

Dare to Grow with RCS



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Smart Communications

Experiment. Learn. Iterate



Short Messaging Service

A system for sending alpha numeric messages from one mobile phone to another





Rich Communication Services

Standard for mobile networks and mobile handsets to deliver feature rich messaging services.



SMS

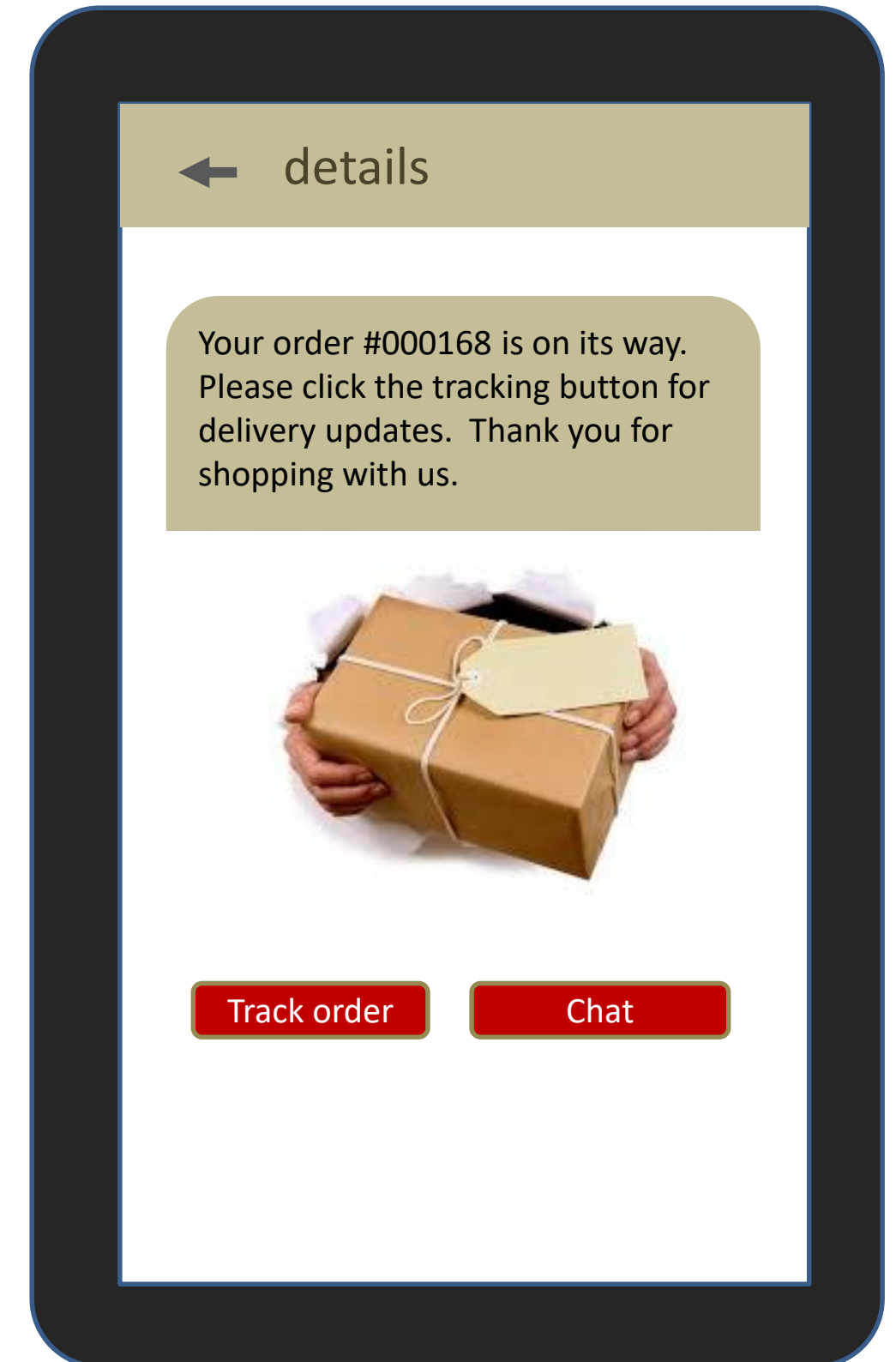
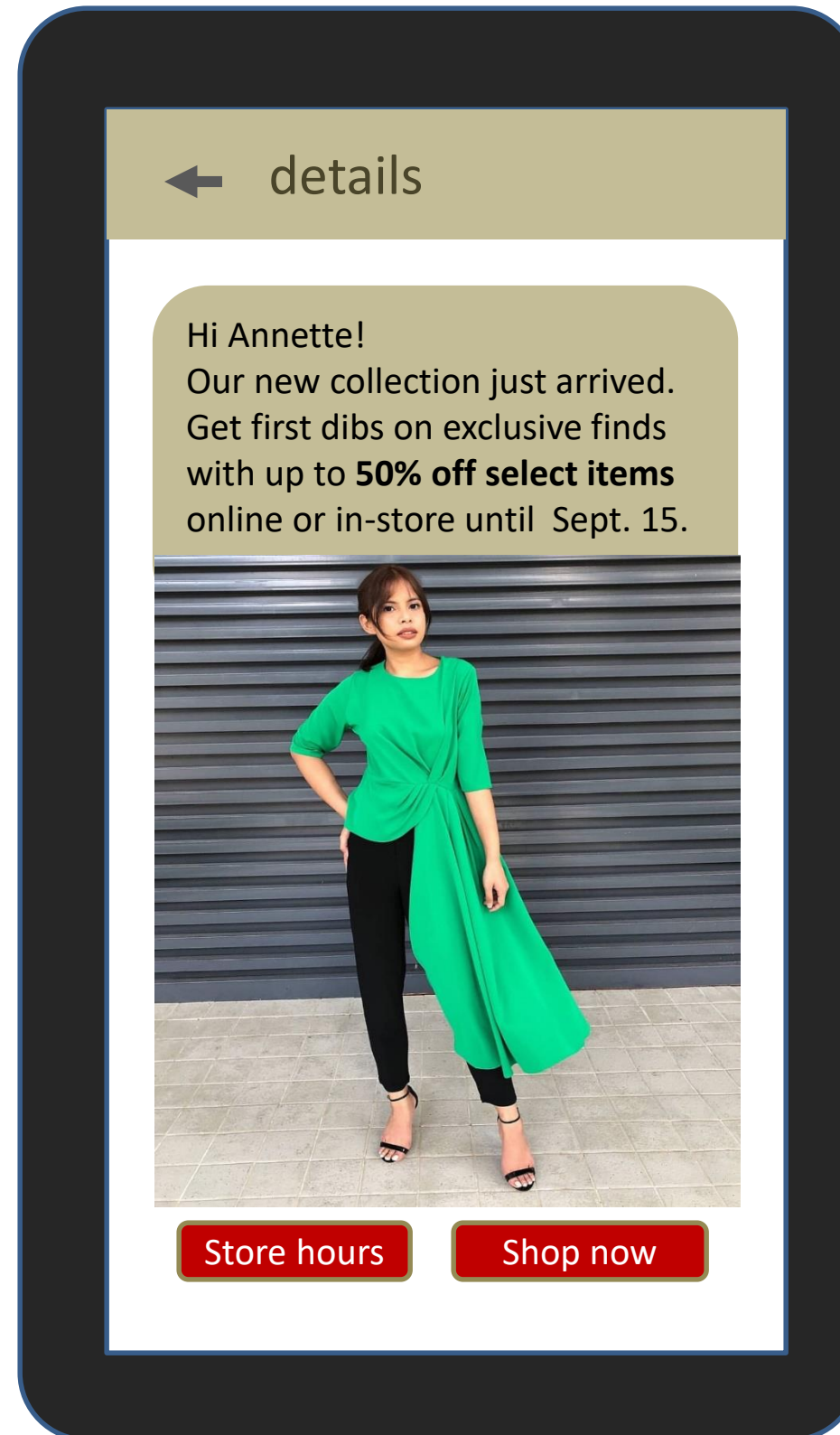
- Alpha-numeric Sender ID
- Maximum 160 characters
- Text only



