

HOW TO LEVERAGE RCS BUSINESS MESSAGING

AGENDA



 BRAND DISCOVERY

 INTEGRATED PAYMENTS

 CONVERSATION DESIGN

RCS BUSINESS MESSAGING



Stand your brand
OUT OF THE CROWD

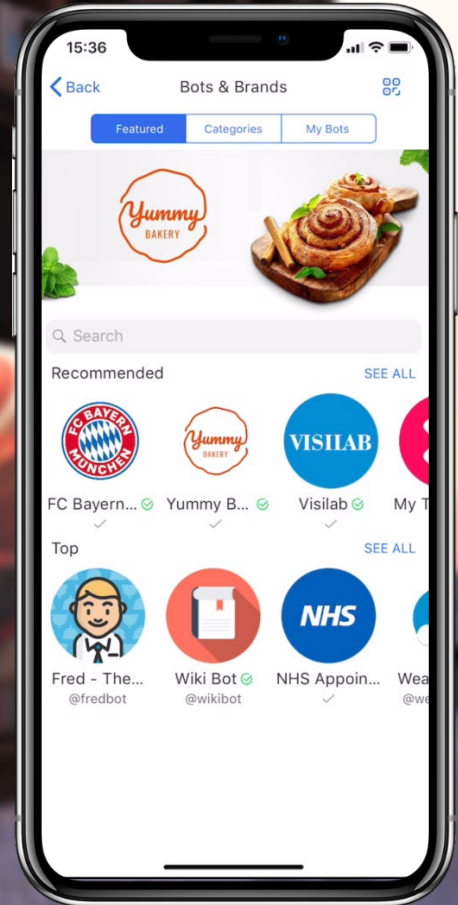
BOT STORE

BOT DIRECTORY

Listing of businesses

SPONSORED BRANDS

Monetization opportunity



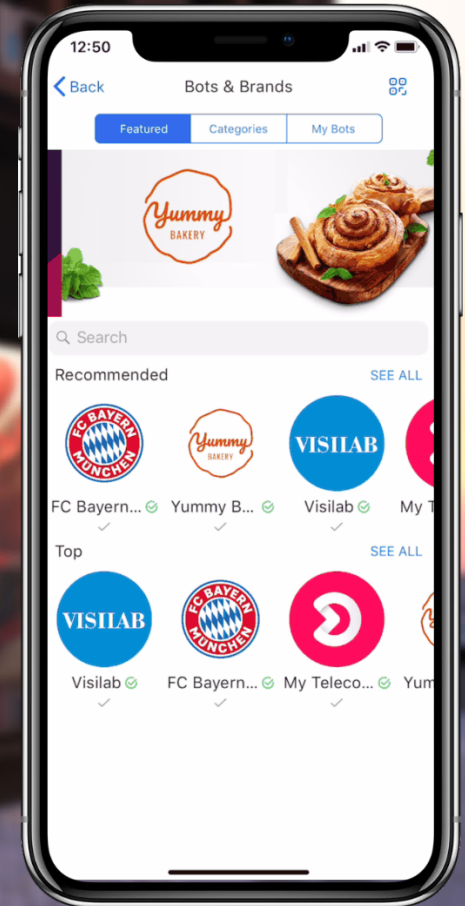
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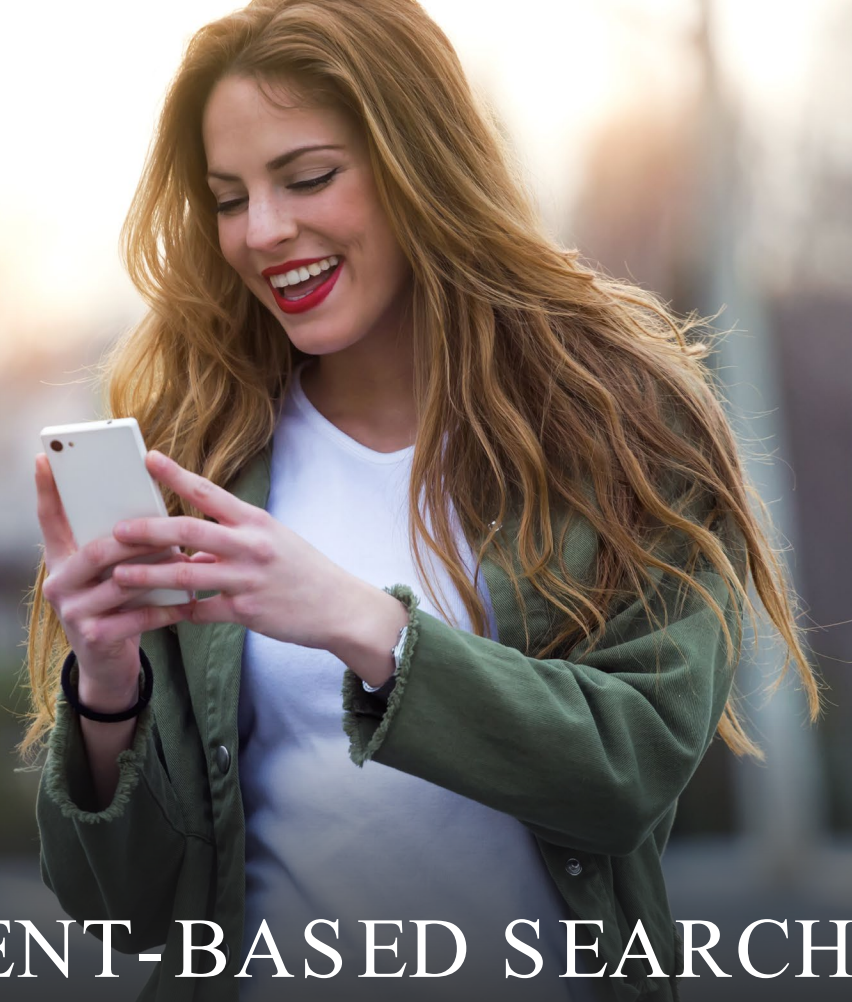
Monetization opportunity





