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Brands recognizing the power of RCS

Trends and challenges

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Our presence

40k

active
accounts

4,6%

global A2P SMS
volume

7bn

monthly
interactions



60+

offices
worldwide

1500+

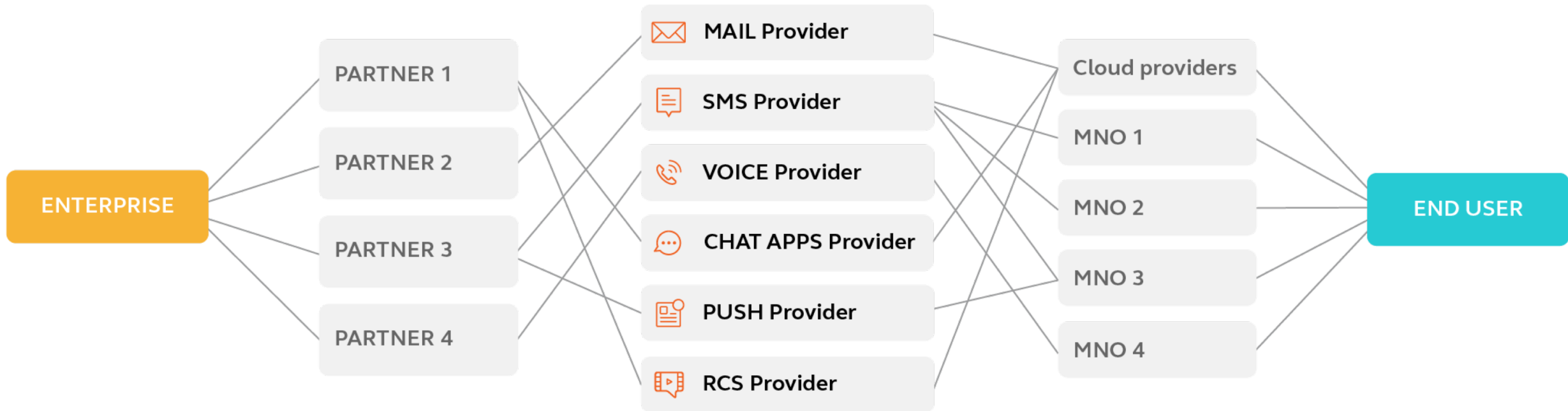
employees

600+

direct-to-
carrier
connections



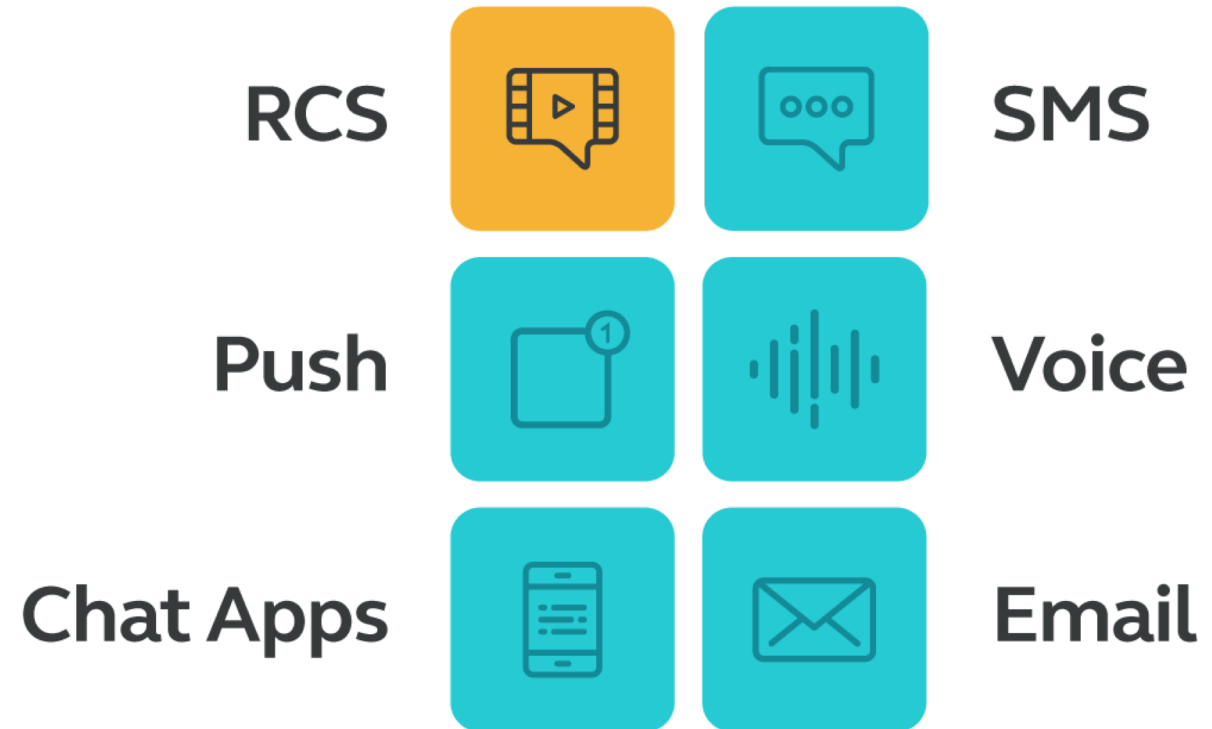
Communication challenges for brands





One platform to access all channels

- We help our clients seamlessly integrate to deliver new services for consumer engagement across all mobile channels





