RCS Business Messaging:
The Key to a Successful Deployment

Kuala Lumpur — April 8th,
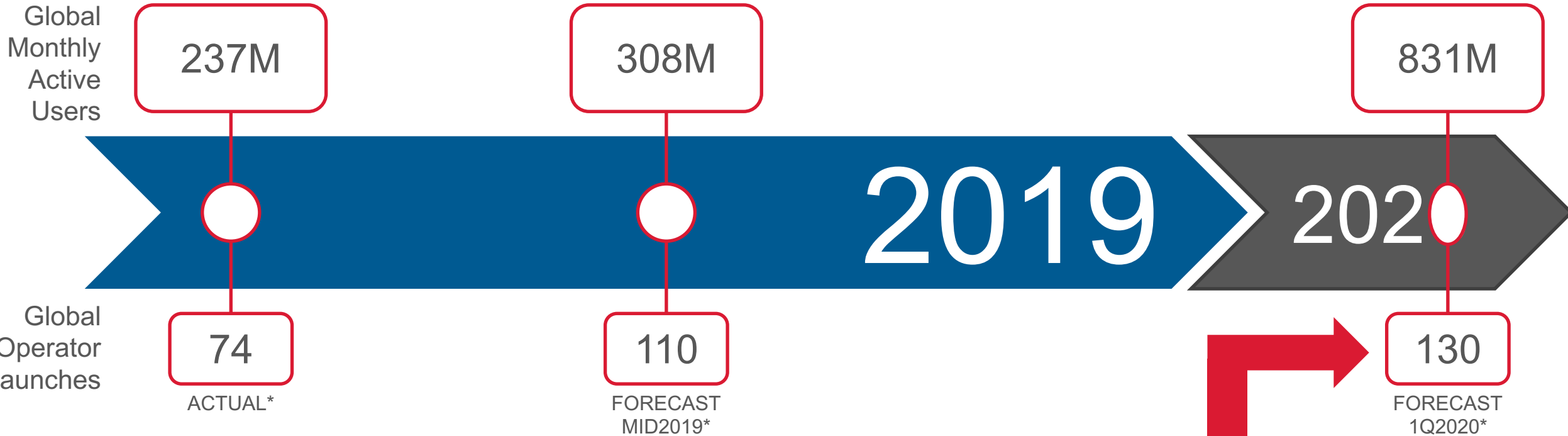
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2019: The Year of RCS Business Messaging

Global Monthly Active Users

237M

308M

831M

2019 2020

Global Operator Launches

74

110

130

ACTUAL*

FORECAST MID2019*

FORECAST 1Q2020*

But How Do We Get Here?