RCS

- Rich, Verified Sender ID
- Maximum 8,000 characters
- Graphics, Photos, Videos
- Group messaging
- Action buttons
- Read receipts/ Analytics

Business RCS



Consumer Response

49%

Actively sign-up with brands for personalization

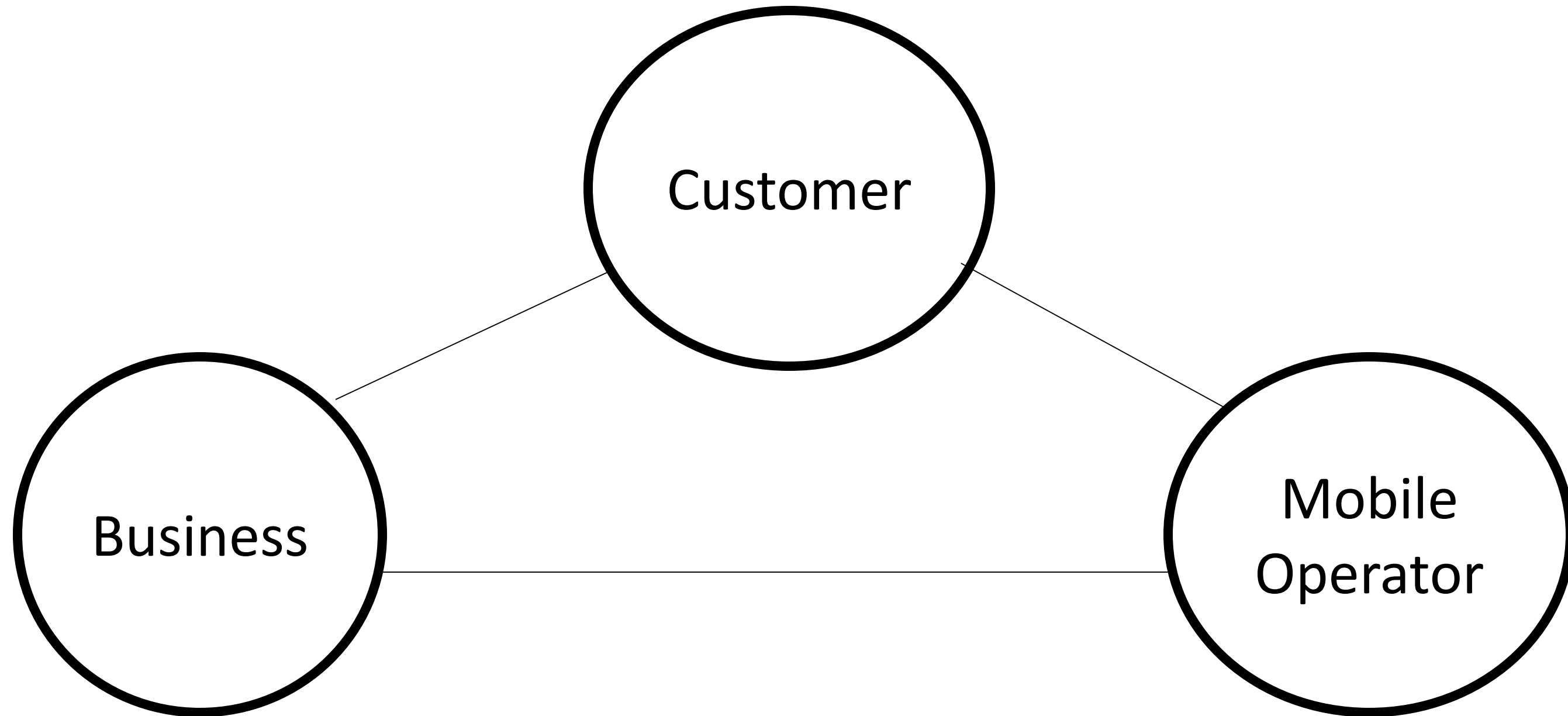
57%

