



infobip

Infobip and Brands are Ready for RCS Business Messaging Service Launch in APAC

Elma Serdarevic,
Head of Operator Partnerships APAC



Our presence

40k

active
accounts

4,6%

global A2P SMS
volume

7bn

monthly
interactions

60+

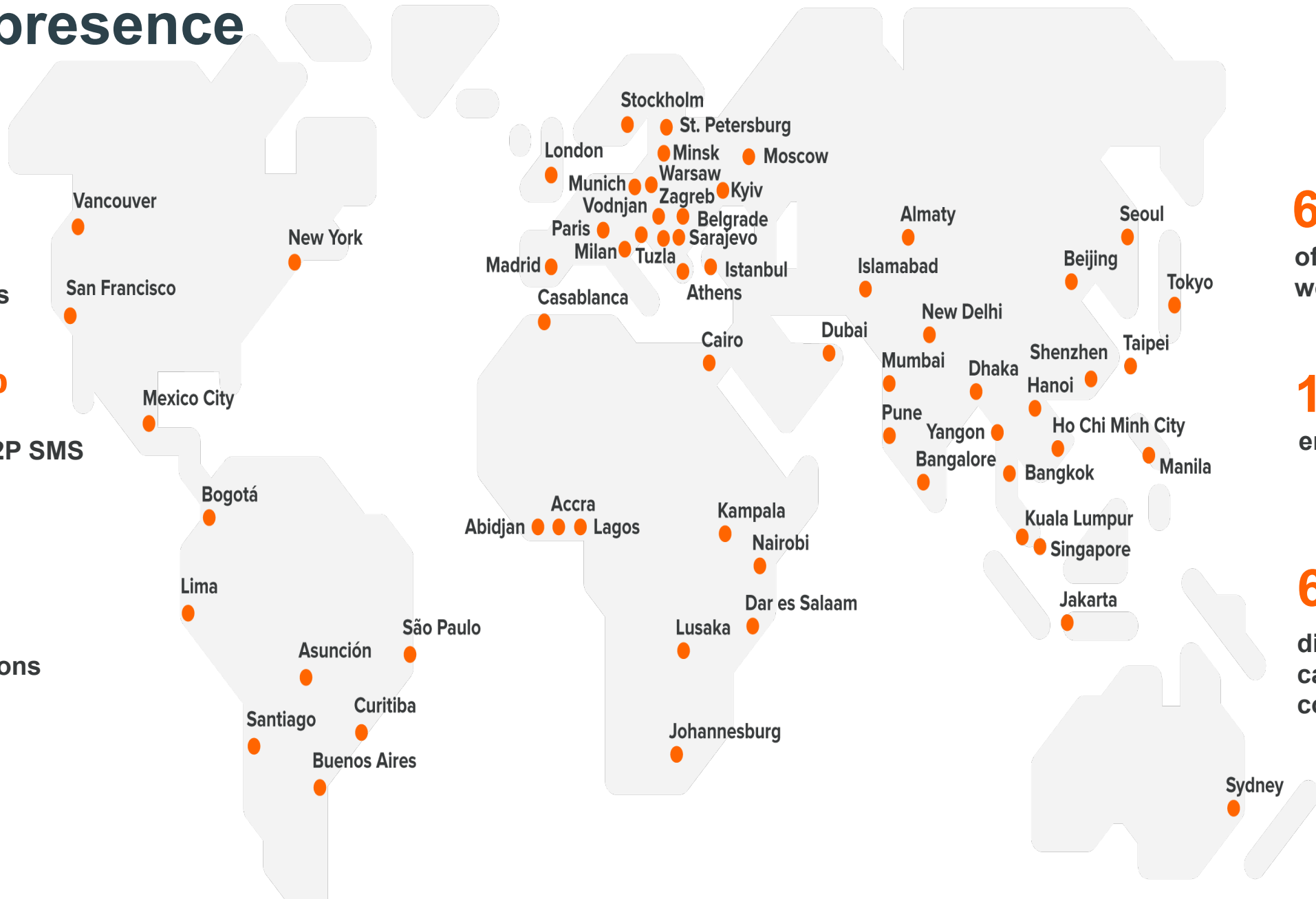
