RCS/MaaP status in Japan

MWC Shanghai 2019

NTT docomo
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KDDI
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SoftBank
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Part1 :
Overview of P2P service.

Eiko TANAKA

RCS by 3 Japanese MNOs.
P2P service launched in May 2018.

プラス
+メッセージ
+message

+message is a unified messaging service
by 3 Japanese MNOs.
Inter-connected from day one of service launch.

3 Japanese MNOs have own backend PFs, with 1) unified specifications, 2) unified service name, 3) unified UI/UX

1) unified specifications

→ adoption of GSMA RCS standards

2) unified service name

→ simple & easy to understand for customers

3) unified UI/UX

→ same RCS service features between 3 operators

9+ million users in total at June 2019

(Android & iOS)

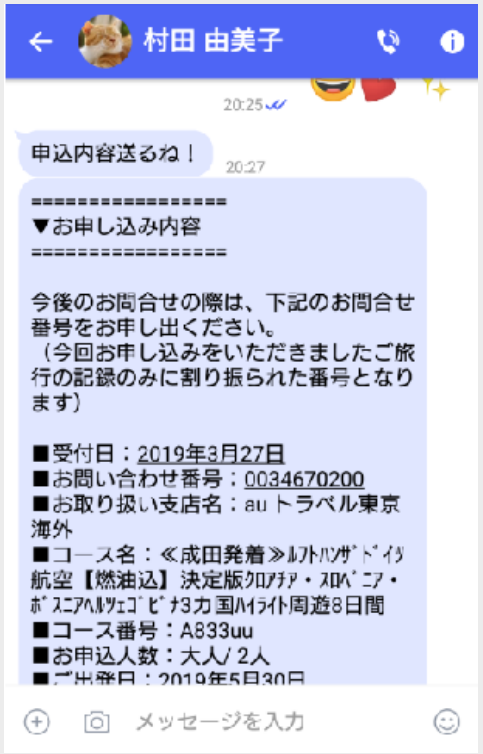
Market reactions of P2P service is positive.