Opened and read text messaging

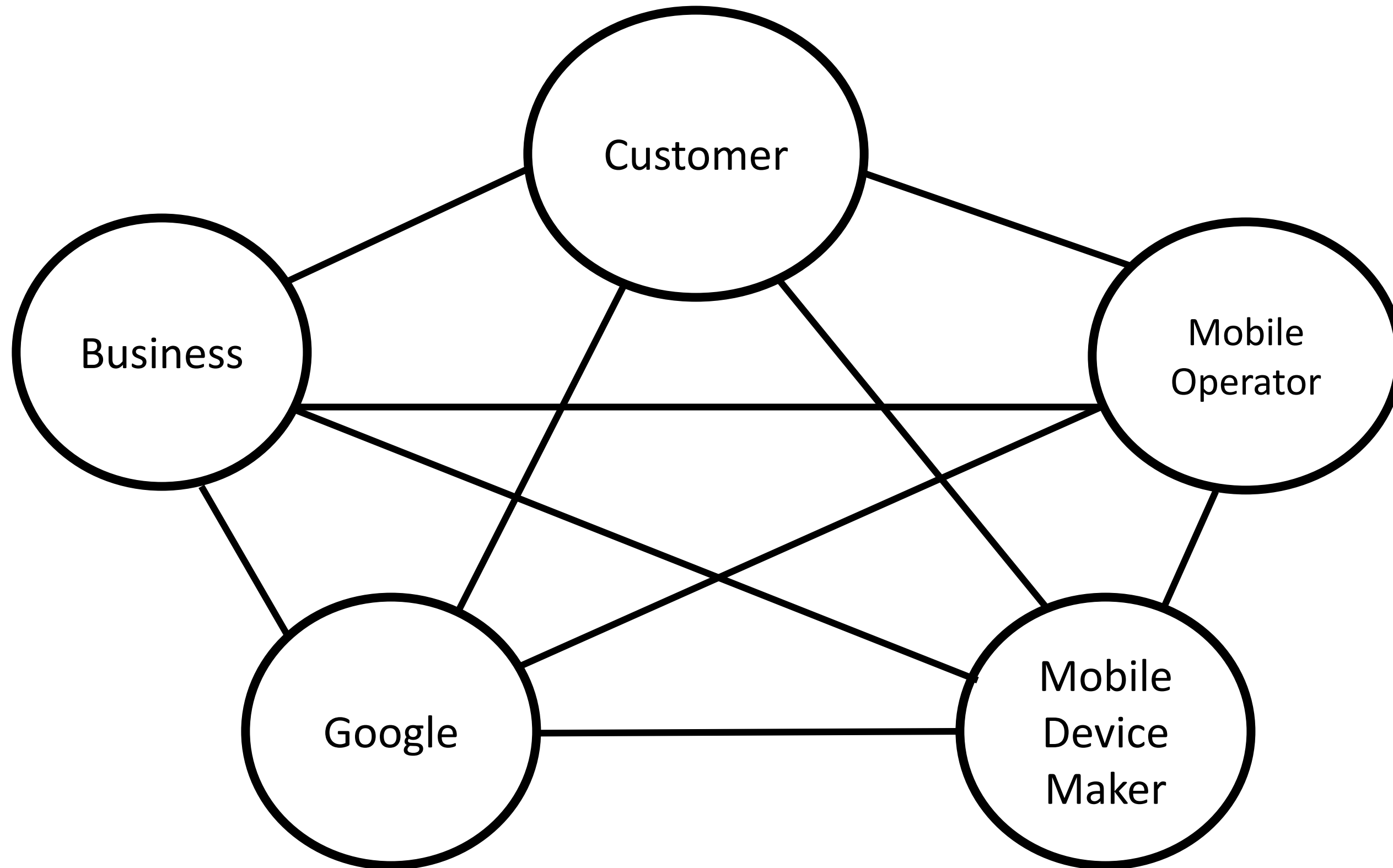
31%

Prompted to act on personalized messages

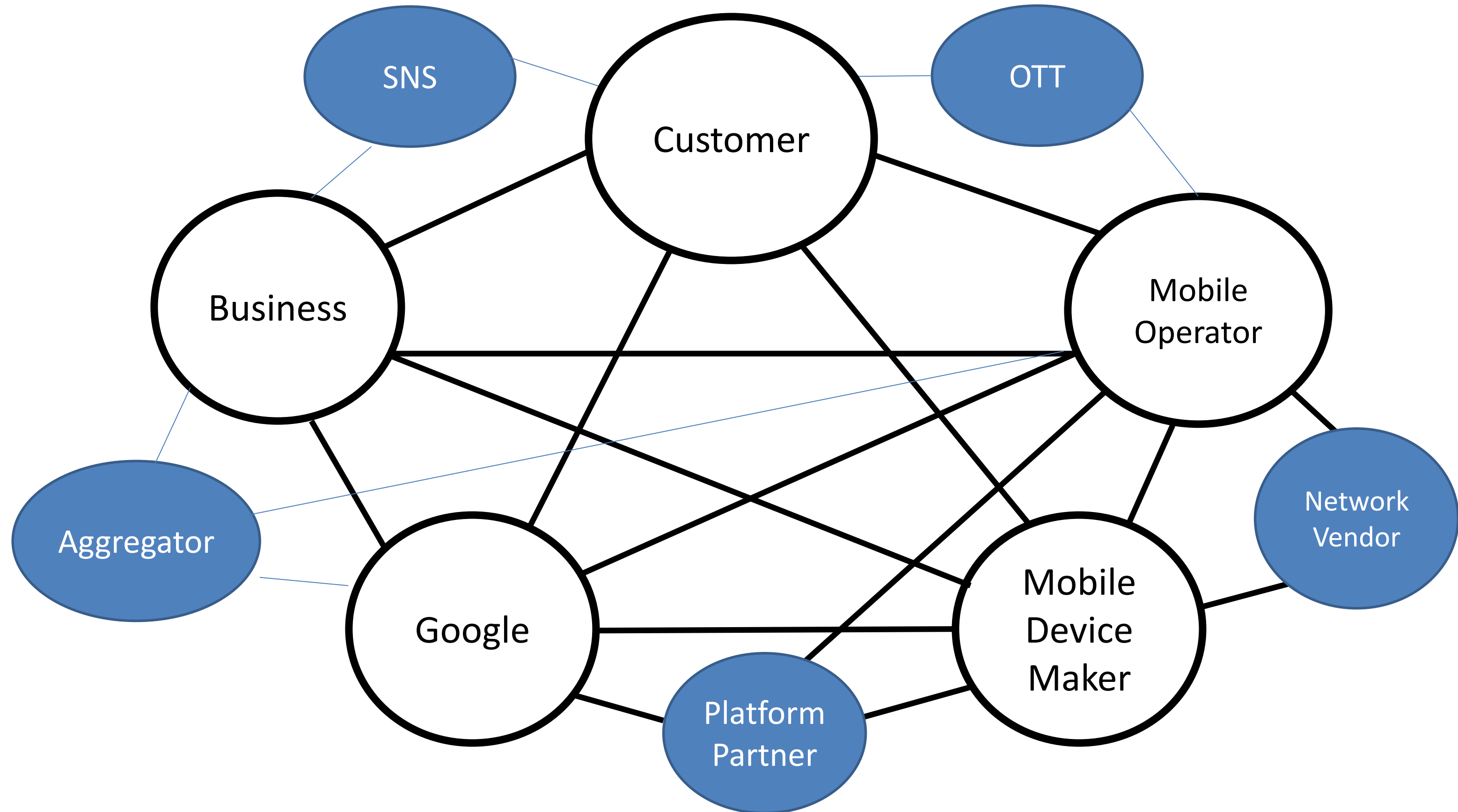