MAVENIR

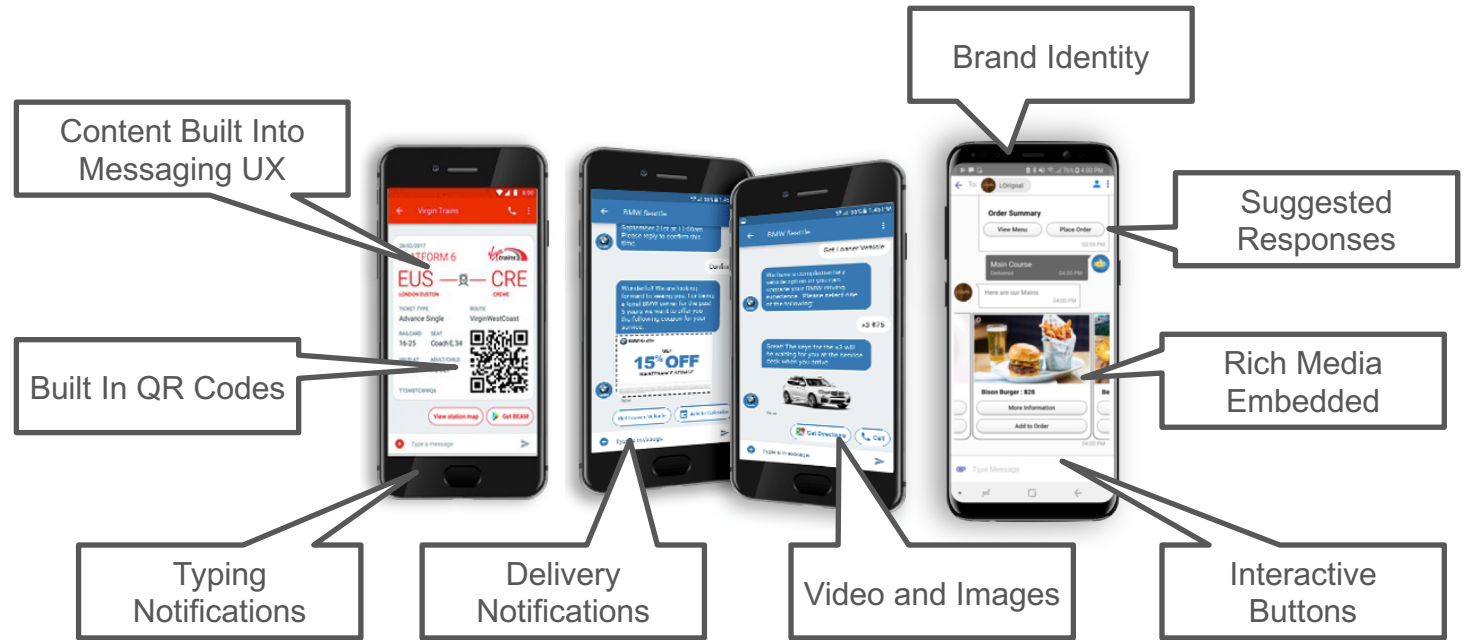* Source: GSMA

Guarantee Brands' Reach

- RCS needs to reach as many mobile subscribers as possible

- Network, Device and OS vendors are aligned but regional MNOs need to work together too

- Free P2P messaging grows the user base

- Country-wide launches are more likely to accelerate adoption

Talk to your competitors!

BRANDS

Feature Ubiquity

- Universal Profile is not enough
  - Optional features
  - Implementation stages
- GSMA Roadmap Group can help with the feature alignment
- Ecosystem needs to be aligned too:
  - Infrastructure/MaaP
  - Clients/Devices
 - Brands / Aggregators / Bots

Brand Identity

Content Built Into Messaging UX

Suggested Responses

Built In QR Codes

Rich Media Embedded

Typing Notifications

Delivery Notifications

Video and Images

Interactive Buttons

RCS needs to deliver the same experience in every phone.

We all need to play by the same rules!

Brand & Bot Vetting Processes

- RCS provides mechanisms to certify a brand/bot and report spam
- Agree on a country-wide brand and bot vetting process:
  - By the MNO?
  - By the Aggregator?
  - By a third-party entity?
- Agree on a country-wide spam policy and **enforce it strictly**