MSN only

090-AAAA-BBBB

090-CCCC-DDDD

Texts of course

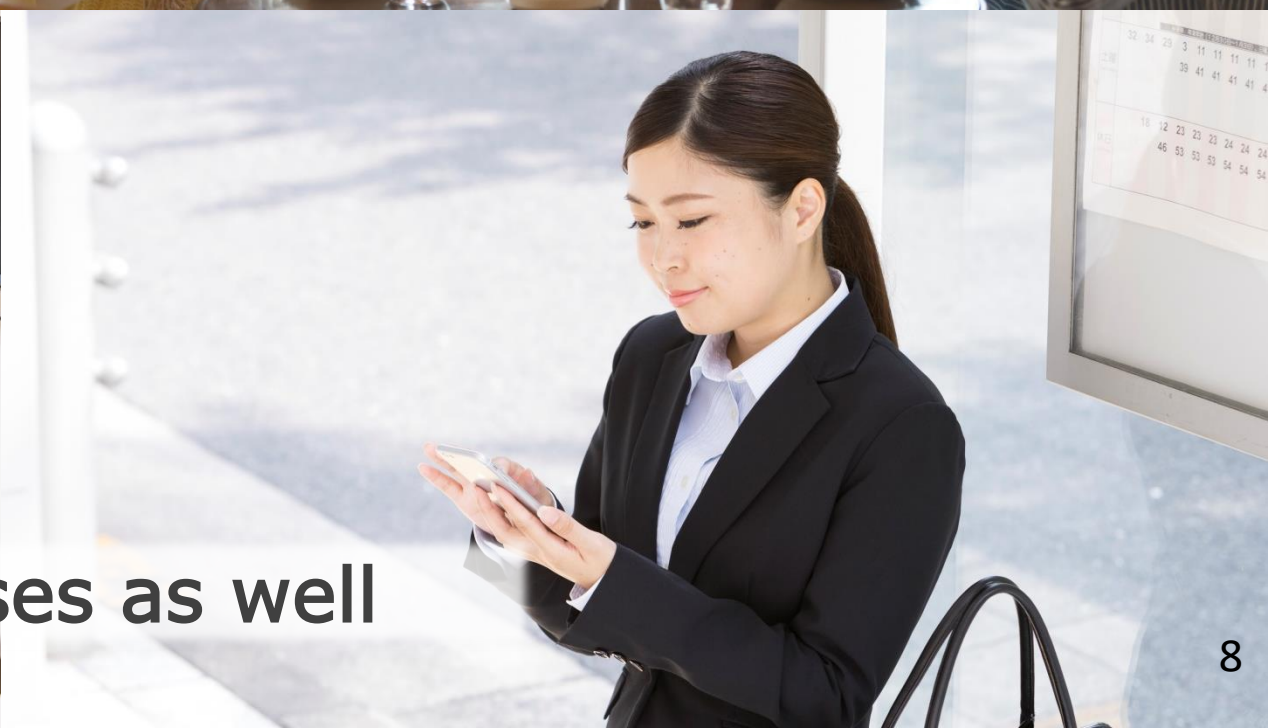


Also rich content

With families

With friends

For businesses as well



Part2 :
MaaP service features.

