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**How to sell RCS and
Conversational Commerce**



Empower RCS sales

Sales Transformation

Product Management

Scalability and Tooling



**Global platform for
conversational commerce**



CPaaS

Communications Platform as a Service

We send immense amounts of messages



We save customer data to do smart marketing

Payments made easy for your customers

Next-Gen Payments

Next Generation Payments Platform

We verify with whom you are doing business

IAM

Identity and Access Management



Booking.com



RCS



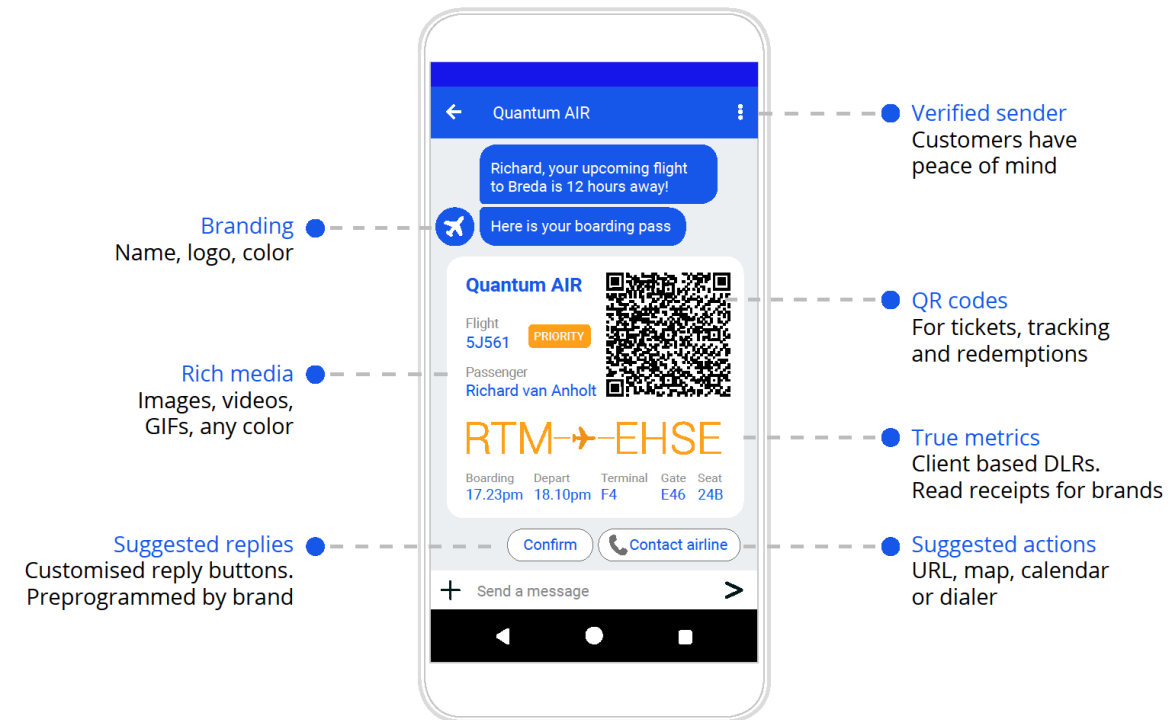
Brands *imagination* is extremely pushed to understand how RCS can add value to their business



Enterprise sales asking for instruments to *visualize* customer journey via RCS



Customer journeys need to be *designed and made presentable* in minutes





RCS is much more than messaging

Call for action : change our sales approach



Assessment RCS sales

Assessed existing marketing collateral

Deep dive into RCS and its relevance in markets and differentiation with other channels

Focus on clients and RCS acceptance as relevant channel for enterprises



Interview Clients



Sales Capabilities & Tools



Market needs



**Your digital marketing strategy will
need to include video**



RCS Video

Video should not be the end-state presentation towards the market but an integral part of the sales cycle

