

# RCS/MaaP status in Japan



MWC Shanghai 2019

**NTT**  
**docomo**

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**KDDI**

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**SoftBank**

**Eiko TANAKA**

Part1 :  
Overview of P2P service.

 SoftBank

**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.**

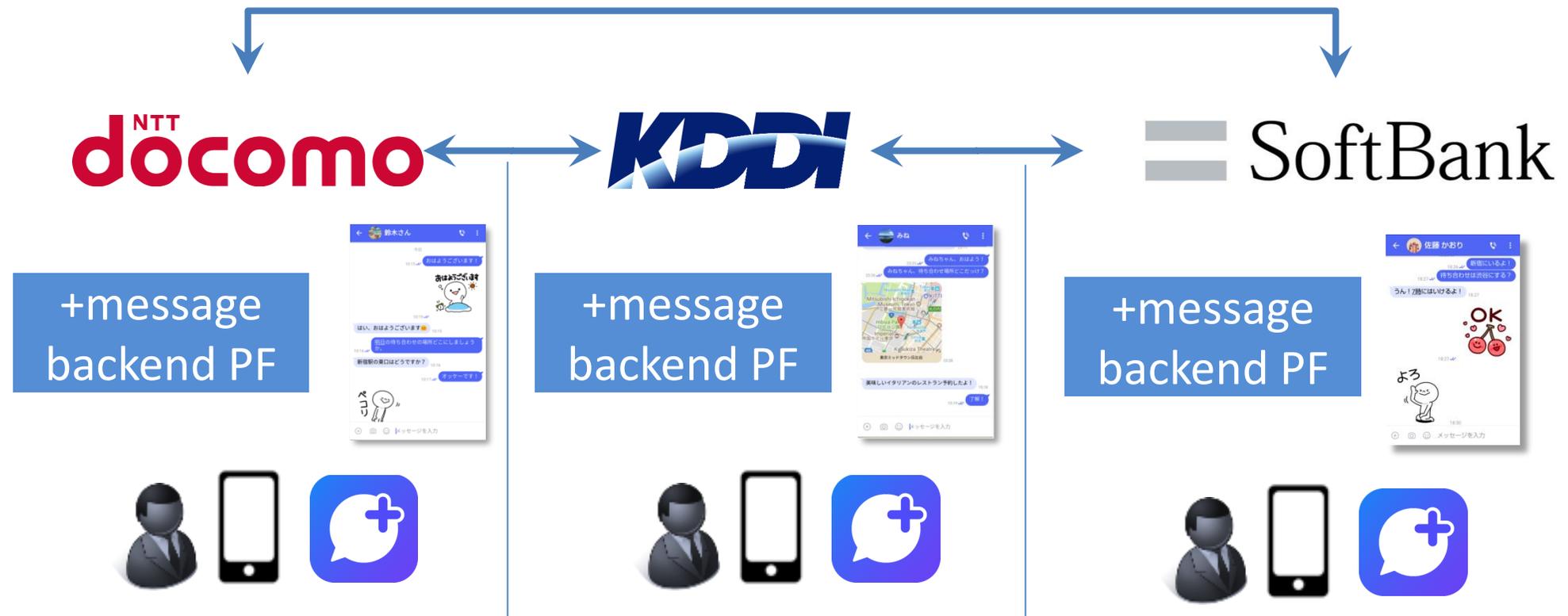
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# 3 Japanese MNOs have own backend PFs, with 1) unified specifications, 2) unified service name, 3) unified UI/UX