offices
worldwide

1800+

employees

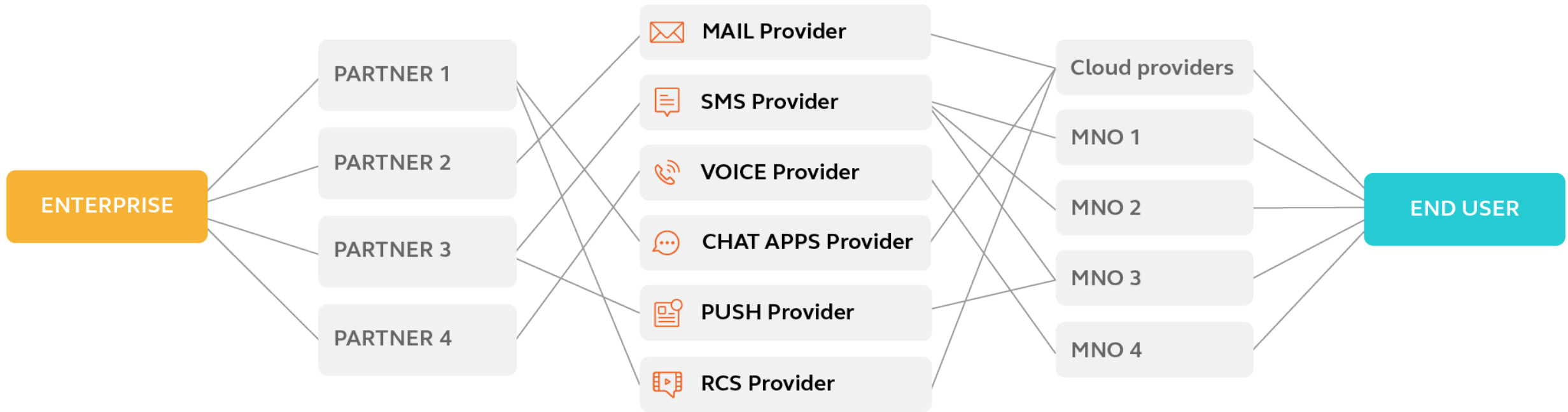
600+

direct-to-
carrier
connections





Communication challenges for brands





One single platform to access all channels



SMS



Voice



PUSH



Email



Chat Apps

