

# Globe's RCS and RBM Adoption

September 5, 2019





# About Globe



**Number 1**  
mobile company in PH

**92.9 million**  
customers nationwide

**Php 127.9 billion**  
Service Revenues

**956 Petabytes**  
mobile data traffic

## Our Purpose

*We see a Philippines where families dreams come true, businesses flourish and the nation is admired*

*In everything we do, we treat people right to do a Globe of Good*

## Our Philosophy



## Beyond Telco

### FINTECH



### E-SPORTS



Member of



Principal Shareholders



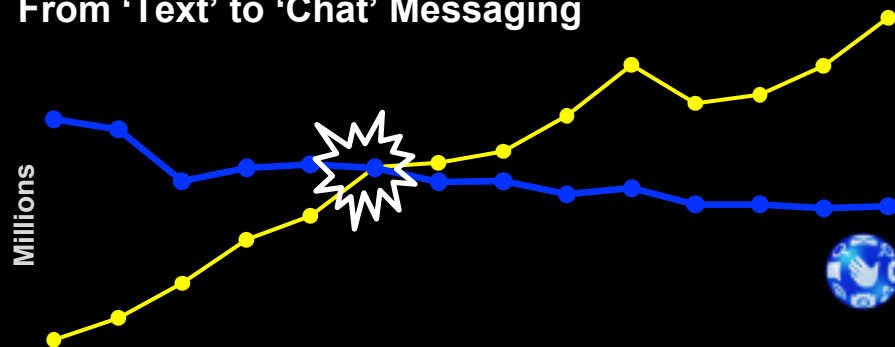


Globe created  
an RCS  
footprint in the  
Philippines

# Globe as Early Adopter in Asia, launched RCS in February 2018

# RCS as the Future of Telco Messaging

From 'Text' to 'Chat' Messaging



**Globe Users  
already moved to  
chat messaging**

- ✓ Free, no cost to user
- ✓ Richer features (GIF, stickers, 1 on 1 and group chats, read receipts)
- ✓ Wider reach, no carrier dependency



# Ease & Relevance to our Customers



Awareness and Adoption to create familiarity on app features and usage



RCS app that is native and universal to any device or OS



Seamless provisioning to RCS service



# Partnership & Collaboration

Partnered **with RCS Provider** to create RCS connection with no major builds required

Collaborate with **OEMs** to take out dependencies on app download

**Brands & Aggregators** to deliver digital contents and RCS messages

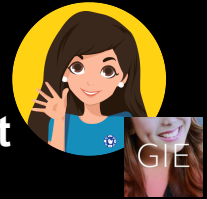


Complementing Globe apps and  
Top OTTs with RCS



# Create Business Value

RCS as new channel for **Globe CSR Bot**

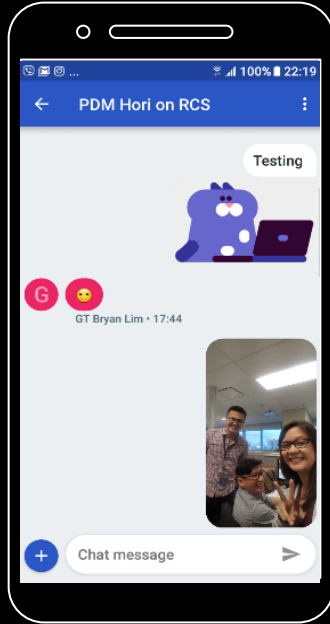


Creating business opportunities for **Globe  
& Enterprise Clients**





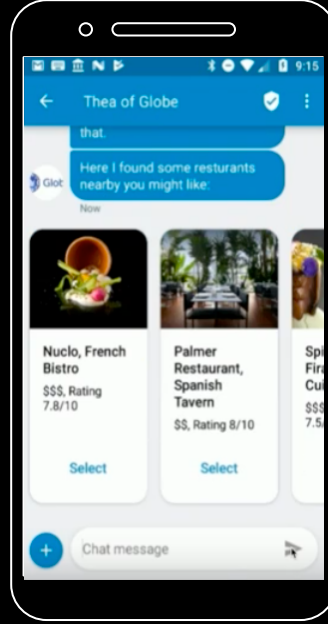
# Increasing RCS Adoption through Globe Customer Digital Journey