# 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

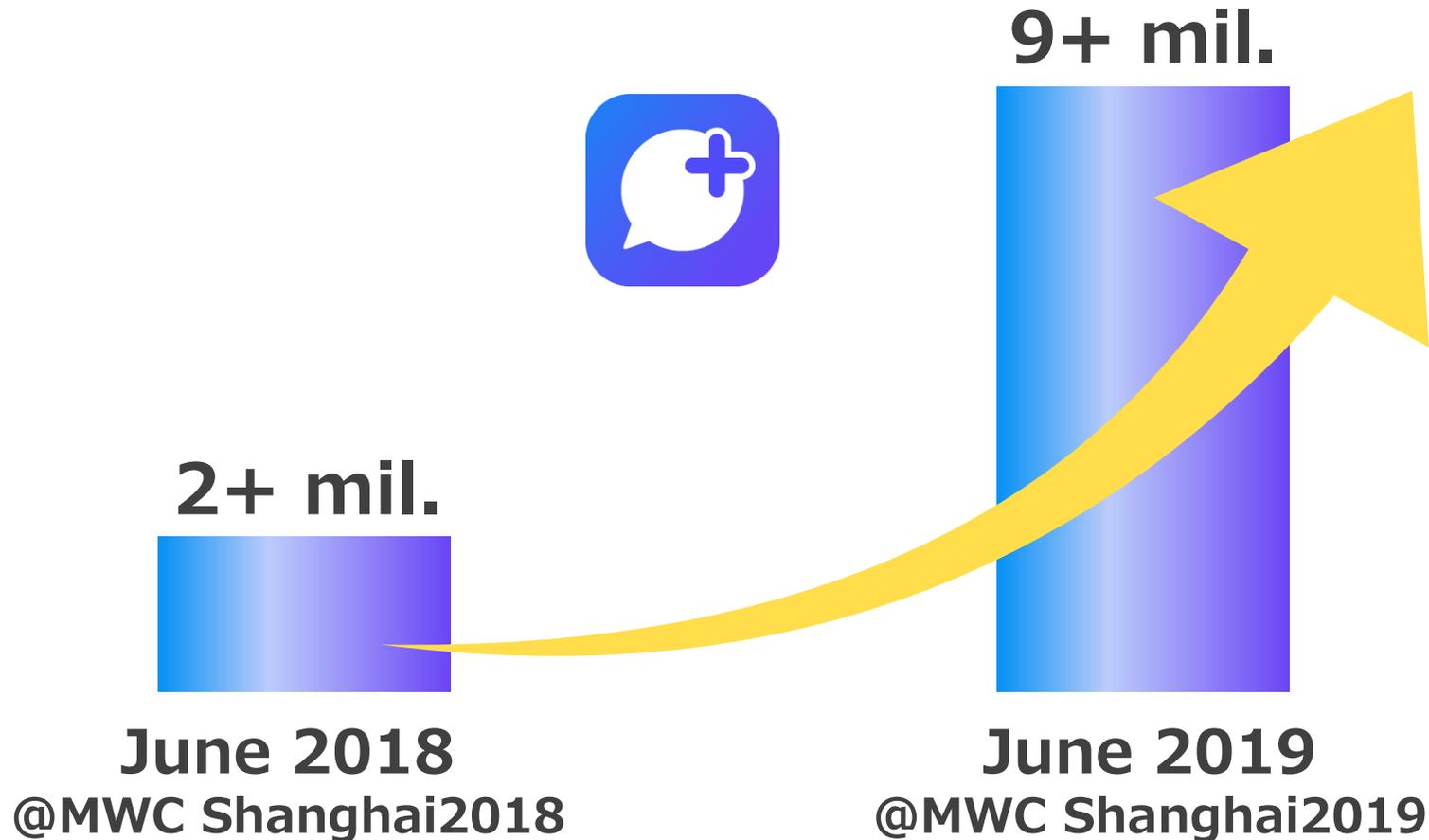
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# 9+ million users in total at June 2019 (Android & iOS)







**With families**



**With friends**



**For businesses as well**



Part2 :  
MaaP service features.



