



OpenMarket<sup>®</sup>

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## Getting Started with RCS

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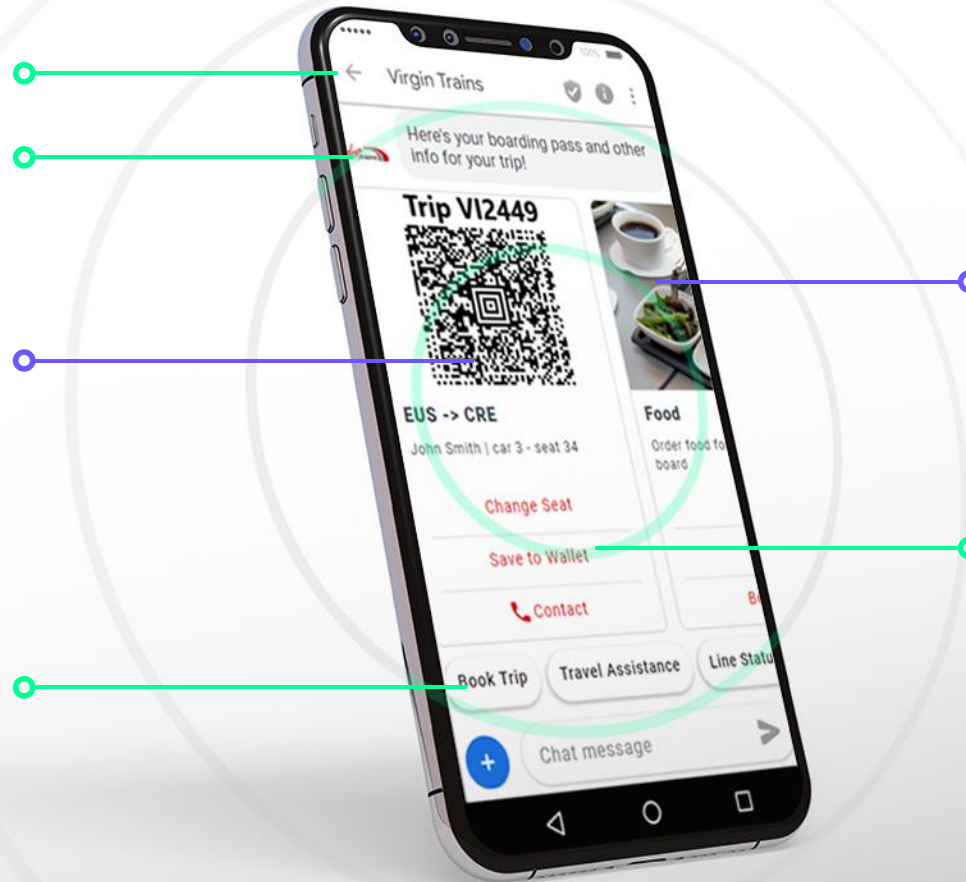
# RCS

## The next evolution of messaging

Verified sender ID and branding for security and peace of mind

Rich card carousels for dynamic content and swiping functionality

Suggested replies to help move the user through the interaction



Engagement data such as delivery/read receipt and engagement tracking

Suggested actions like initiating a call, open browser / map or adding calendar entry

SMS fall-back – OpenMarket intelligently delivers RCS messages as an SMS when the destination phone doesn't support RCS

# What we've learned about RCS

Increased customer  
experience levels

Killer sales conversions

A big appetite  
for rich media

Easy to use

The messaging  
inbox rules

No need to wait

# Customer experience levels are up

Engagement reaching unprecedented heights

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RCS messages delivered at the opportune moment

Booking details sent 10 minutes before arrival

Live updates

Five-star feedback

No opt outs





# Killer sales conversions

## A new era of conversational commerce

Sales-focused RCS trial with Subway

Two offers sent to customers via SMS and RCS

Offer wording replicated verbatim

RCS version had buttons and images

RCS had 140% higher conversion rate  
for two-sandwich offer

51% higher for meal deal

# A big appetite for rich media

Surge in the popularity  
of multimedia communication

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5x rise in rich media interest

Video, audio, pictures

More interactive and engaging



# No user training required

**The SMS inbox is a  
comfortable, familiar space**

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No need for training or instruction

No opt outs

No apps to download or accounts  
to set up

Zero user friction

# The messaging inbox dominates

## RCS data confirms the immediacy of read receipt

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Campaign messages read in under two minutes

Goldmine for data

Opening rates recorded



# There's no need to wait

## Now's the time to get going

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No reason to wait around for widespread adoption

RCS messages will revert to SMS format if unaccepted

Older RCS phones can enjoy an enhanced experience

# Seattle Slaps World Famous Sandwiches

They have a robust SMS marketing program designed to get customers through the door.