INTENT-BASED SEARCH

Find businesses with free text powered by A.I.



INTENT-BASED SEARCH
Find businesses with free text powered by A.I.



Yummy
BAKERY

We bake
your dreams

Scan and
message us

DISCOVERY IN REAL WORLD

QR Code business discovery on printed media



DISCOVERY ON A PHONE CALL

Convert users from the voice
channel to chat, using
Call-to-Message

CONVERSATIONAL COMMERCE

A young woman with long dark hair, wearing a white and blue striped shirt and a brown apron, is smiling warmly at the camera. She is standing behind a glass display counter in a bakery or cafe. She is in the process of packing a brown paper shopping bag. On the counter in front of her are several large glass jars filled with cookies and other baked goods. The background is softly blurred, showing wooden chairs and a sign with the word 'BREAD'.

Commerce found
A NEW DIGITAL HOME



INTEGRATED PAYMENTS

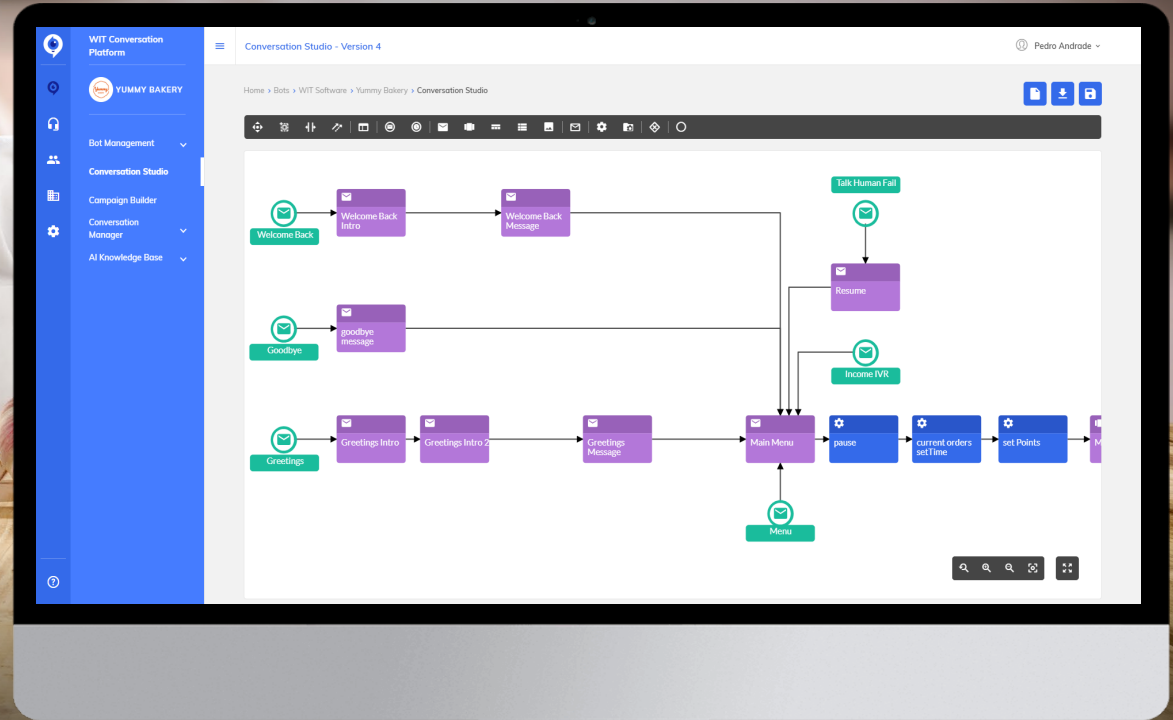
Closing the gap in conversational commerce
Integrated with 700+ payment methods,
in 200+ countries