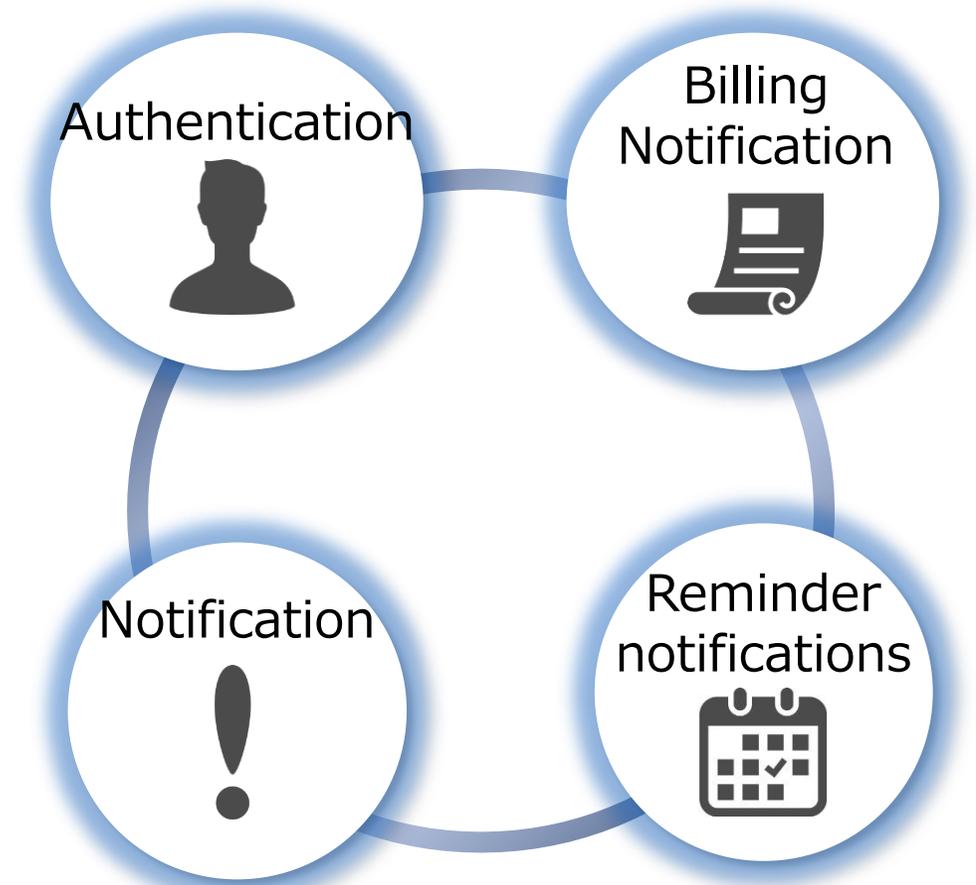
**Shin MITSUHASHI**

# SMS Business Messaging in Japan

A2P SMS Business is growing year by year

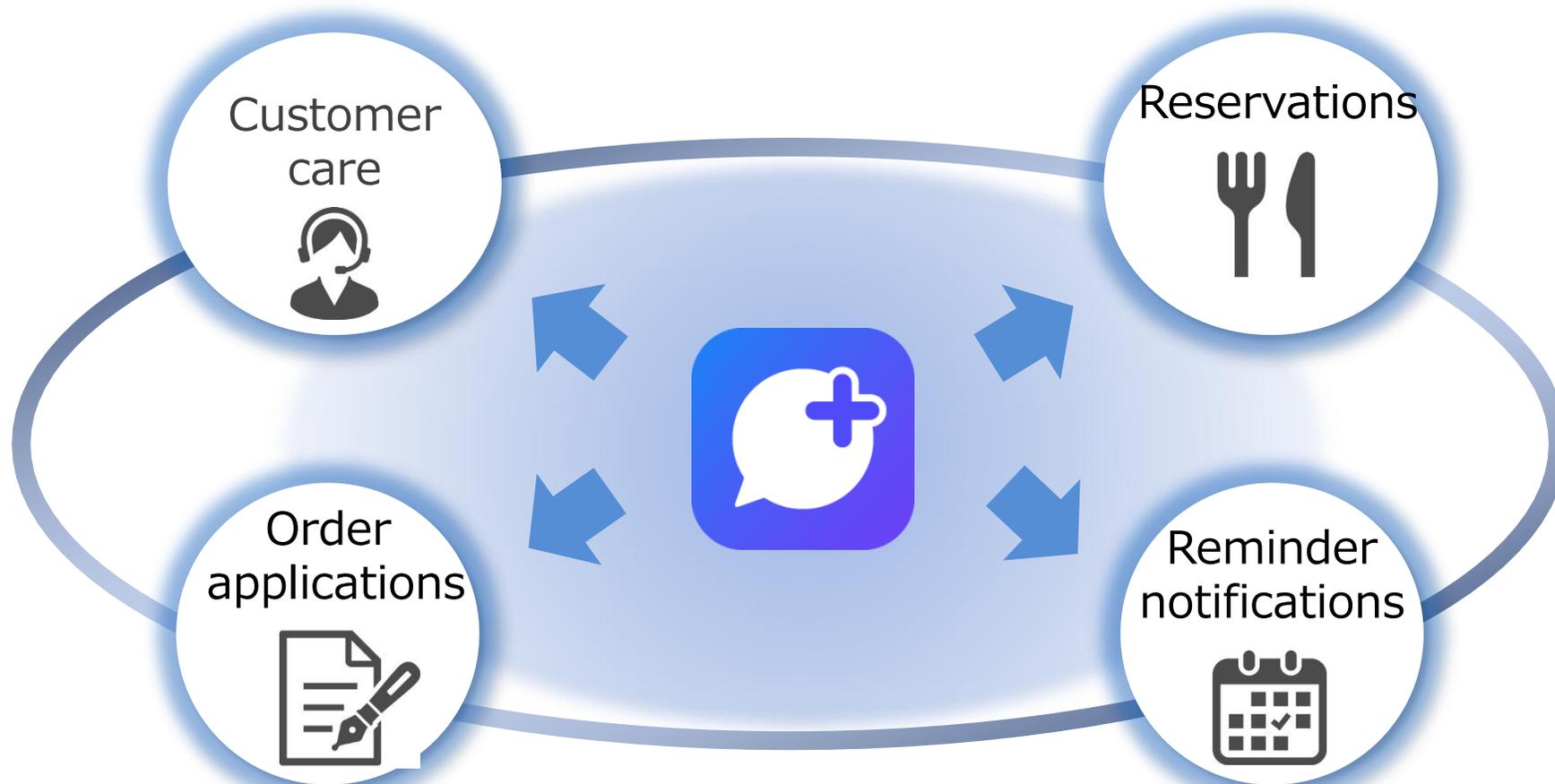
## Reason for use

- Authentication by MSN
- Opening rate is higher than postal service, e-mail
- Cheaper than postage, call



