A2P

Under MNO-centric model, carriers maintain control of new or existing relationships with brands and aggregators

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SwiftGift: Making conversational commerce fun and convenient

1. Users provide gift requirements via conversation with SwiftGift Chatbot (i.e., desired price range)

2. SwiftGift asks questions about recipient's hobbies and interests to narrow down list of ideal gifts

3. Users presented a variety of amazing gift ideas via rich content

Quartz: Providing users with a variety of entertaining and informative content
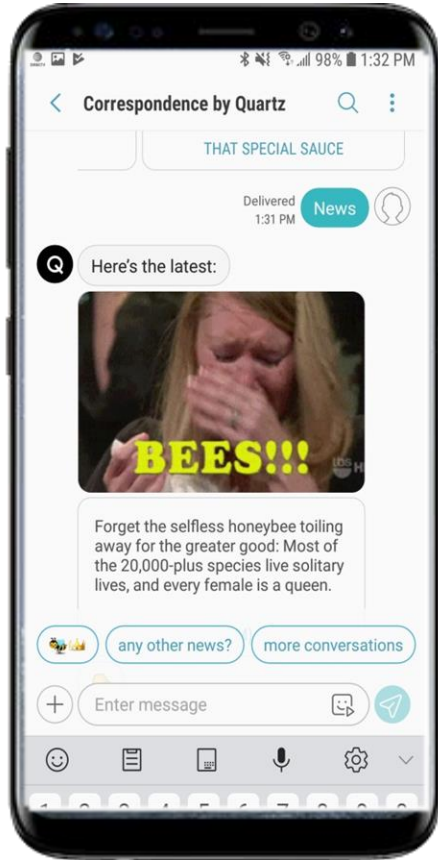
Correspondence by Quartz Chatbot

Engaging interactions

Provides a variety of content, from bread-making recipes to trivia and exercise tips, based on user interests and lifestyle

Relevant daily content

Constantly updated with news and current events make the Chatbot relevant to users on a daily basis

Impressive results

Combination of entertaining and informative content leads to many users coming back to Quartz Chatbot multiple times per week

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Initial MaaP launch in US

Initial launch features *(March 2018 launch on GS7 Active)*

Device
- Launched with AT&T on one device model
- Rollout to additional devices commenced August 2018

App
- RCS P2P messaging features
- UP 2.0 Rich Card support

Sticker store
- Six preloaded sticker sets
- Search & download (including paid stickers)
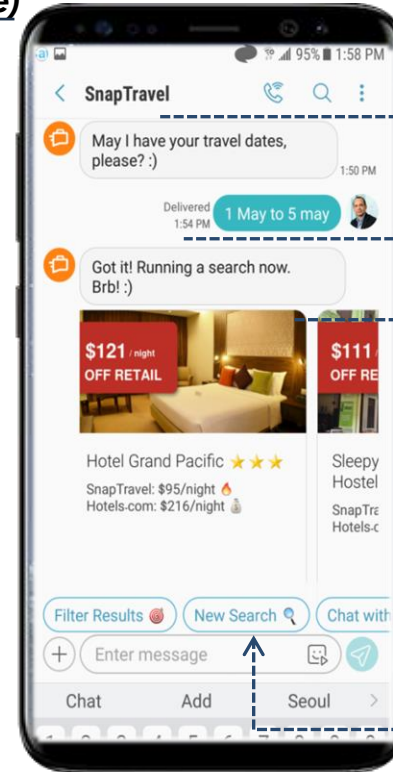- GIFs via 3rd-party partners

Bot platform
- Native Chatbots embedded in Directory
- GSMA-standard RESTful API for Chatbot messaging

Bot portal
- Sandbox tools, visual analytics tools
- Prioritized throttling and MNO/brand analytics

SnapTravel

May I have your travel dates, please? :) 1:50 PM

Delivered 1:54 PM   1 May to 5 may

Got it! Running a search now. Brb! :)