Customer Access and Engagement



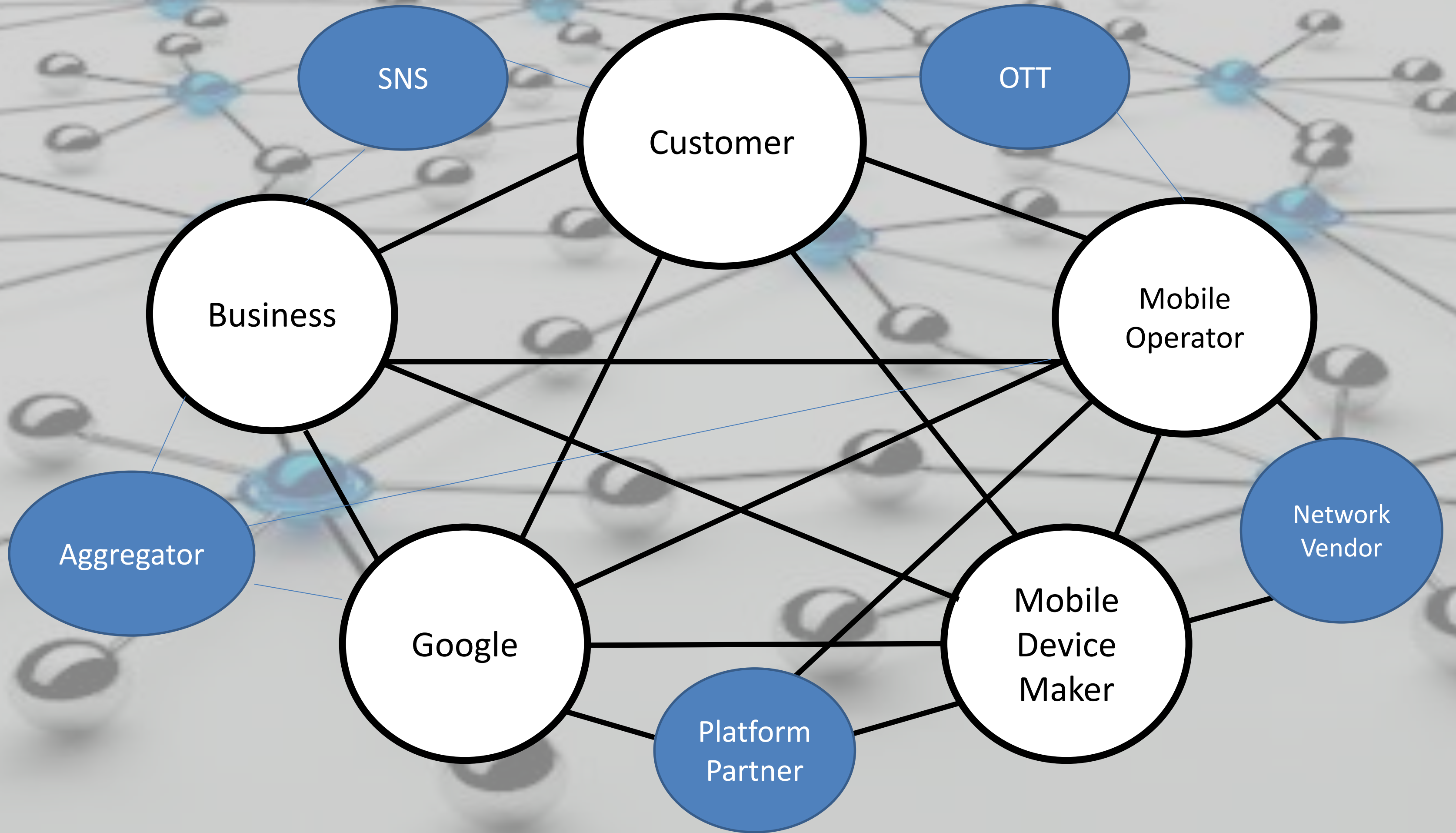
Business RCS for Customer Access and Engagement



