



## **Building for Demand:**

**How the popularity of business texting has set the stage for RCS**

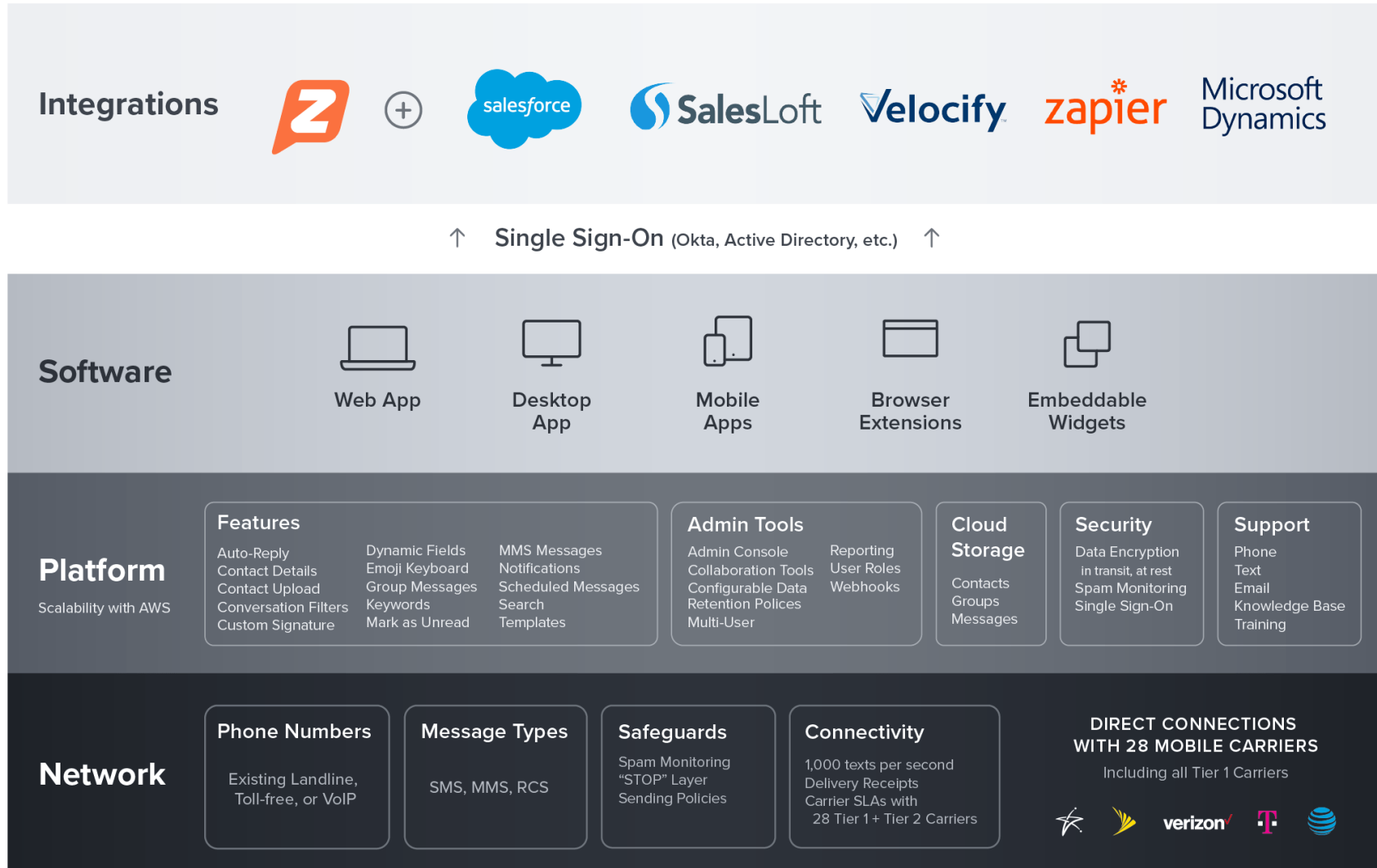
GSMA RCS Business Messaging Awareness Lab #19

# What is Zipwhip?



- 1 A customer sends a text message to your business phone number
- 2 The message transfers directly to our secure network
- 3 You can view and respond to the message using Zipwhip web, mobile and tablet apps

# How does Zipwhip work?



# Business Texting Today



**RELEVANT:** For businesses, the phone number is still king

**PREFERRED:** 85% of consumers prefer messaging over email or phone calls

**EFFICIENT:** 98% of texts are opened, resulting in improved engagement and faster communication

**EFFECTIVE:** 77% of consumers have a more positive impression of companies that text

# Business Texting Today



Zipwhip customers are using our texting platform for both automation and conversational messaging, including:

Appointment  
Scheduling

Customer  
Service

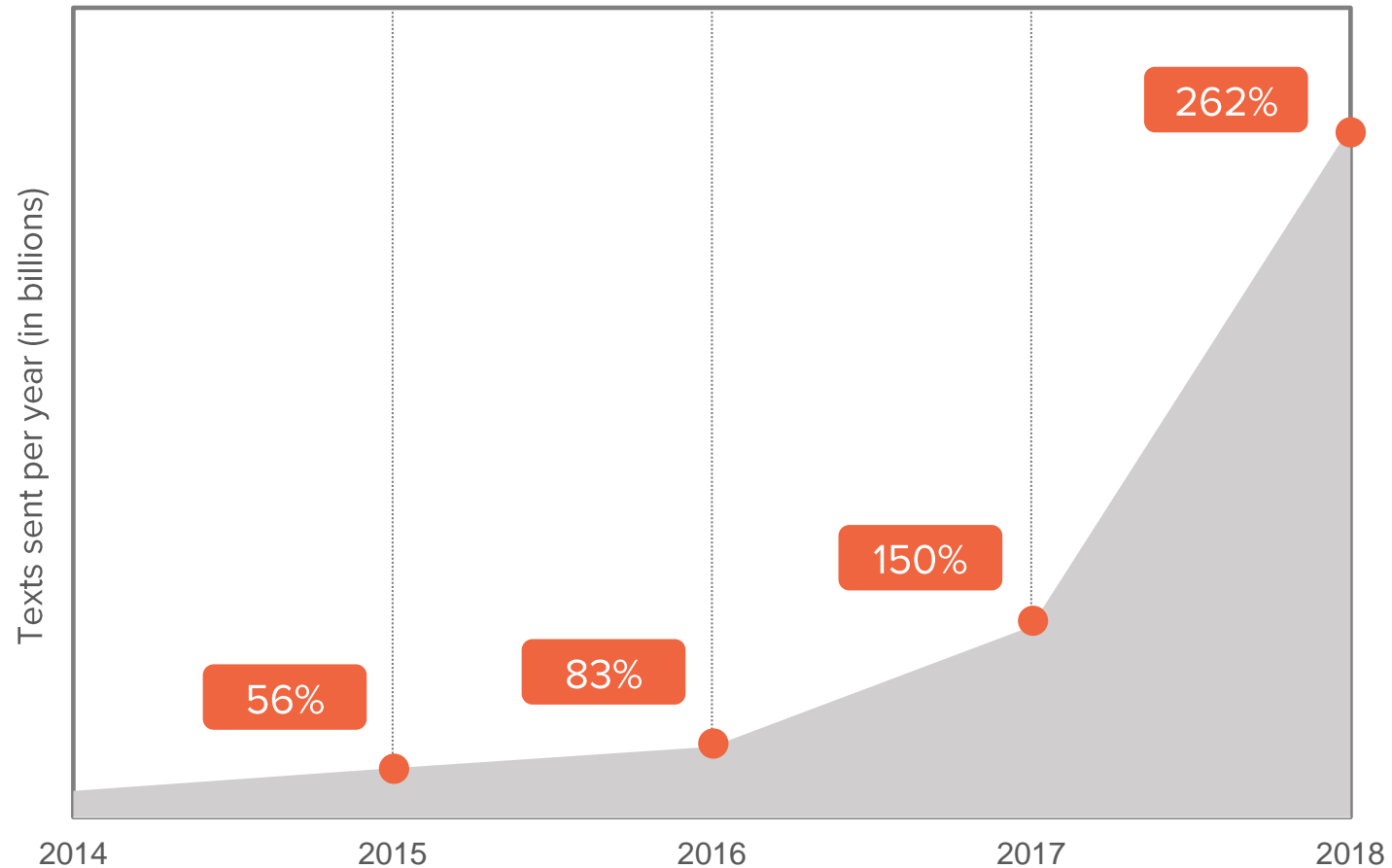
Class  
Reminders

Person-to-  
Person  
Engagement

# Exponential Market Growth



Zipwhip Traffic: Year-Over-Year Growth



# Why RCS?



**A Richer Interactive Experience:** Allows businesses to communicate with their customers with interactive chips, hi-res pictures & video, commerce/payments, directions, etc.

**A Requested Product:** Our customers are already asking for RCS features:

- Read receipts
- Is typing (...)
- Hi-res image and video

**A Complete Solution:** The growing popularity of business texting demands a solution that combines A2P SMS/MMS with RCS

# Driving Early RCS Adoption

Four ways Zipwhip will deliver RCS to a captive market.





Zipwhip allows businesses to maintain brand equity by enabling RCS on existing business phone numbers.

For many businesses, the phone number **IS** their brand.



## CASE STUDY:



A staffing company with 800+ franchise locations, the majority of which are Zipwhip business texting customers.



2

Zipwhip provides an SMS fallback solution for non-supported devices.



3

Zipwhip provides a cloud-software platform to facilitate conversational messaging.



4

Zipwhip will continue to enhance its pairing of chatbots / AI capabilities with human-to-human interaction to allow for personable and dynamic conversations.

# Use Cases

RCS offers proven value to all businesses – not just large brands.

# SMS vs. RCS



## Business Case

A prospective customer reaches out to a lawn care company requesting a quote for yard work.