A brand new channel for customer engagement



USE RCS BUSINESS MESSAGING FOR



PROMO



NOTIFICATIONS



**CUSTOMER
SERVICE**




>3.5 million retail customer base
> 200k Business Clients



Online Users : 1.5m
Mobile Users: 680k

> 10k Merchant base
RM800m – RM900m monthly transaction
(RM260m Debit Cards)

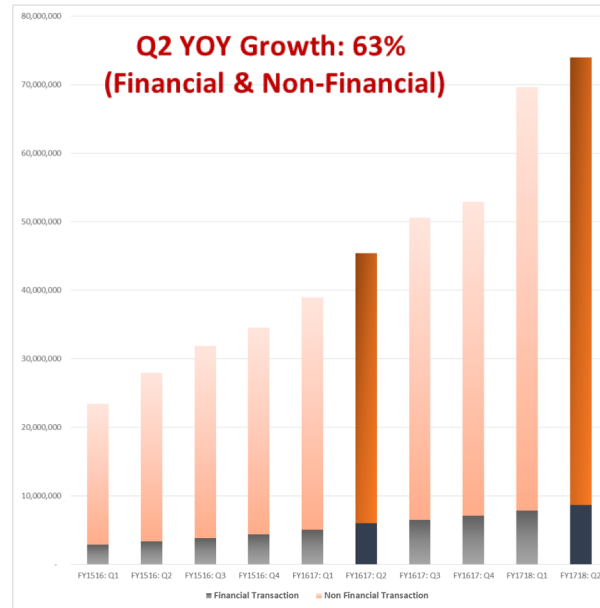
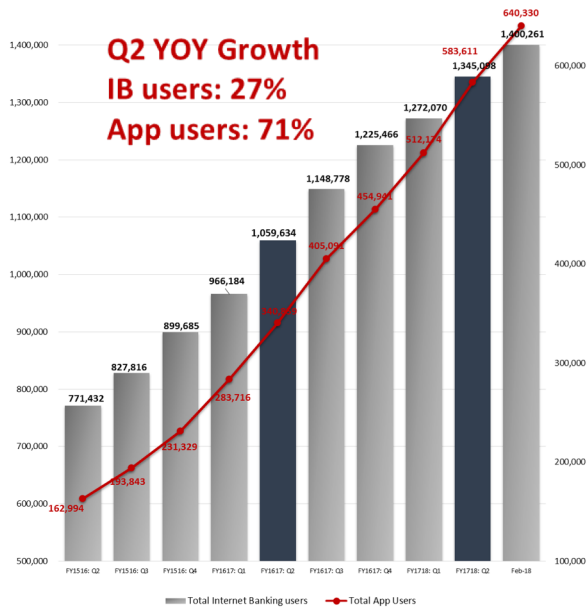


> 500k CC customer base
> 700k Active Credit Cards



> 280 Hong Leong Bank Branches
> 1200 SSTs





1.4m customers now using digital

60% of total logins via app

73% of total transaction (by #)

4.2b avg value of online transaction (by RM)