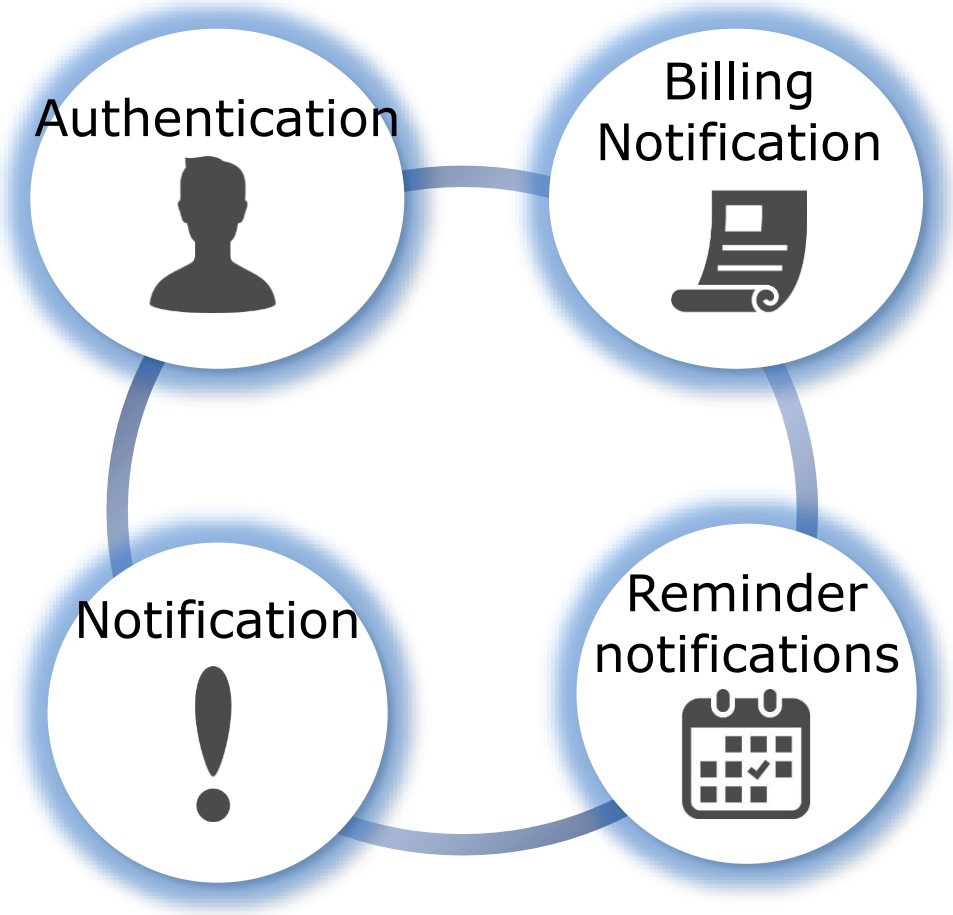
NTT docomo
Shin MITSUHASHI

SMS Business Messaging in Japan

A2P SMS Business is growing year by year

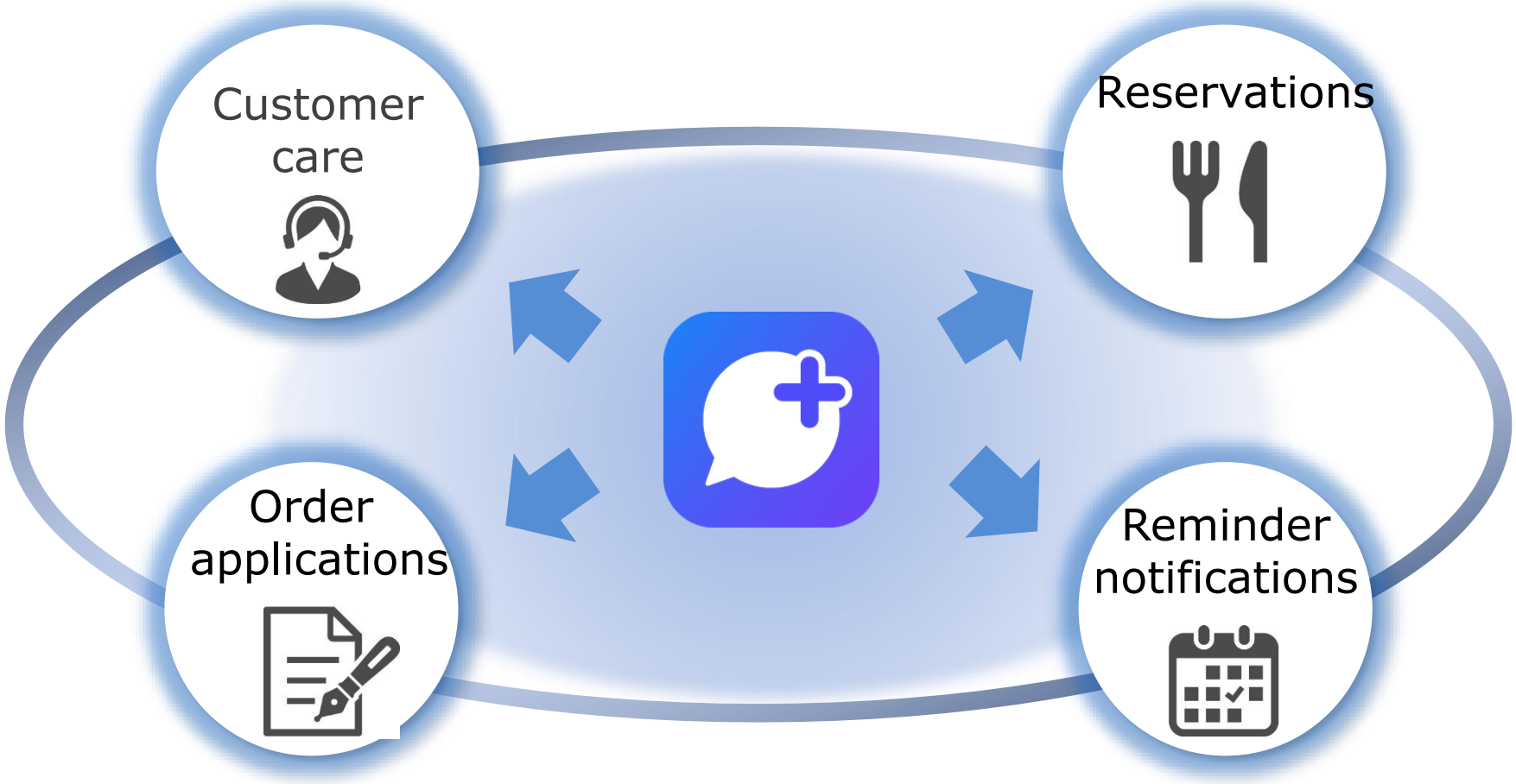
Reason for use

- Authentication by MSN
- Opening Rate is higher than DM,E-mail
- Cheaper than Letter, Call



RCS Business Messaging in Japan

Consumers engage directly with multiple brands by two-way communication from +message platform