# RCS Business Messaging in Japan

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



# Joint press conference with 3 carriers on April 23<sup>rd</sup>, 2019. Announcement of MaaP service launch plan.

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

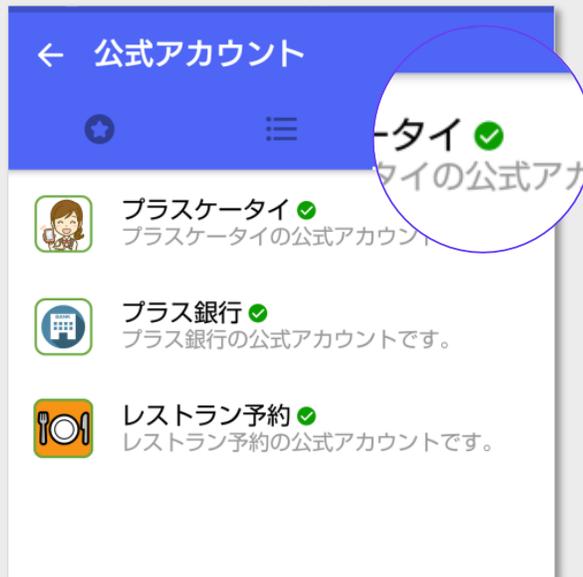




# “Official Account” service for Brands & Chatbots

## 