INTEGRATED PAYMENTS

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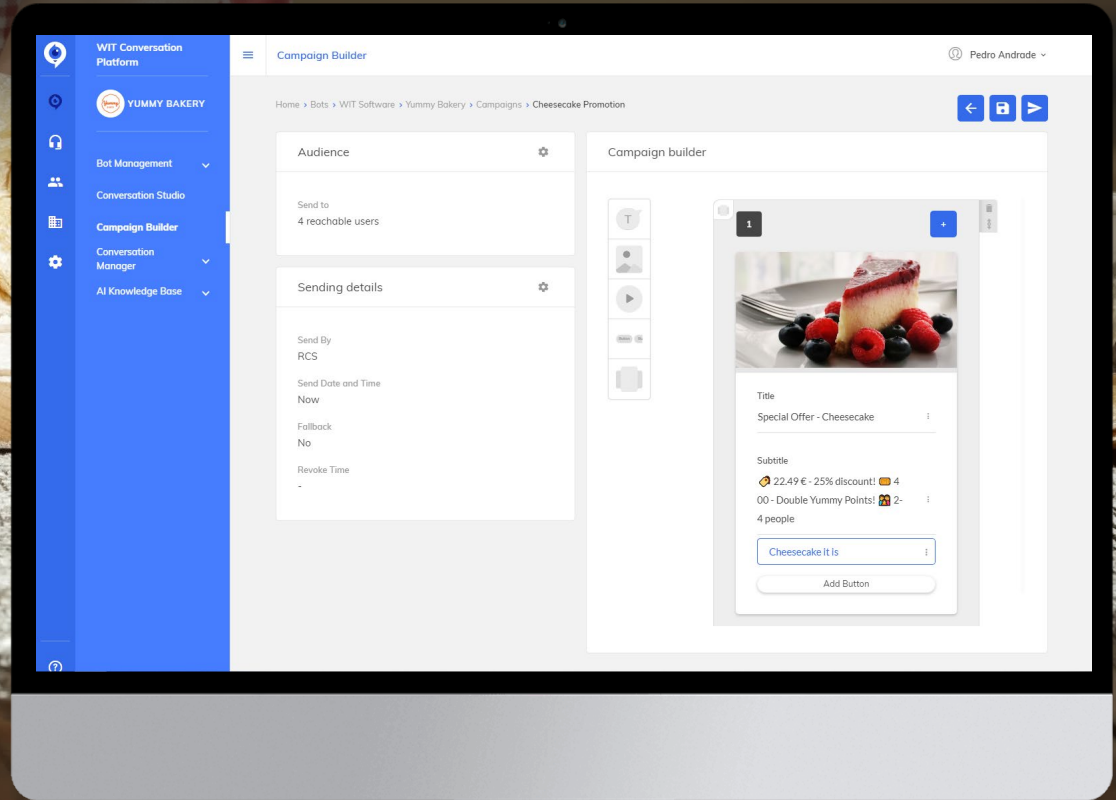
Tools: Conversation Studio



2H

2 hours: the time required to launch a full conversational service with payments

Targeting customers with Messaging Campaigns



Outbound messaging campaigns
targeting customer segments

ADDING VALUE TO RCS BUSINESS MESSAGING



BRAND DISCOVERY
made easy with
Bot Store, QR Codes and
Call-to-Message



CONVERSATION DESIGN
Design tools for quick launching
of automated conversations



INTEGRATED PAYMENTS
Closing the gap in conversational
commerce

wit witness the difference.

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