Brands need visualization through video at a very early stage of the sales cycle



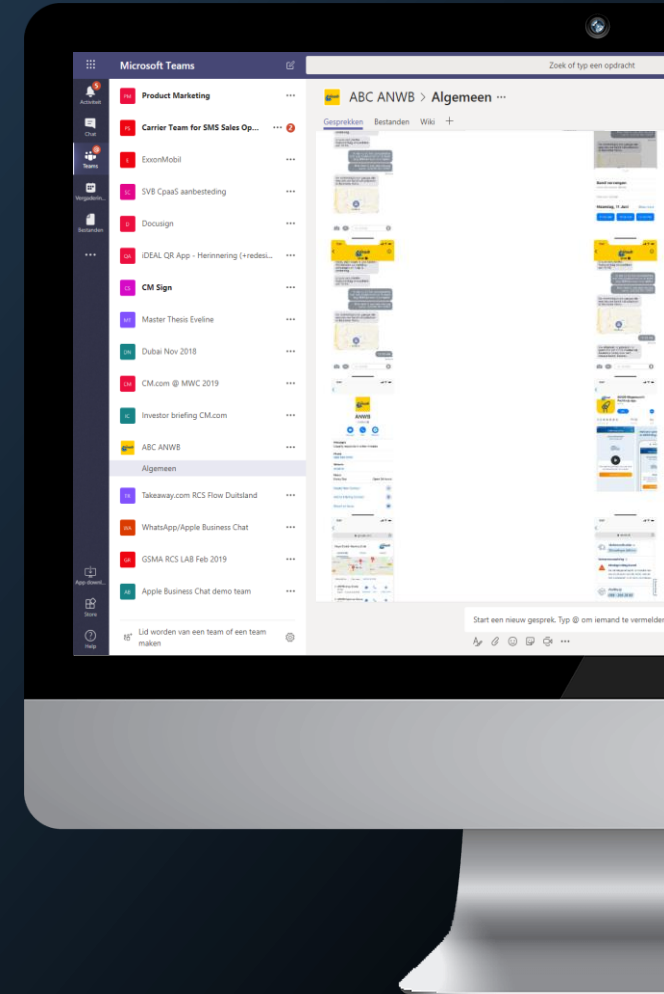
Involved CM Art Director



Provide lego RCS Visual building blocks to Sales

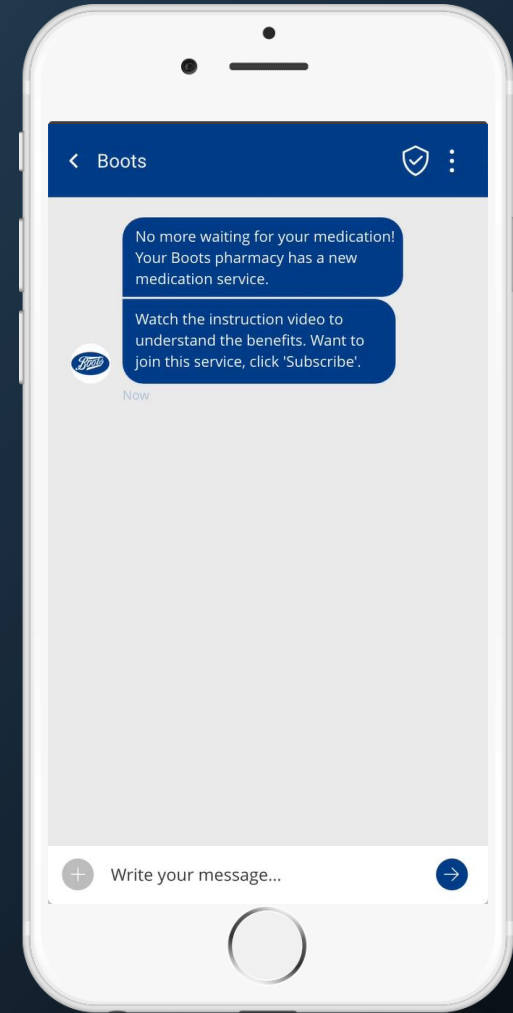
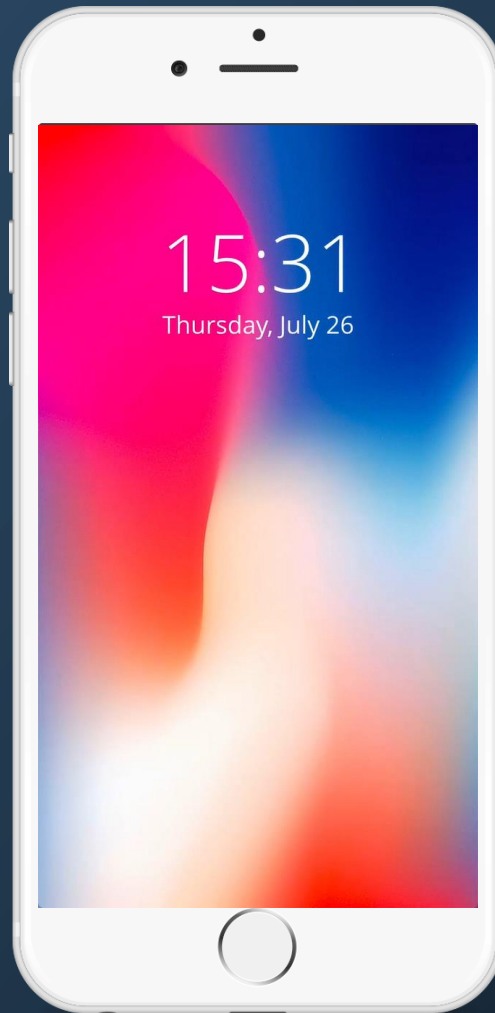
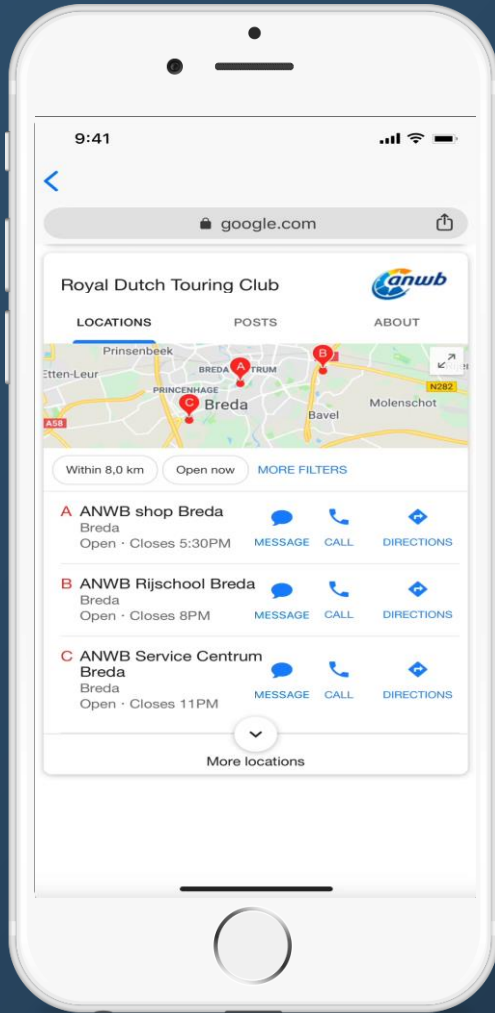


We trained sales into consultative selling and defining customer journeys





..... From customer visit to a RCS
customer journey video in 48 hours





Results Client use-case video

Higher client acceptance

Fast client sign off

Accelerates development



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