$121 / night OFF RETAIL

$111 OFF RE

Hotel Grand Pacific ★ ★ ★
SnapTravel: $95/night 🔥
Hotels.com: $216/night

Sleepy Hostel
SnapTra Hotels.c

Filter Results   New Search 🔍   Chat with

Enter message

Chat   Add   Seoul

- Brand name and verification for fraud prevention
- Delivery/ read receipts with time stamps
- Rich media, including:
  - Rich cards / scrollable carrousels
  - Location-sharing
  - Video and large-file transfer
  - Content-sharing
  - Audio messaging
- Suggested replies and actions that facilitate interactions

Screenshot of Samsung MaaP Chatbot
currently live in the US market

Very positive results from launch of Samsung MaaP alongside AT&T

Highlights of MaaP launch in US (First 8 months)

On average, each user has visited the Chatbot Directory **13 times**

73-92% read rate for RCS A2P campaign messages (vs. 15-20% for email)

**2X higher click-through rate** vs. SMS A2P message campaigns

20% lift in conversion vs. traditional messaging campaigns

Observations from new device launches

1. Since Launch, MaaP services have been launched on: **S7, S7a, S7e, S9, S9+, Note 9, A6**.

2. Chatbot tab visits increase with every new device launch.

3. New user engagement increased **7 times** with launch of new devices

4. Daily Active Users increased by **5 times**

5. Clear **benefit** for A2P brand partners to publish content in **Chatbot directory**

Users are finding content via the directory and maintaining daily engagement with Chatbots

Chatbot Directory total weekly visits

GS7
launch

Additional device
launch
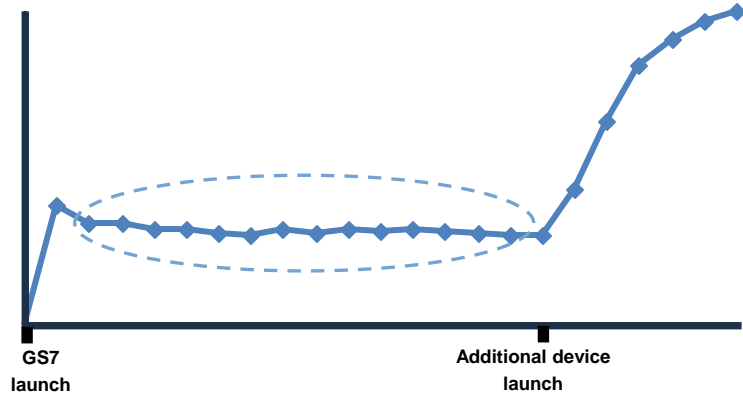
- Despite no additional devices launching MaaP service between March and August 2018, the **amount of weekly Chatbot Directory visits remained constant**

- This means users **continued to check** for new P2A content and brands in the Directory

Total messages exchanged weekly

GS7
launch

Additional device
launch
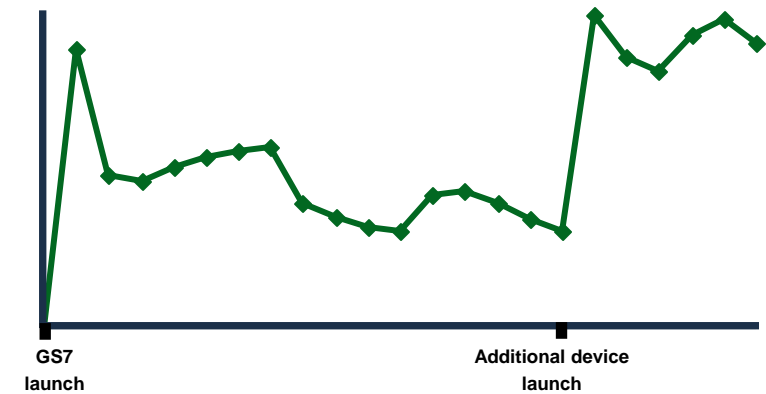
- During the same timeframe, **users continued to exchange messages** with brands listed in the Directory

- This was mainly **driven by** Chabots that provide **daily use content**, such as CNN

SAMSUNG

Questions?

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