SeattleSlaps understands the importance of this channel and wants to migrate to RCS in order to provide a richer customer experience and drive more sales.

The following examples show a progression from simple to feature rich



## SEATTLESLAPS

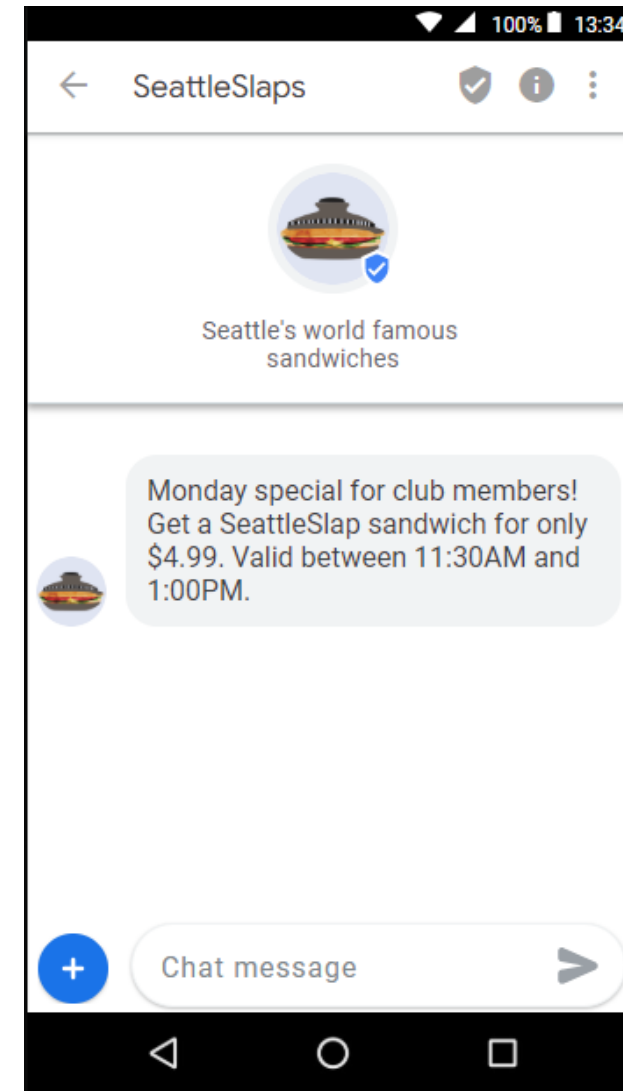
Seattle Famous Sandwiches

# Start Simple

## Branded Messaging

Use the same SMS message but add branding

This is the most basic form of RCS messaging. It looks like a text message except I get to include my company branding and I also receive deliver and read receipts