56% of Fixed Deposits placements (by #)*

3 mins to place a Fixed Deposit

5 mins to open a CASA account

Used by **~0.6m** customers

11 logins a month

Performing **31** transactions

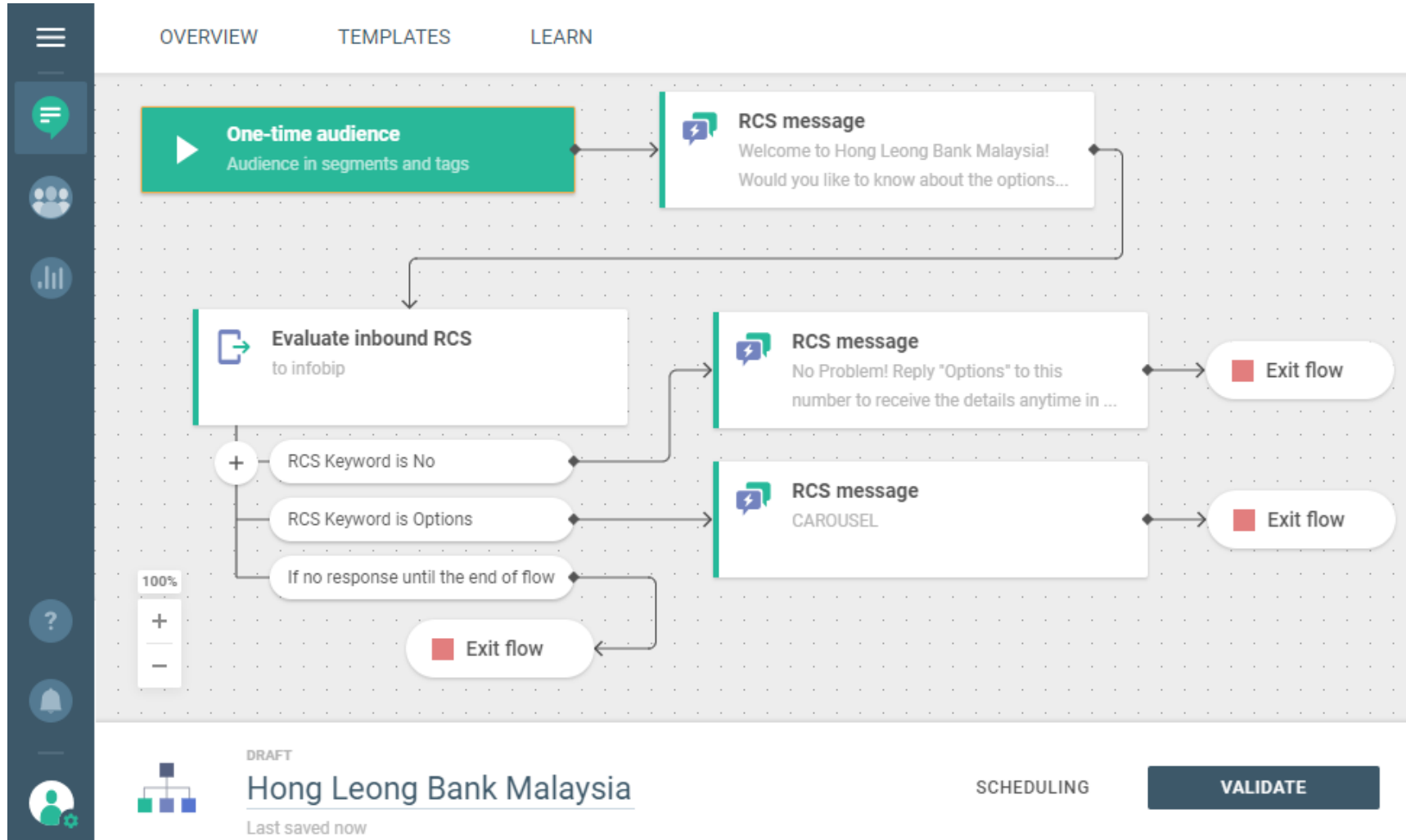
Drives customer satisfaction

Anywhere, anytime, any device