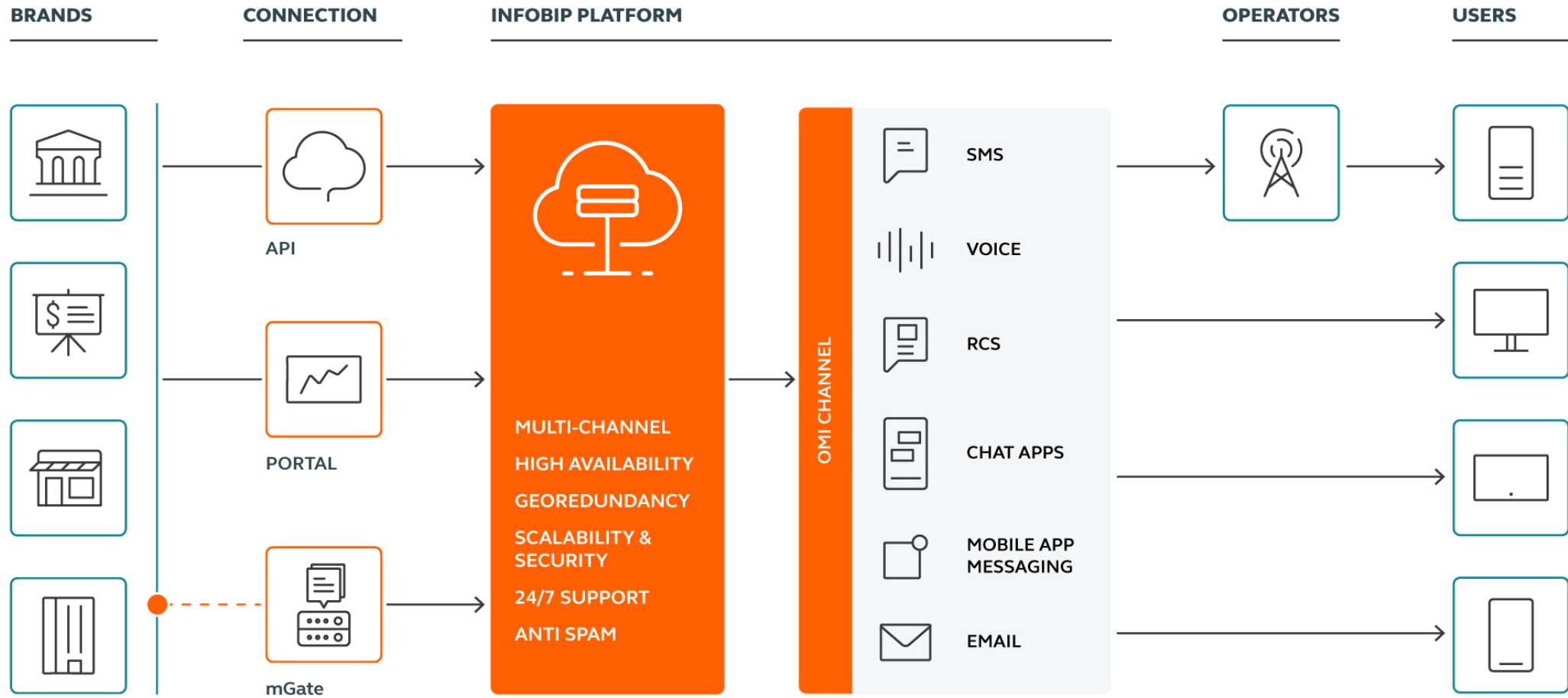


RCS

We help our clients seamlessly integrate to deliver new services for consumer engagement across all mobile channels



Infobip platform





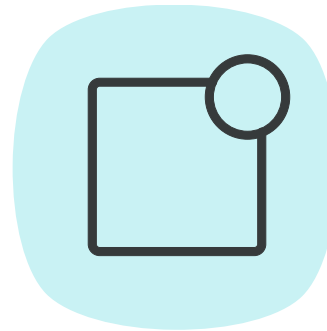
A brand-new channel for customer engagement