- Individual responds to a Cuts Lawn Care ad.
- Cuts requests a photo of their lawn.
- Individual sends a hi-res photo of their lawn to Cuts.
- Cuts responds with an estimate for work.



SMS



RCS



# MaaP Variation



## **Business Case:**

A yoga studio uses both chatbot and human-to-human interaction to help a client schedule their next class.

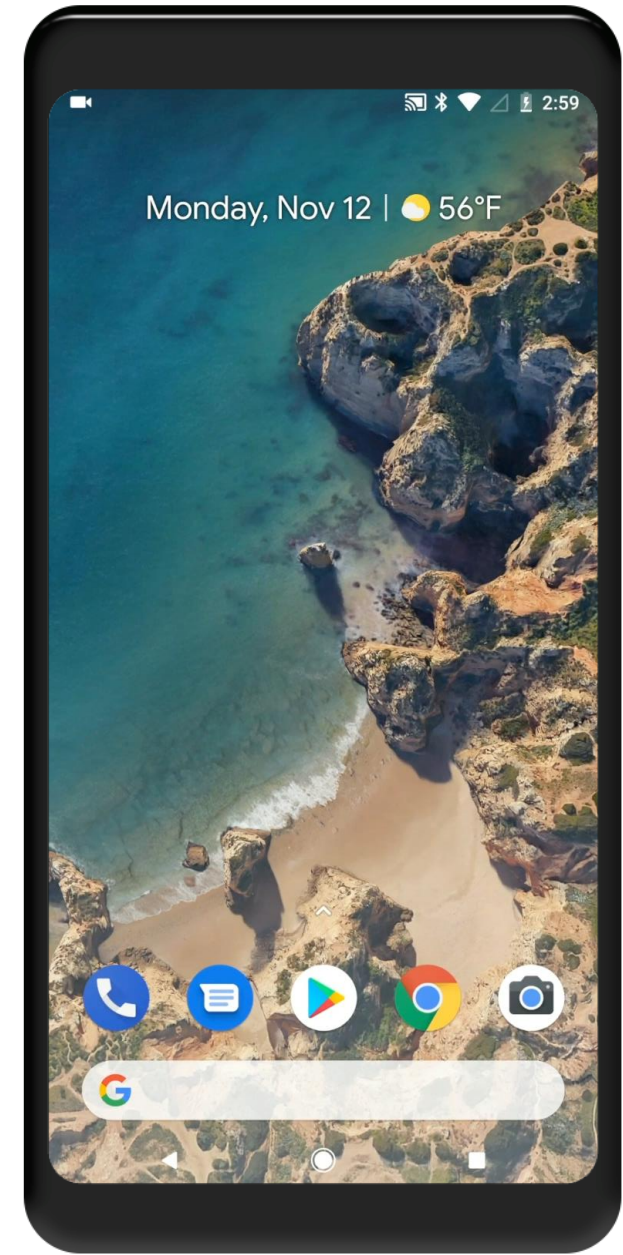
- Studio sends a 'book your next class' reminder to their client and uses chips to provide an easy and efficient scheduling experience.
- Client responds with a more specific question and receives a personal response.



Mavenir

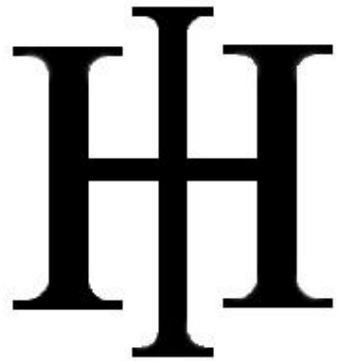


Samsung



Google RBM

# Business Interface



Harris Insurance

## Business Case

An insurance company contacts their customer in regards to an accident claim and uses a combination of templates and personal messages to gather critical information.

- Agent texts a customer requesting a photo of their accident.
- Customer responds with a hi-res photo.
- Agent sends a templated closing message with chips for additional information.



Search contacts



Lisa Tatko



All Conversations



**Lisa Tatko** 1:55 PM  
Hello Lisa, This is Carter from The Harris Insu...  
Last replied by Carter Harris



**(425) 660-1489** Thursday  
Hello! This is theThe Harris Insurance Agenc...  
Last replied by Carter Harris



**(206) 293-0813** 10/25/18  
Hello



**Paul Wheeler** 10/15/18  
I always need insurance

**(208) 790-1094** 09/28/18  
Repy2

Today

Hello Lisa, This is Carter from The Harris Insurance Agency. I have just been assigned to you case Claim # 7615361. I am sorry to hear about your car. Can you please send in an image of the accident?

Sent by Carter Harris at 1:55 PM

Type a message

0/250 char



Send



Lisa Tatko  
(919) 244-3128

Contact Info

Attachments

Contact Details



Custom Field 1  
Claim # 7615361

Custom Field 2  
[Add info](#)

Notes  
[Add info](#)

**Q&A**

# Live Demo

Test drive RCS on all MaaPs from both the business and consumer side.

# Thank You

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