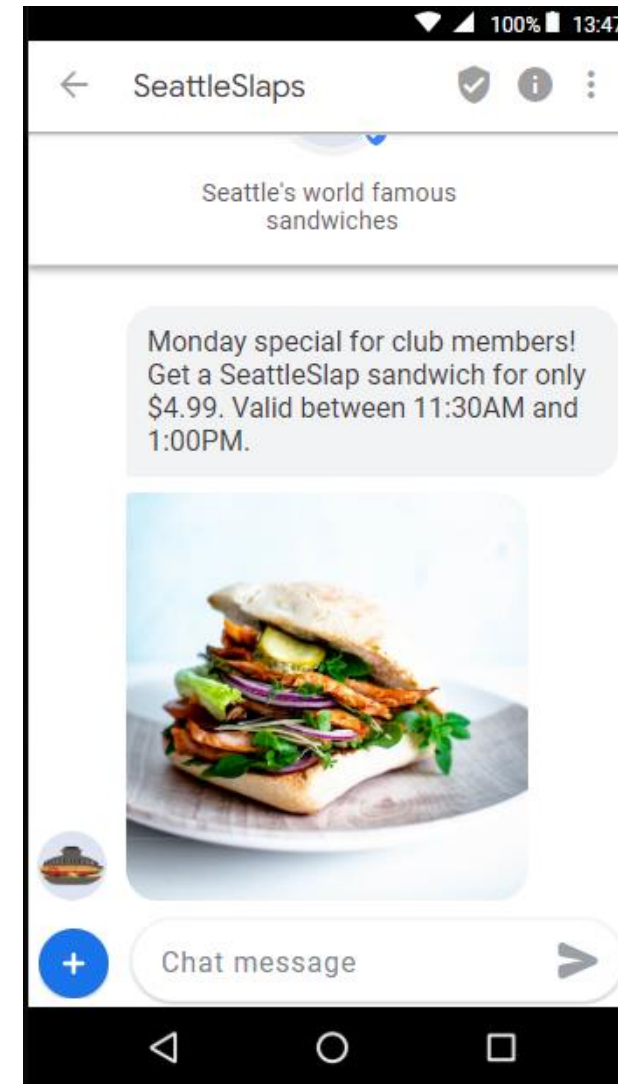


# Make it Rich

## Add Media

Use the same SMS message but add branding and an image

In this example we've added an image of our most popular sandwich. We know that messages with images drive more business!

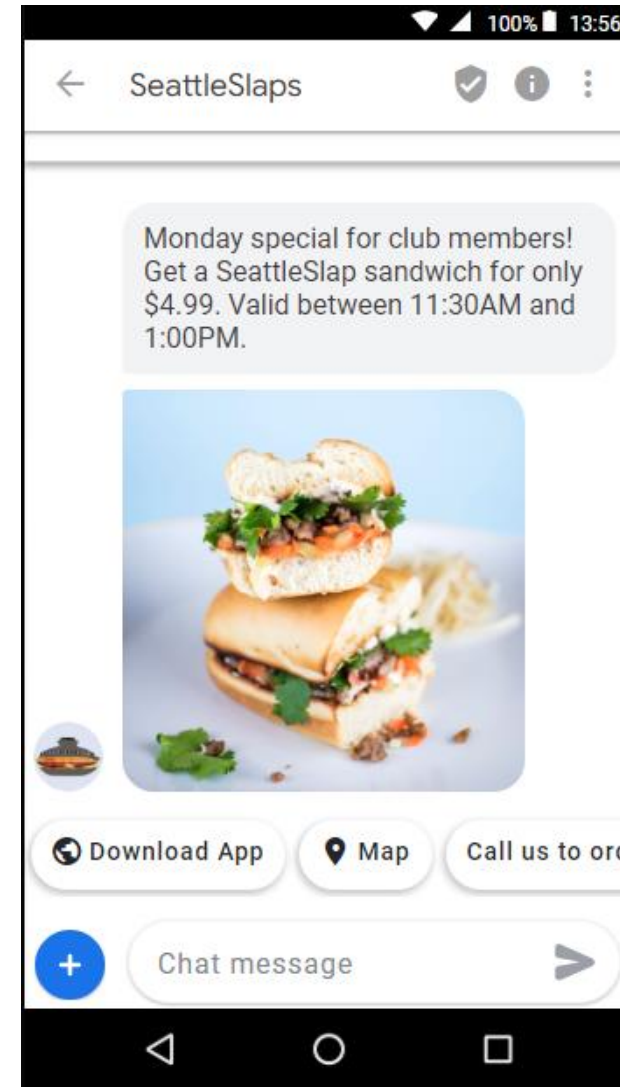


# Make it Interactive

## Clickable Interaction

Adding a chip list provides users with simple to use interaction

Here we've added the ability for our customers to interact with our message. We've provided links to download our mobile app, see our location on a map, or call us to place an order.