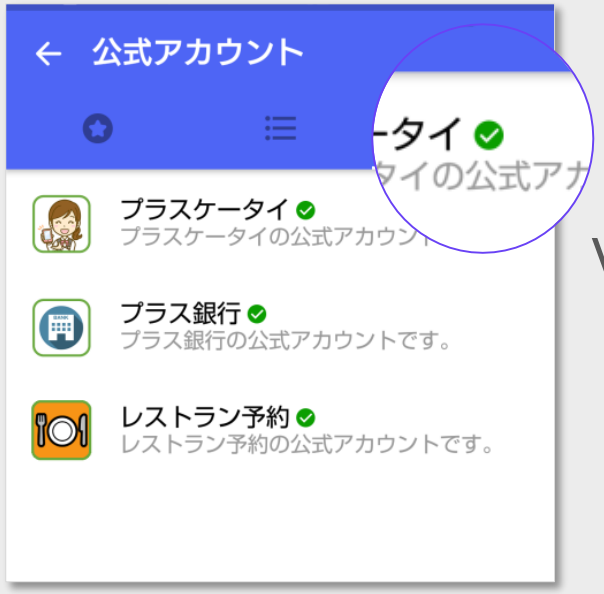
Joint press conference by 3 carriers at 23rd April 2019. Announcement of MaaP service launch plan.

100+ press members, incl. national TVs, newspapers.

“Official Account” service for Brands & Chatbots

Trust & Security

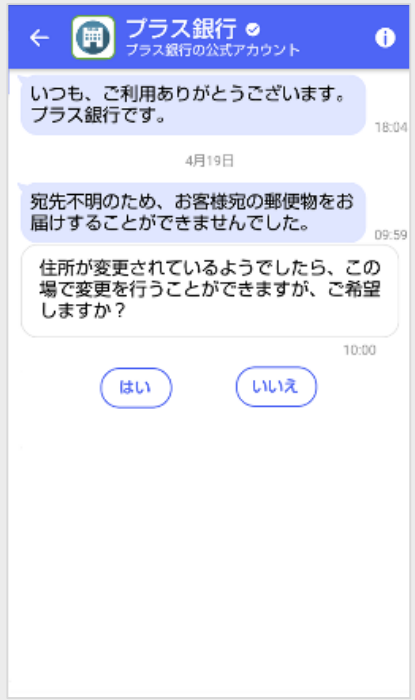
Brands & Chatbots are verified & authenticated by MNOs



Verified Marks

Convenient

Rich Cards, Carousels, Suggested Chip List



Japan MaaP/UP2.X implementations

A2P and P2A functions from day-one of service launch:

Discovery & Search

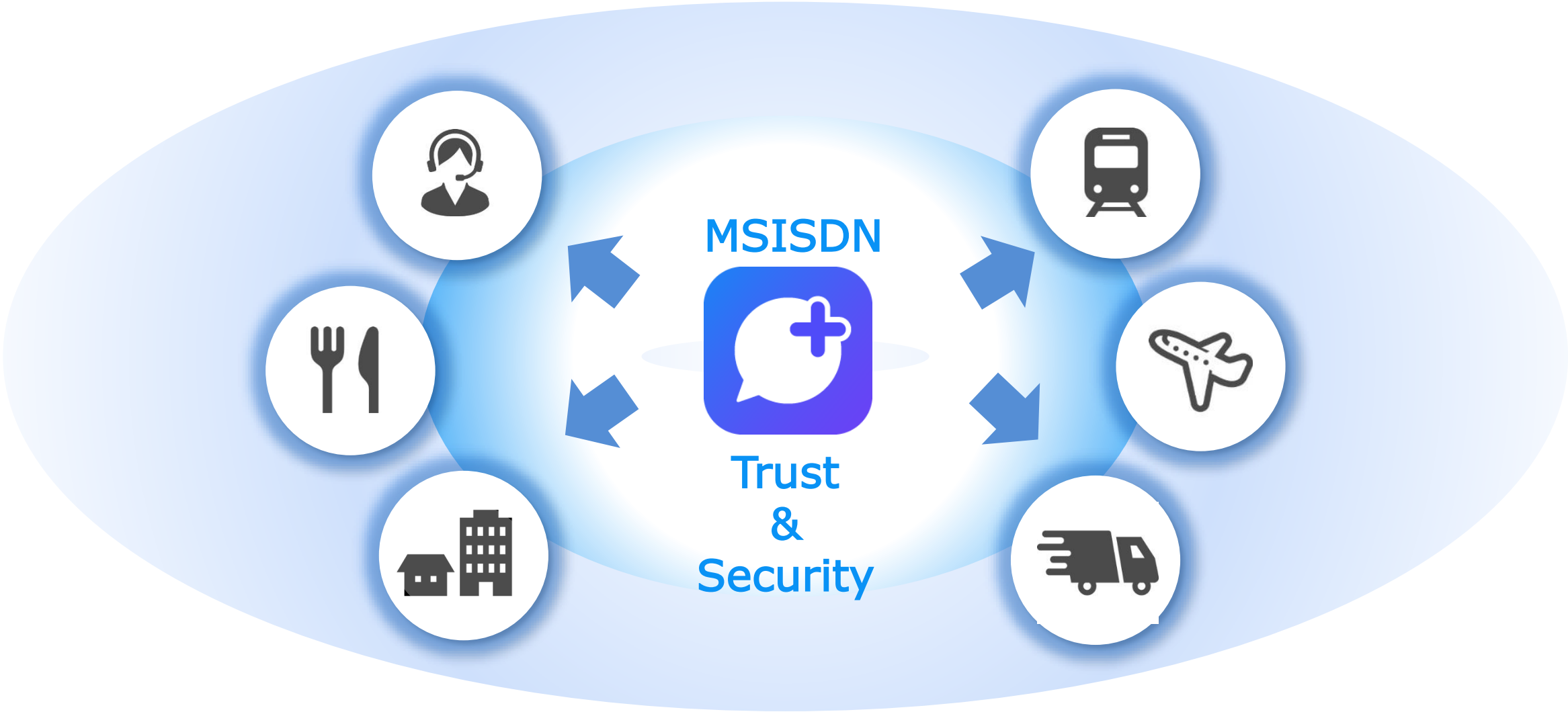
Chatbot Directory

Contact List

Chatbot Store

Deep Links

Open Platform for various verticals & use cases



Part 3 :
Commercial MaaP use cases.

Hideyuki KOTO

MaaP services in Japan.

KDDI launched in May.

Docomo & SoftBank will launch after Aug.

KDDI MaaP/Chatobts

3 initial own-services/bots

Other brands expected

1) Customer Care
2) Device Promotions & Sales
3) E-Commerce

Basic UI/UX

In-App. Subscription/Opt-in

Rich Cards & Carousels

KDDI Accounts:

1) Customer Care

Automatic KYC using MSN.

Personal assistance & support.

Real person/operator to help YOU.