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

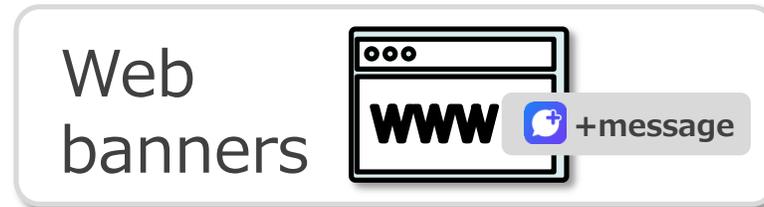
### Contact List



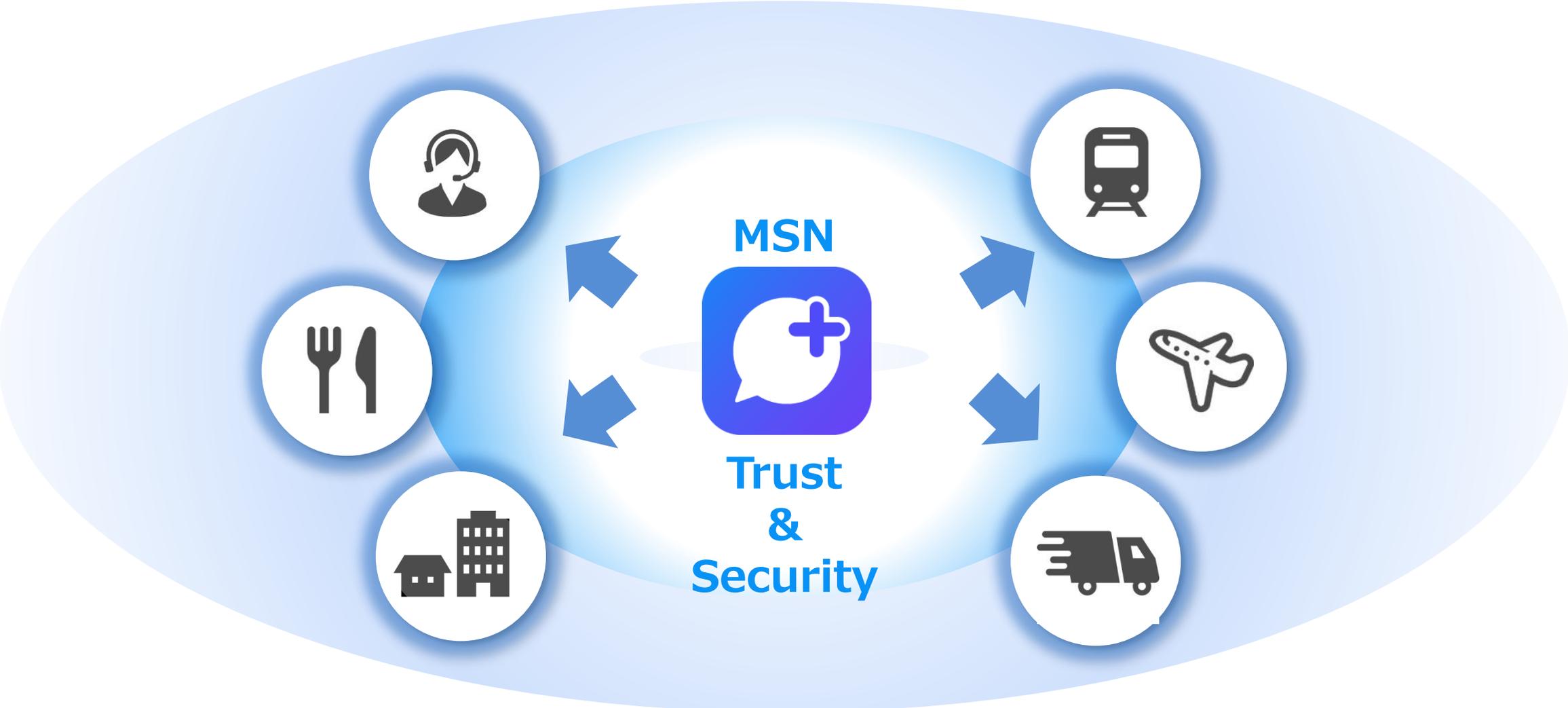
### Chatbot Store



## 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/Chatobots

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.

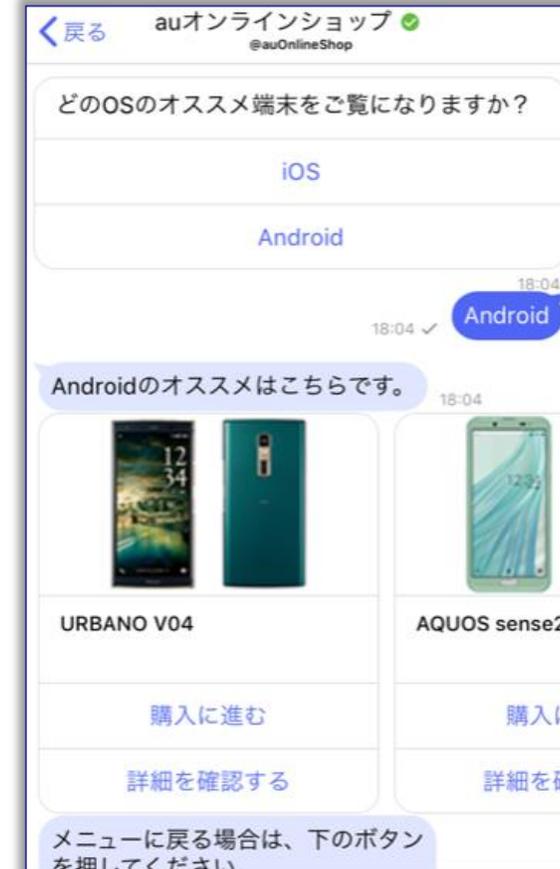
Real person/operator to help YOU.