USE RCS MESSAGING FOR



PROMO

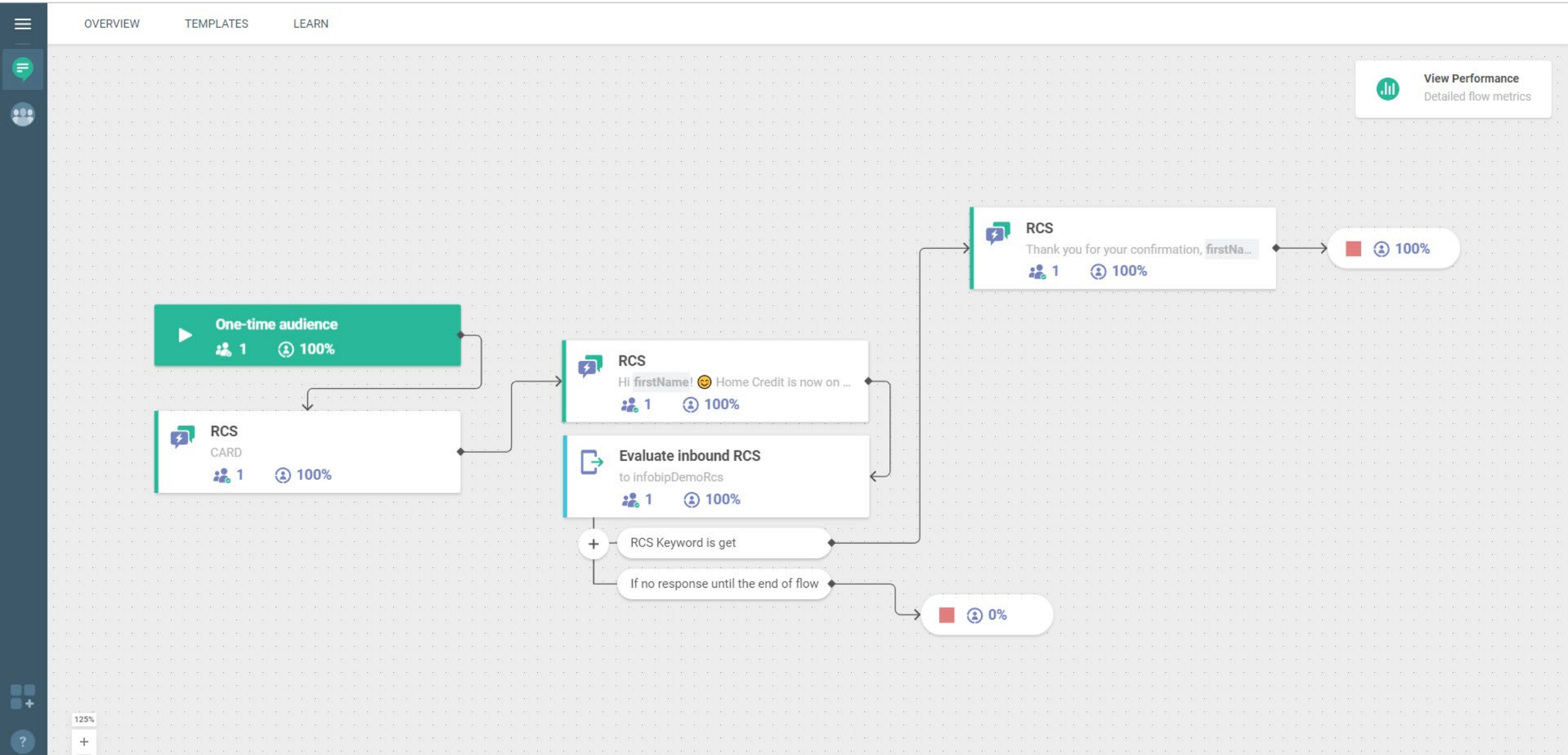


NOTIFICATIONS



CUSTOMER SERVICE

How the RCS experience was built with Infobip





Brand stories from APAC



AirAsia
Travel



Home Credit
Fintech



Cashalo
Fintech



About AirAsia

- AirAsia, the world's best low-cost carrier for 11 years in a row, including the latest award for 2019.
- The largest airline in Malaysia by fleet size and destinations.