## Globe RCS

texting and chat messaging direct from user's default messaging app

Fallback to SMS for non RCS recipient



## Carrier 'Thea' Bot

RCS as new channel for Globe Customer care Bot

Gie of Globe & Platinum Thea Bots

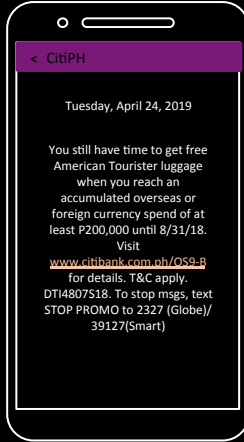


## GIF Campaign

Carrier grade business messaging for consumer and business enterprise

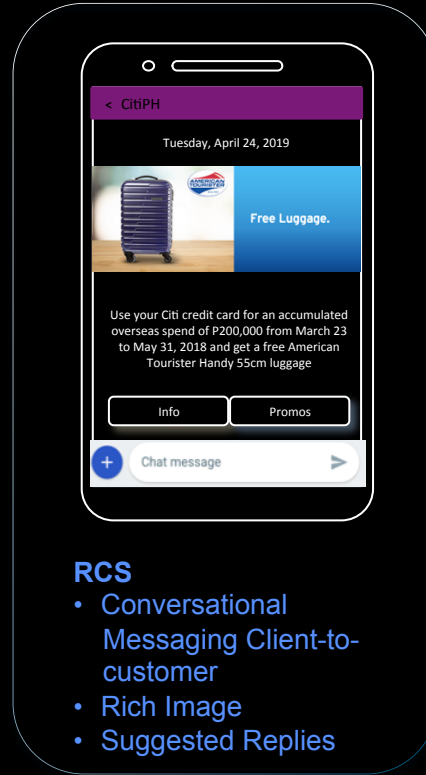
Engaging, conversational and real time messages with verified sender

# RBM to bring interactive mobile experience right to the default messaging app



## SMS

- Client's one-way messaging to customers
- Plain text



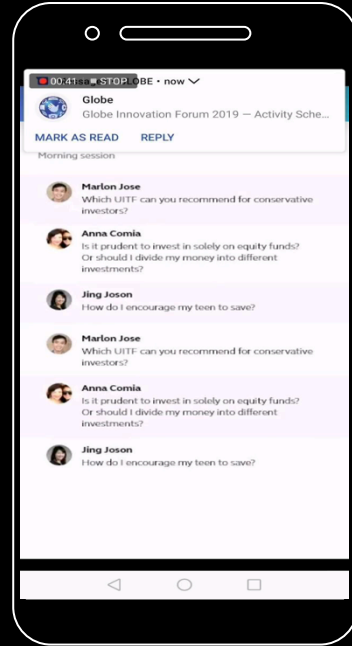
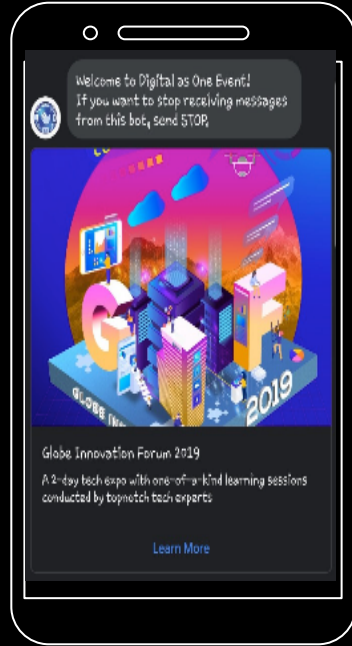
## RCS

- Conversational Messaging Client-to-customer
- Rich Image
- Suggested Replies

While text message may no longer be the first choice for P2P messaging, in the enterprise sector the use of A2P bulk SMS is still growing

# Globe's 1st RBM Campaign

Targeted to Globe Employees based in BGC Taguig for the 2019 Globe Innovation Forum event



# 85.12%

AD IMPRESSIONS DELIVERED

# 12.9%

CLICK-THROUGH RATE



# What's Next For Us?



## RBM Productization for Consumer and Business enterprise

### On RCS

Collaborate with RCS Partners to create adoption and hassle free activation and usage of RCS service

### On RBM

Continue to create interactive menu based campaigns

Meaningful use cases to gain relevant insights and key learnings

# Thank You!