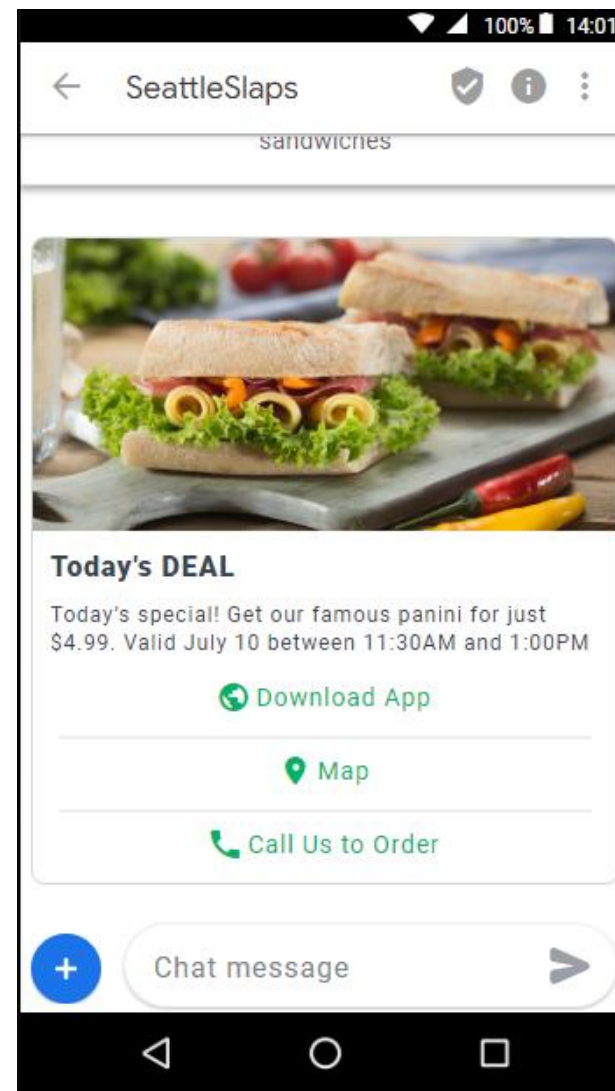


# Rich Cards

## Pulling it all Together

A rich card supports text, media and interactive buttons

Here we've combined our message, image and interactivity into a single rich card. The links in a rich card always stay active so our customers can come back to the message anytime to click the links.



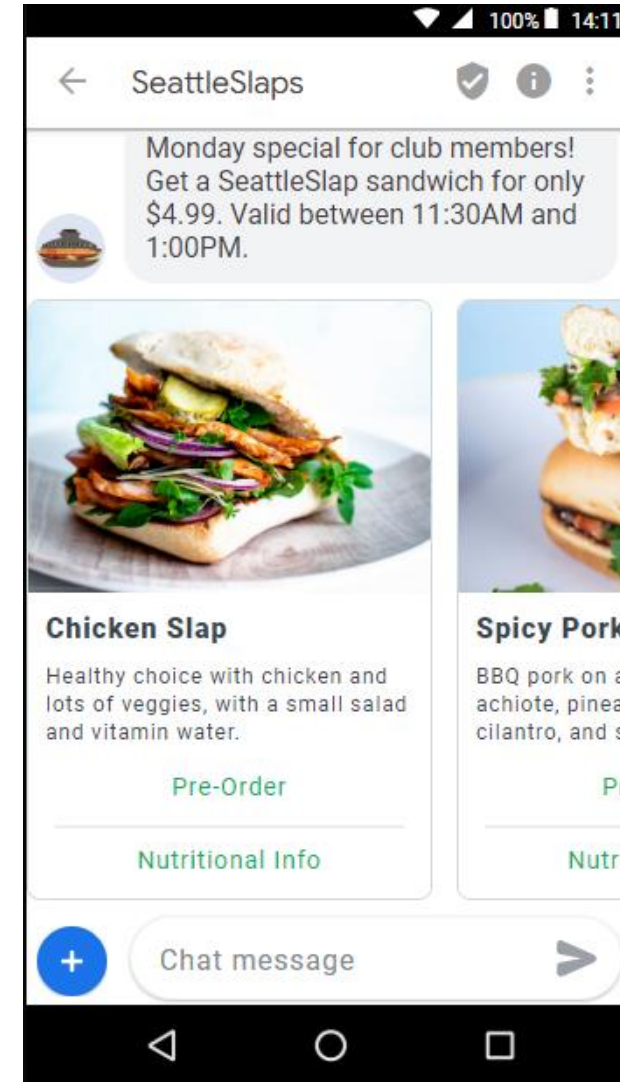


# The Carousel

## The Most Functionality

Inclusion of a carousel enables the use of multiple rich cards with in a single message

Our menu offers more than one sandwich! Here we've used multiple rich cards to form a carousel that enables our customers to swipe left or right to see many different offers.





RCS is coming  
**Be ready by starting simple now**