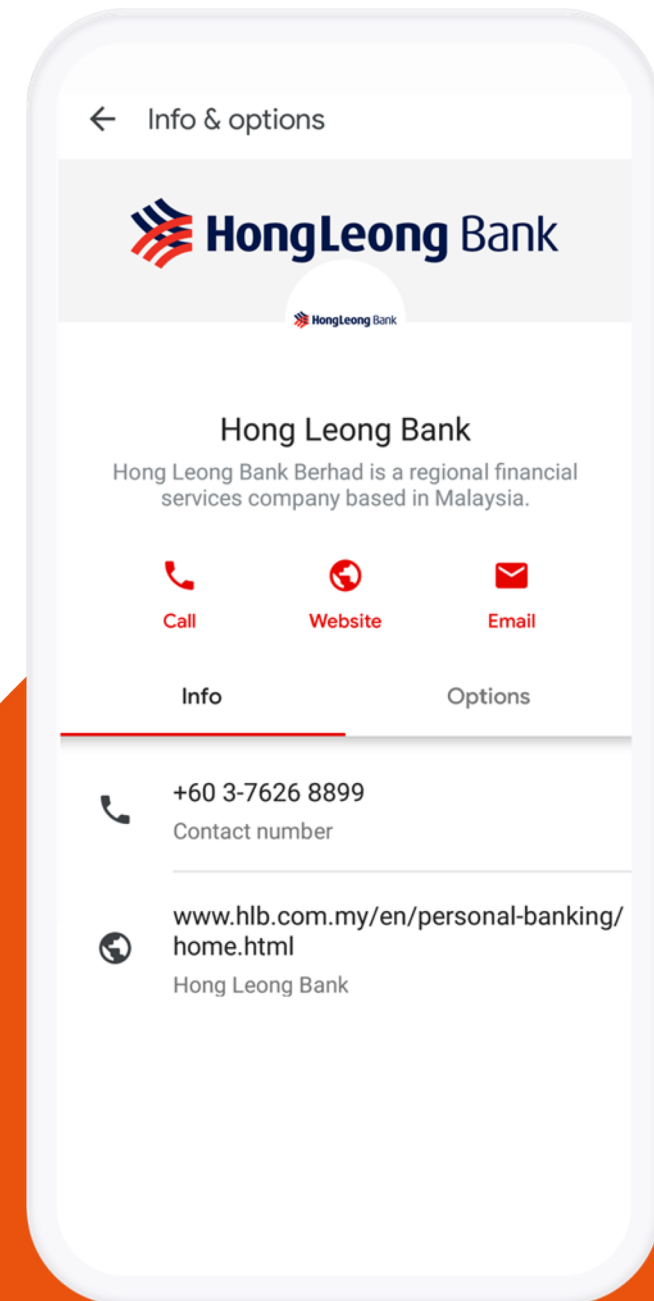
Managing the flow





Branded experience

- Hong Leong Bank created a fully branded experience that customers trust
- Customized with HLB brand elements – color, logo, banner
- Shared company details and contact options (phone number, email, website)