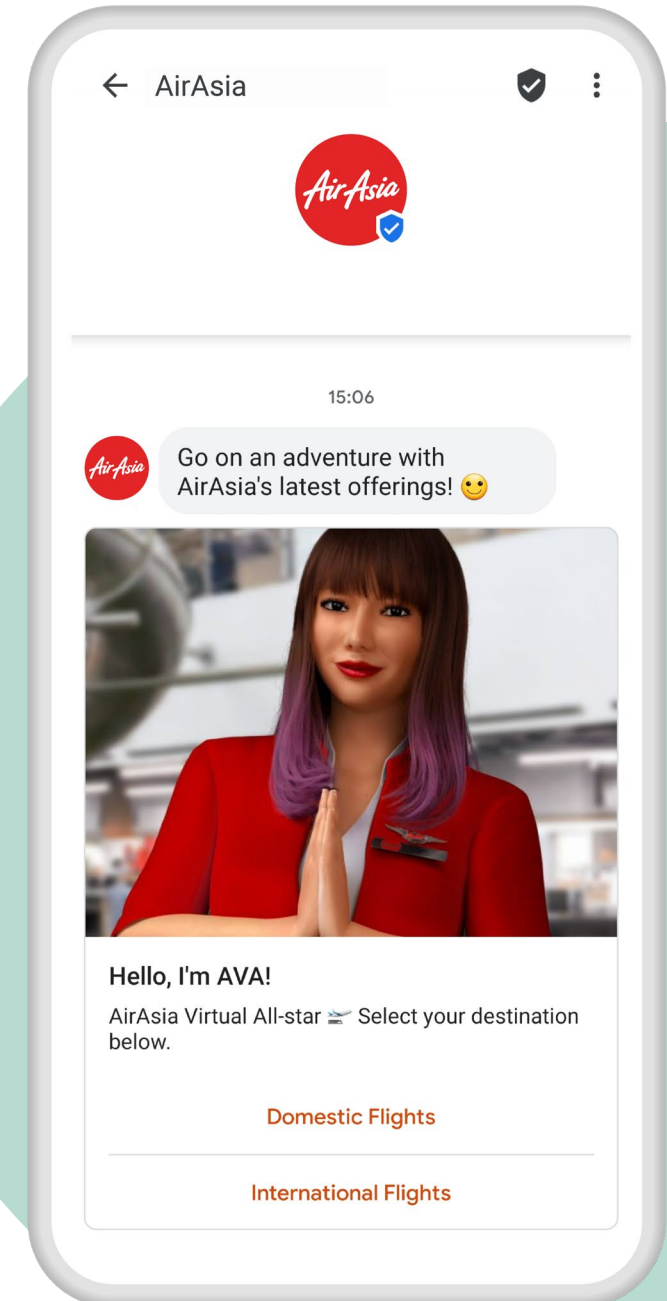
165+
destinations

25
countries



Choose your flight

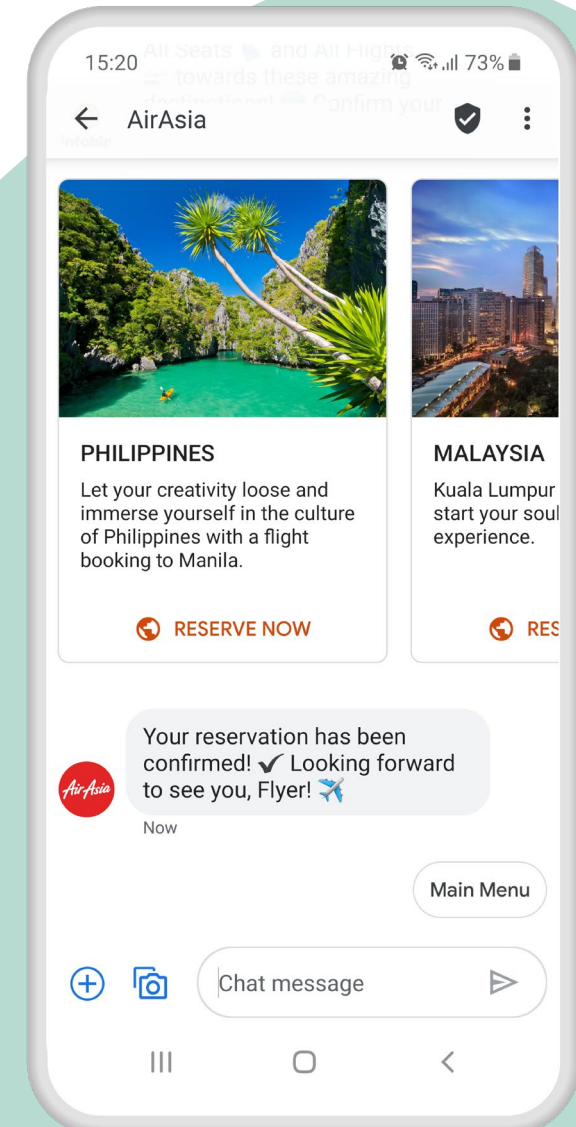
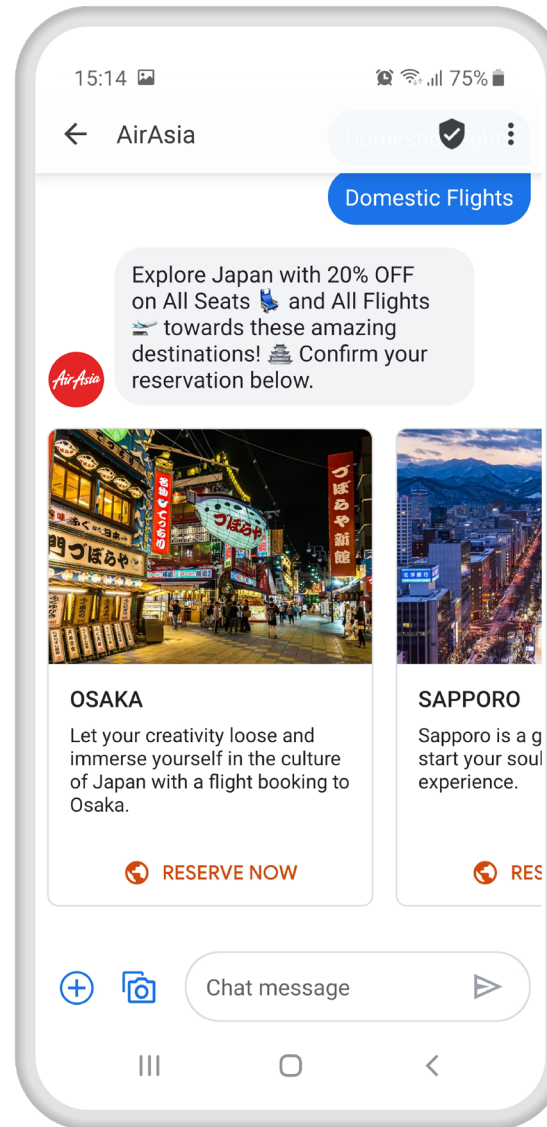
- RCS campaign offers discounts for flights for AirAsia BIG members
- RCS Campaign offers a discount off on all seats and all domestic and international flights
- Campaign includes:
 - Images
 - Carousels
 - Web links





Customer:

- Chooses a local or international destination from the carousel
- Executes the payment over AirAsia web site
- Receives a confirmation message that the flight has been booked





About Home Credit

- Home Credit Group is an international consumer finance provider
 - Founded in 1997 in the Czech Republic
 - In the Philippines since 2013
 - Present in 11 countries
- Primarily offering services to people with little or no credit history
- Simple, easy and fast solutions