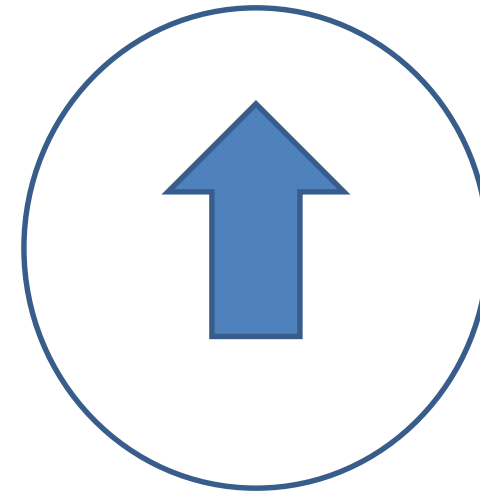
The RCS Ecosystem



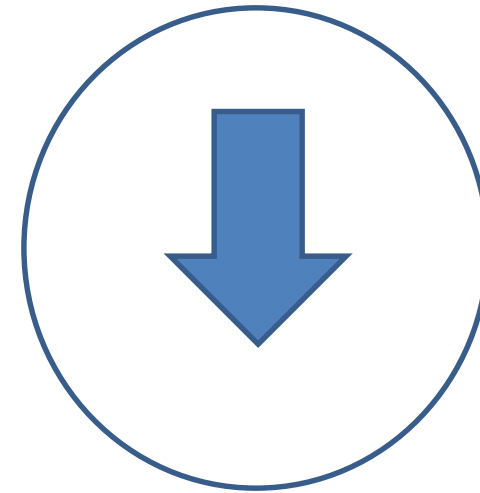
Value Creation Context and Complexity



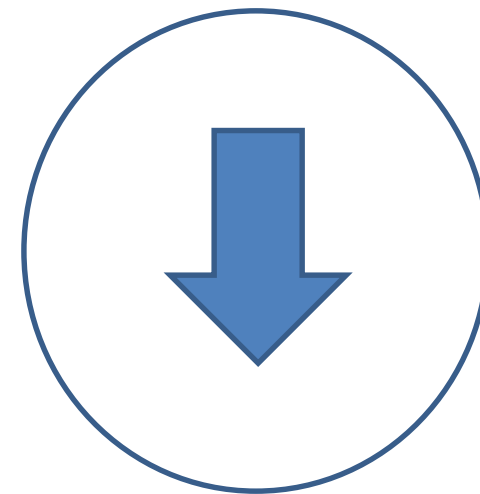
Dare to Experiment



Learning



Time to Test



Cost of Failure

Dare to Learn



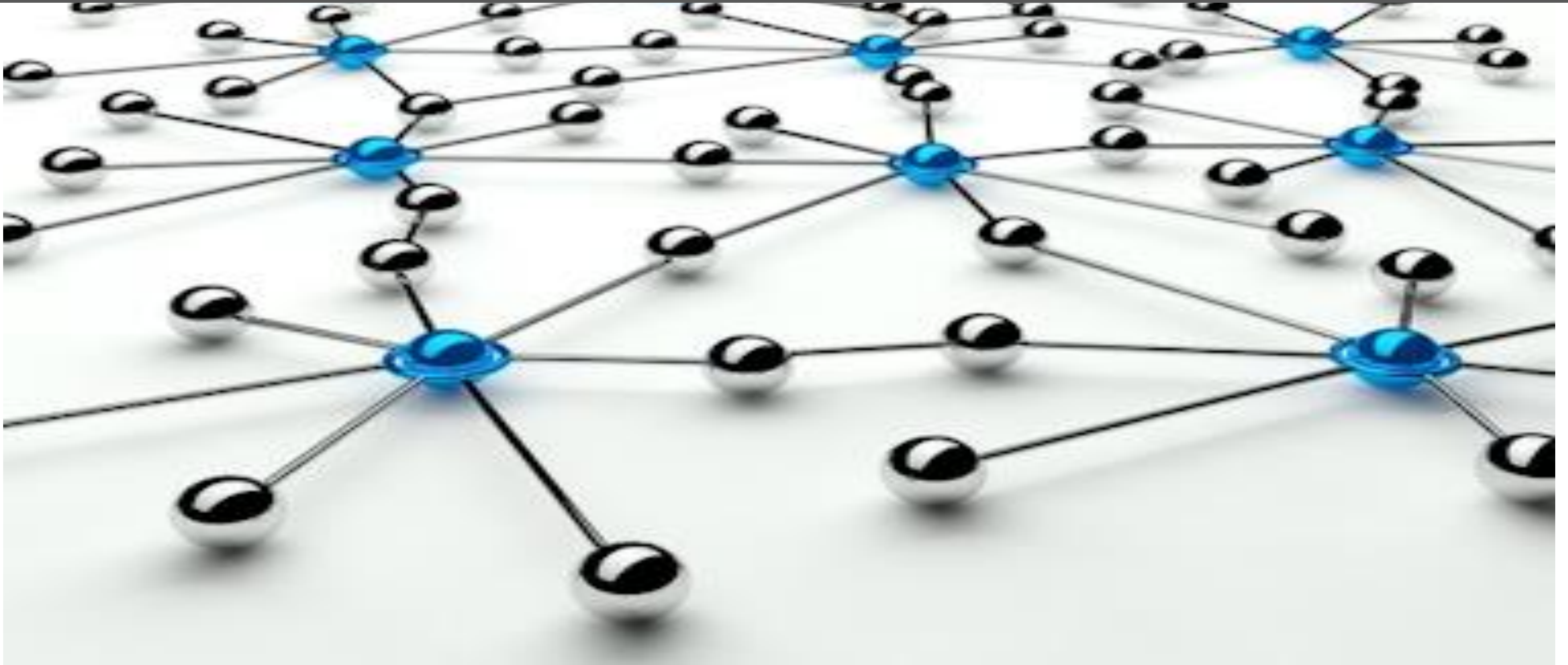
Learn from failed experiments.

Iterate based on lessons.

Share what you learn.

Fail as early and cheaply as possible.

Dare to Grow



“The secret of getting ahead is getting started.”

Mark Twain

A red smartphone is shown from a top-down perspective, lying on a light-colored surface. The screen is illuminated and displays the text "Thank you." in a simple, black, sans-serif font. The phone's red casing is visible around the edges of the screen. The background is a plain, light-colored surface with a subtle shadow cast by the phone.

Thank you.