## 2) Device Promotions

AI assisted bots

w/ NLP search

Personalized recommendation for YOU.



# KDDI Accounts:

## 3) E-Commerce bots.

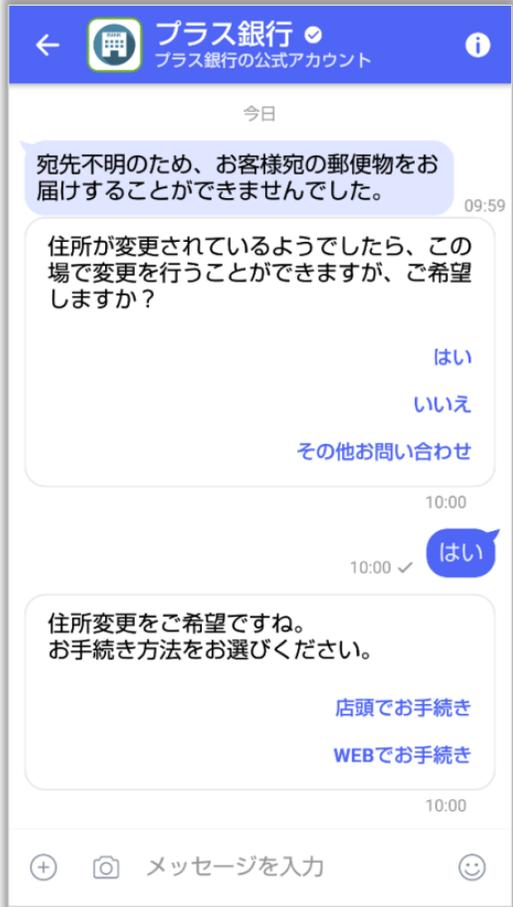
### UX of Conversational Commerce

### ID/Authentication & Payment via browser

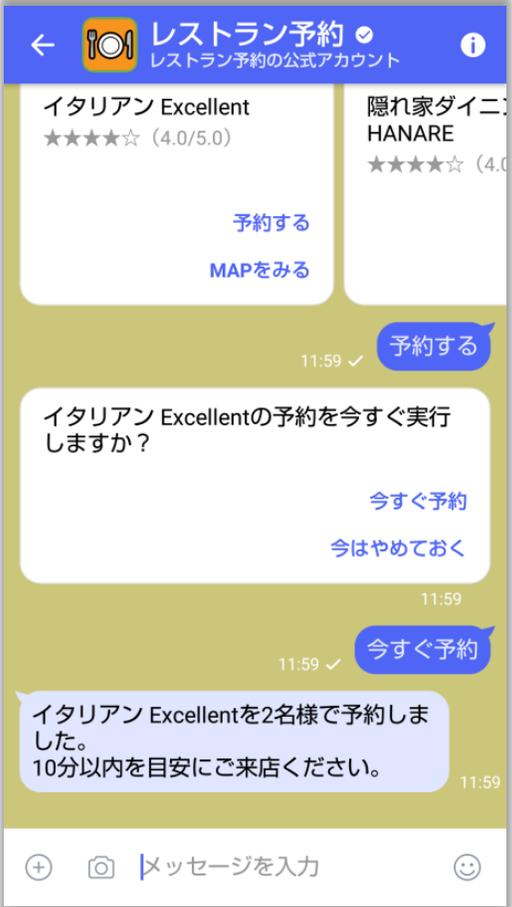


# Other expected use cases to come...

## Banks



## Restaurant reservations



# Upgrade +message to enhance functionality & convenience for our customers



**NTT docomo**

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- Universal Profile
- MVNOs
- Global inter-connect

Thank you!

プラス  
+メッセージ  
+message