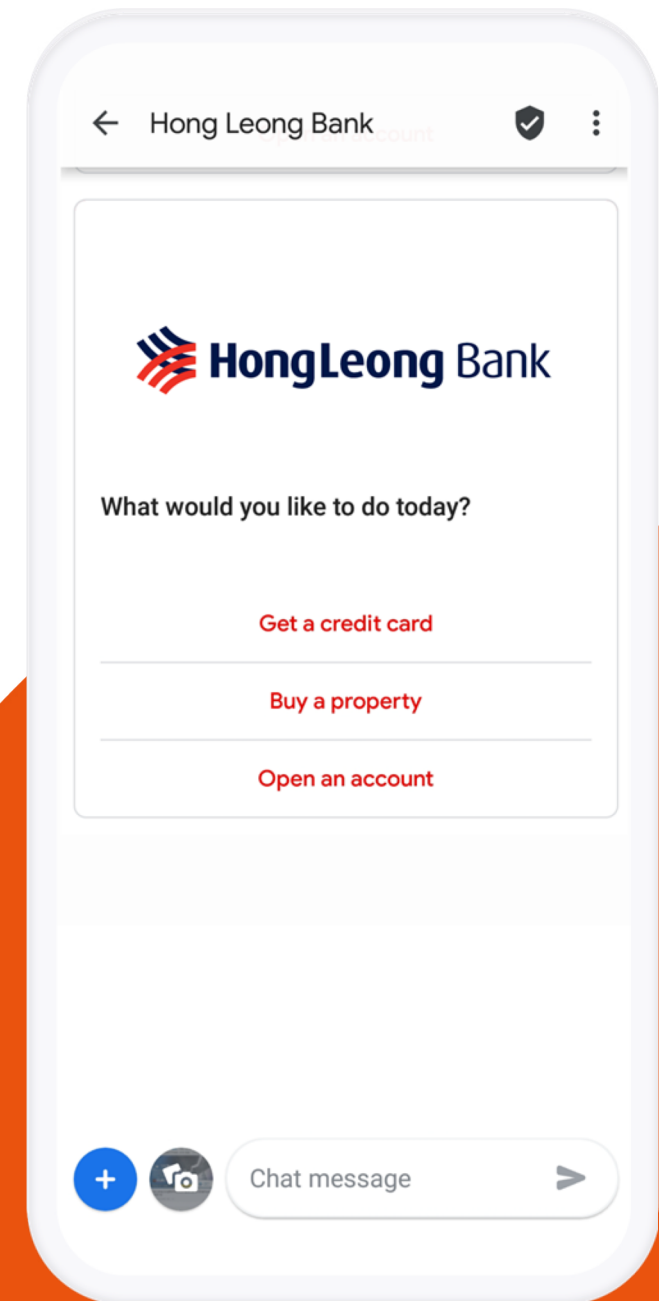


Leveraging rich functionality

The various rich features of RCS are used to promote HLB services:

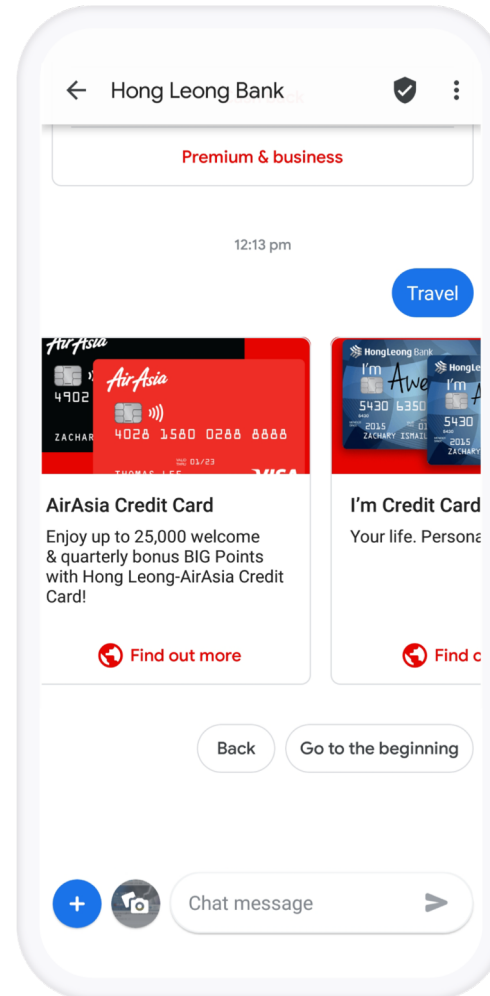
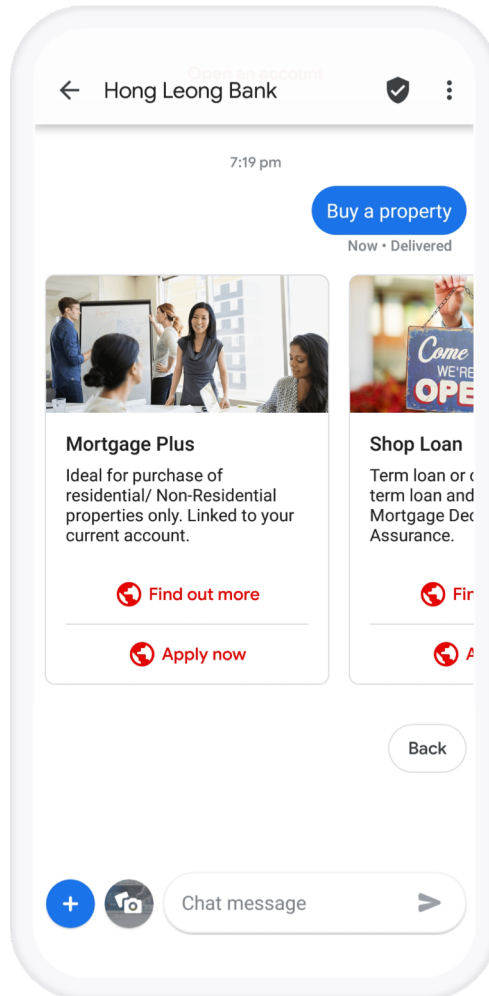
- Credit card
- Loan offers
- Account opening

Content is presented in a visually attractive way. By swiping left or right new products become visible





Engaging features





Key objectives of the campaign



THANK YOU

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