2) Device Promotions

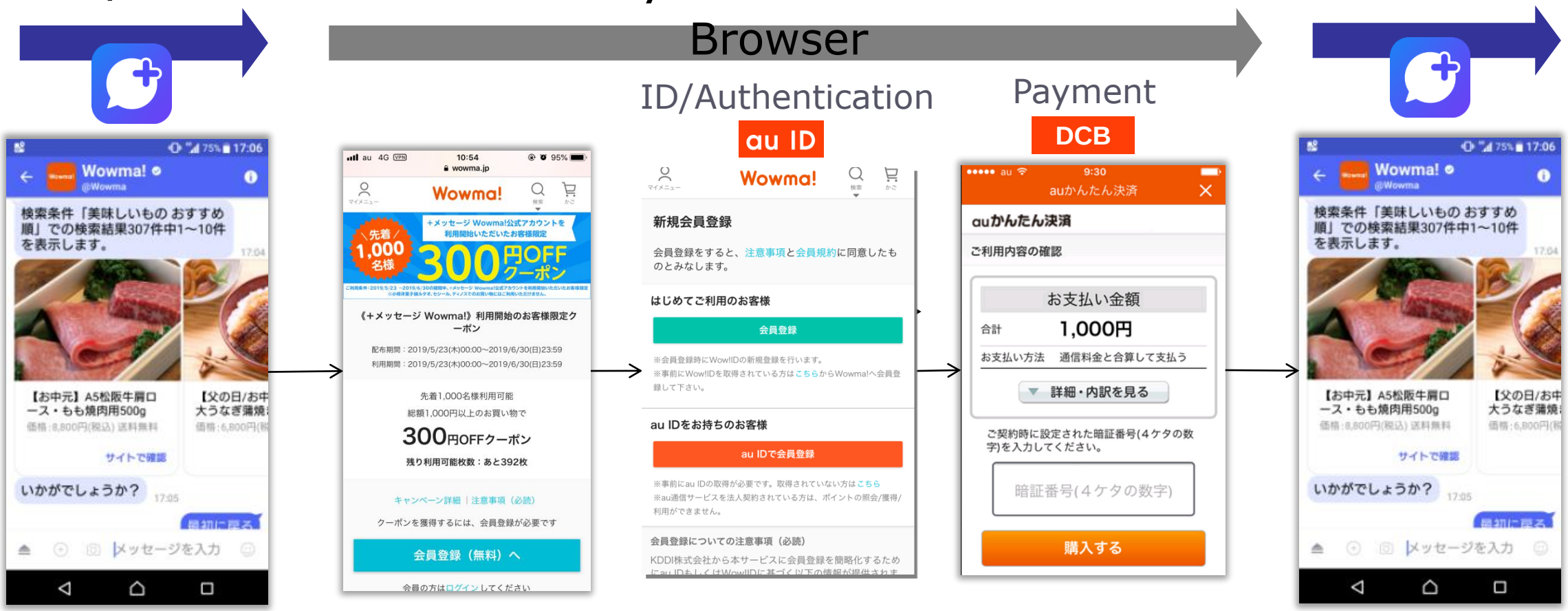
AI assisted bots

w/ NLP search

Personalized recommendation for YOU.

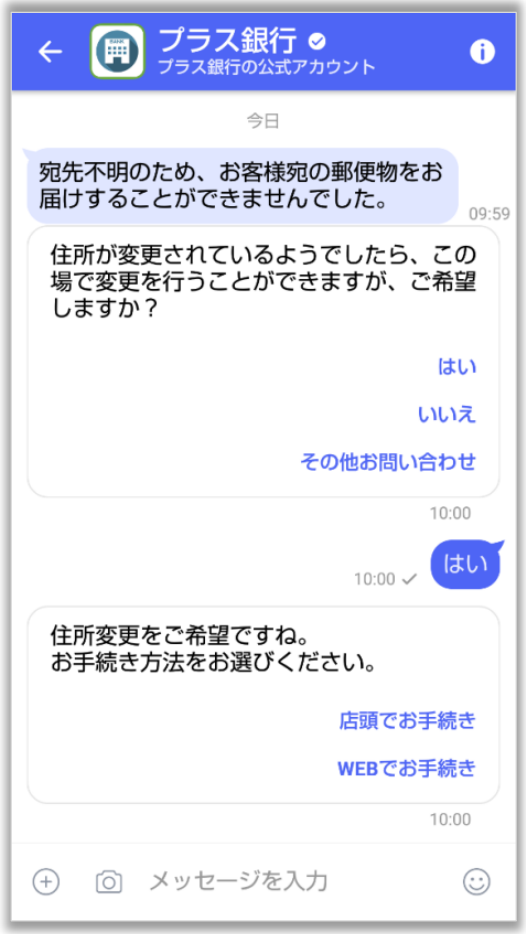
KDDI Accounts:

3) E-Commerce bots.
UX of Conversational Commerce
ID/Authentication & Payment via browser