**HOME
CREDIT**



7,000+



790+

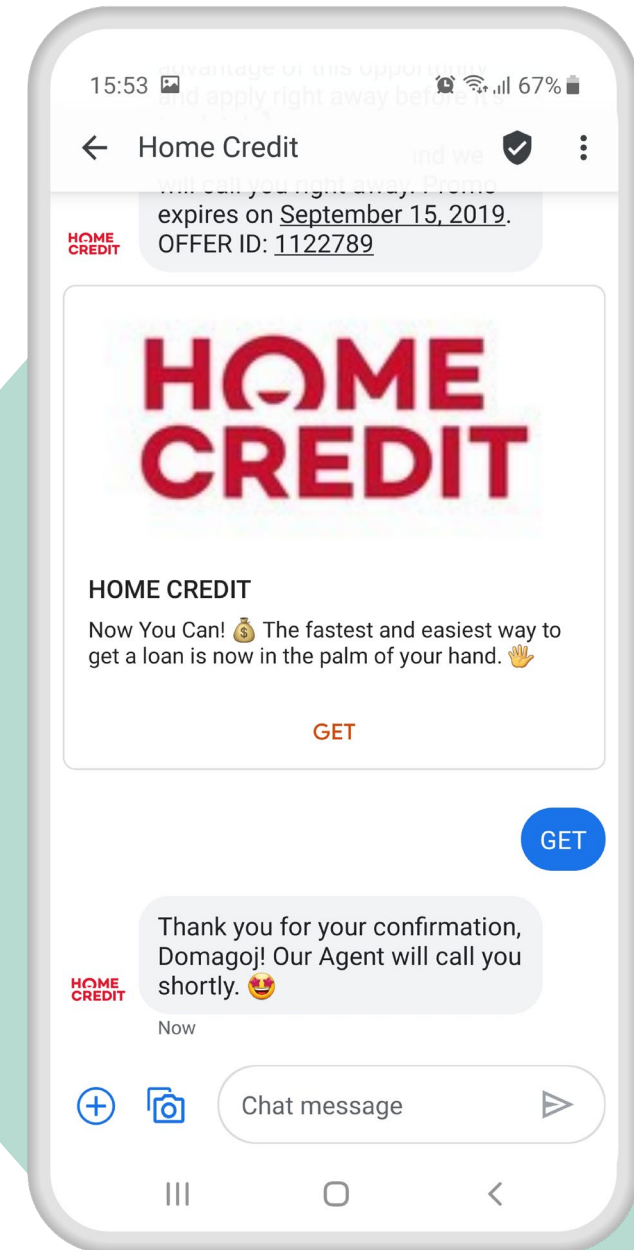


5,000,000+



Get your loan

- The fastest and easiest way to get a loan in the palm of your hand
- Campaigns based on: behavior, location, renewal
- Campaign includes:
 - Images
 - Web links





About Cashalo

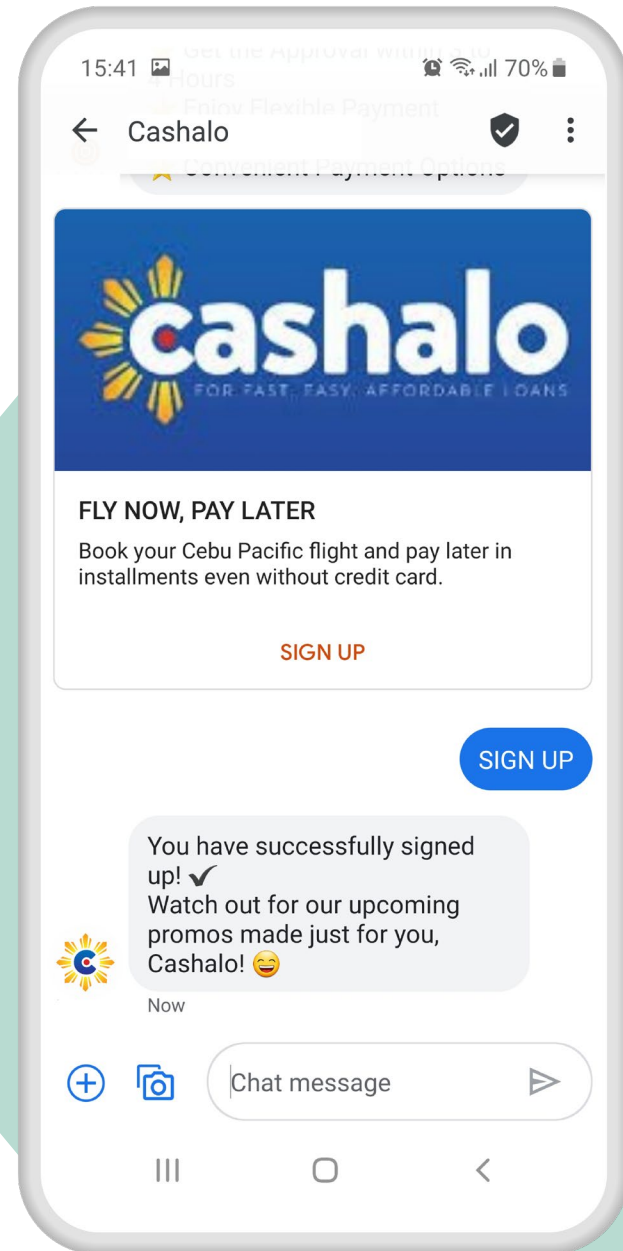
- Cashalo is a fintech platform that delivers digital credit to Filipinos – helping them elevate their financial well-being
 - pay for school fees
 - manage expenses
 - grow business
- Thousands of Filipinos are using Cashalo to take control of their financial future