Keep RCS as a Clean Channel!
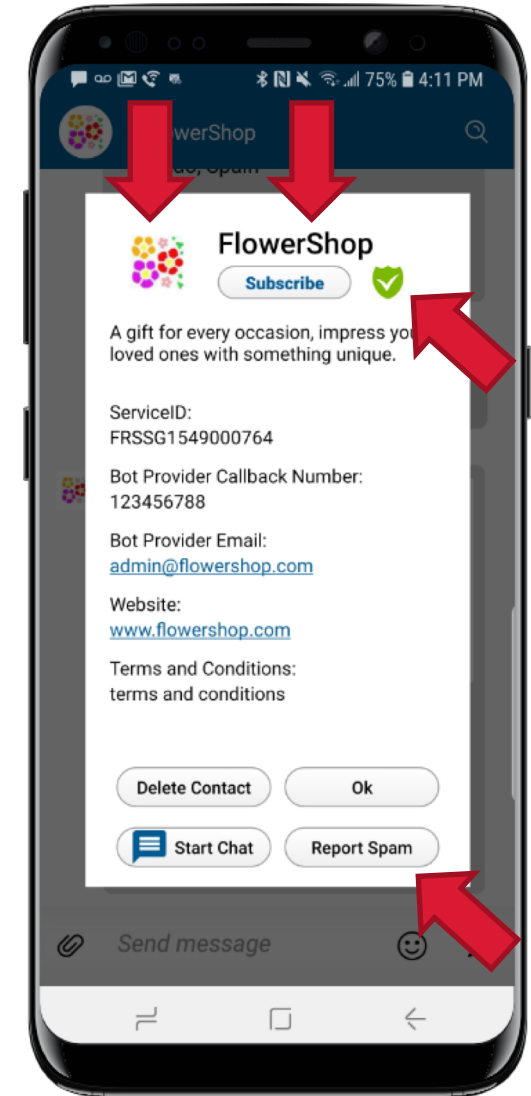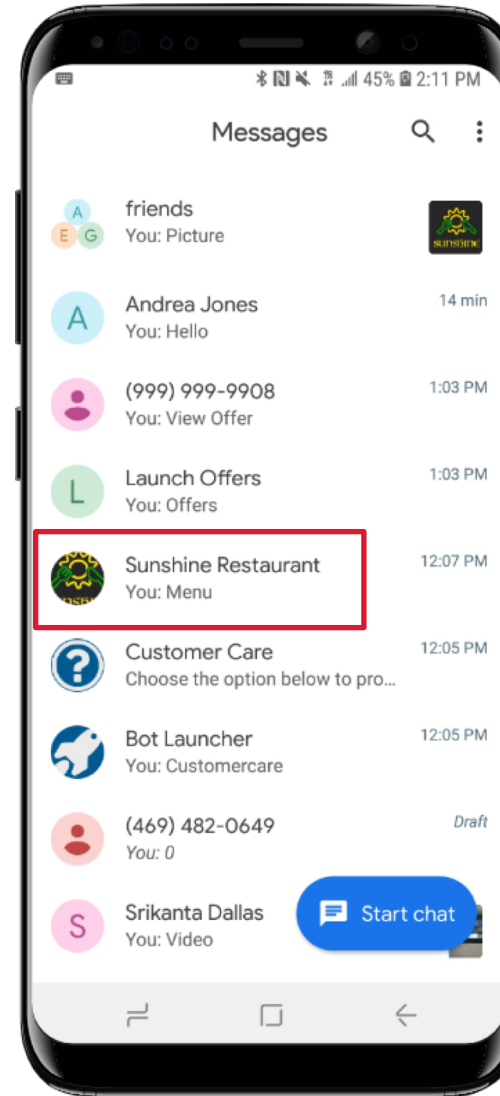
Building the Ecosystem

- Involve key providers of messaging solutions to enterprises:
  - Aggregators
  - CRM providers
  - Onmi-Channel Contact Centers
  - Customer Service Solutions
  - Business Applications
  - Digital Advertising
- Foster learning sessions to ensure alignment

Share the Wealth!

Enablement of Flexible Pricing Models

Event Based
Replicating existing SMS model

Session Based
Time based (5m, 1d, 1w, etc.) or series of messages (9-10) = 1 session)

Access Based
Flat fee for unlimited messages to the base *or* Access to base + charge per unique user

Revenue Share
Outside scope of interconnect likely to be fulfilled through commercial arrangements

Conversion Based
Brand-user conversations aliased
Brand pays fee if user discloses MSISDN

Click-through Rate
Reduced price for A2P messages but brand pays higher fee is user opens embedded link

Peak Hour Pricing
Special pricing for events that require delivery in a very limited amount of time

Other
MNOs need to be ready to adapt to the market quickly

Thank You

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