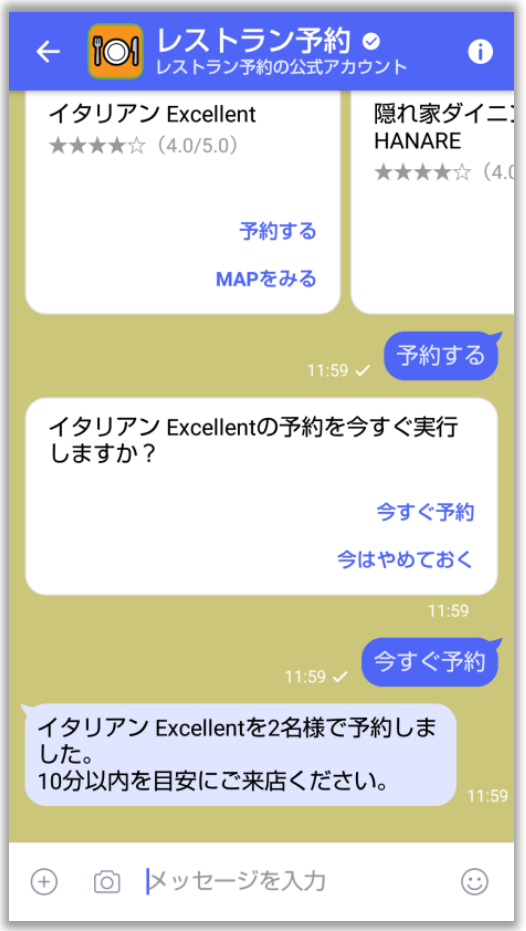


Other expected use cases to come…

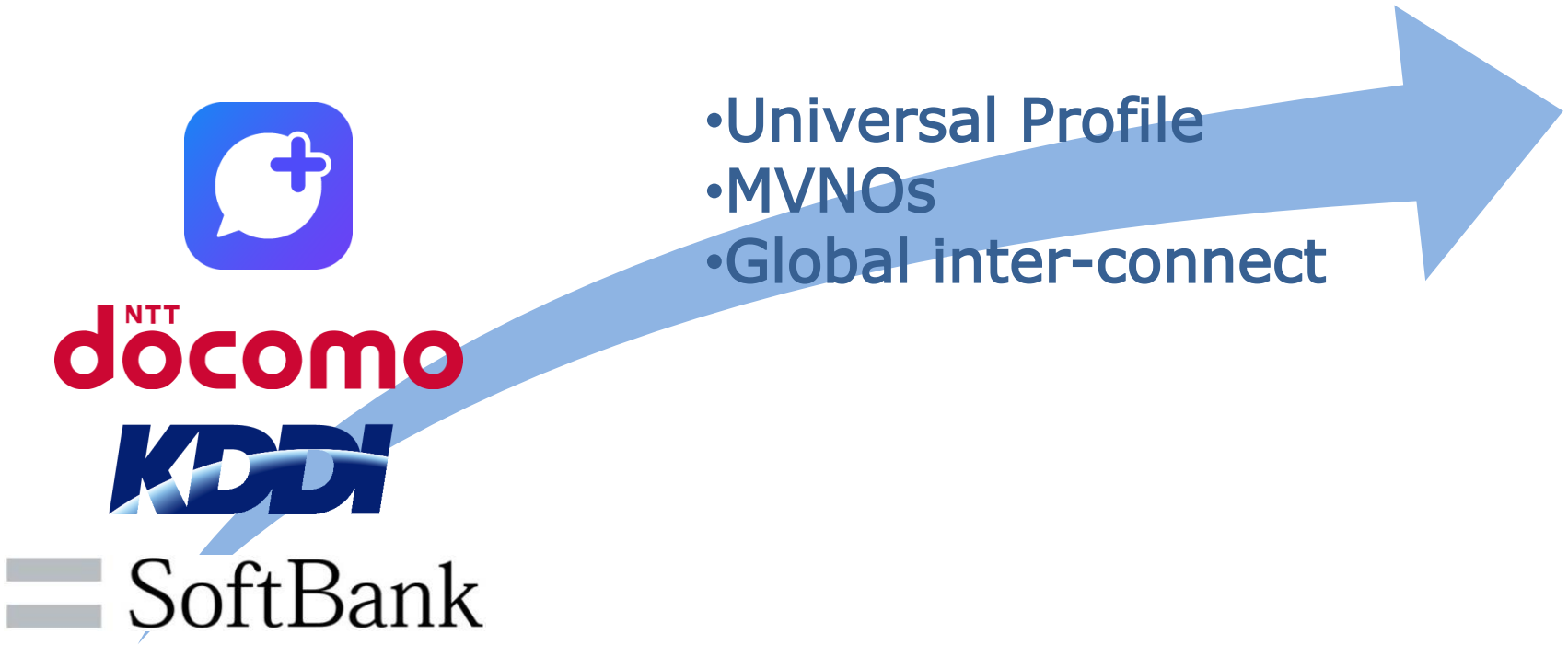
Banks



Restaurant reservations



Upgrade +message to enhance functionality & convenience for our customers



Thank you!

プラス
+メッセージ
+message