Re-engage customers

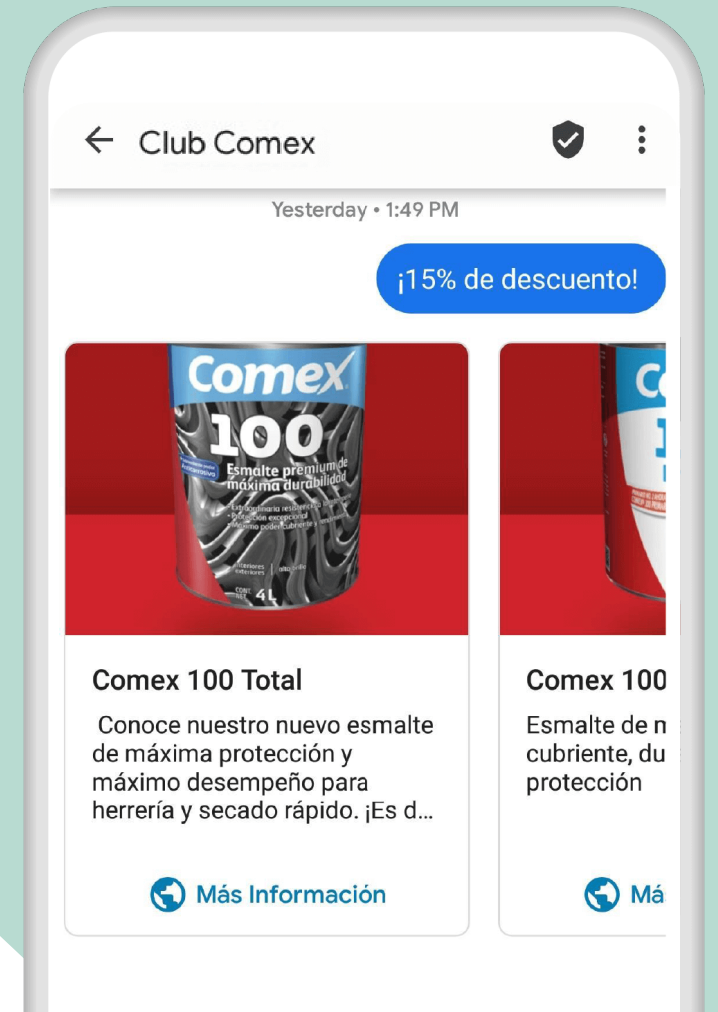
- RCS used to promote their proprietary mobile app and to re-engage customers
- Offering flexible payment terms
- Campaign includes:
 - Images
 - Web links





Club Comex Case Study

- Challenge: Low engagement and sales among existing customers
- Solution: Upgrading to RCS Business Messaging to boost engagement and drive sales
- Result: RCS campaigns generated a **115%** increase in revenue and a ten-fold increase in click-through rate





Club Comex Case Study

'I am very pleased with the success of our RCS campaigns as they have led to a 115% increase in our revenue. Switching from SMS to RCS has also helped us increase click-through rates from 2% to 20%. It's a new experience for our customers, giving them clear ideas of inspiration, colors and products through photos, videos and interactive buttons. Ultimately, it helps them easily understand our value proposition when they can visually see the possibilities.'

Rebeca González Huerta

Senior Marketing Manager Loyalty and CRM, Club Comex



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Worlds Connected