

# KDDI's RBM updates: Use cases & findings.



MWC 2019 Los Angeles



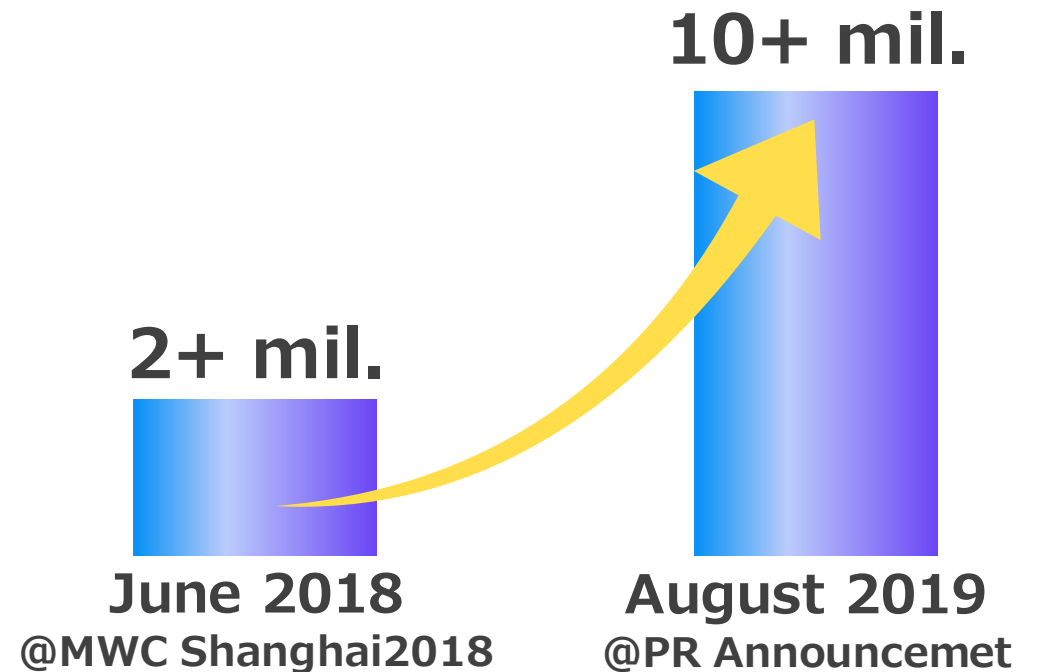
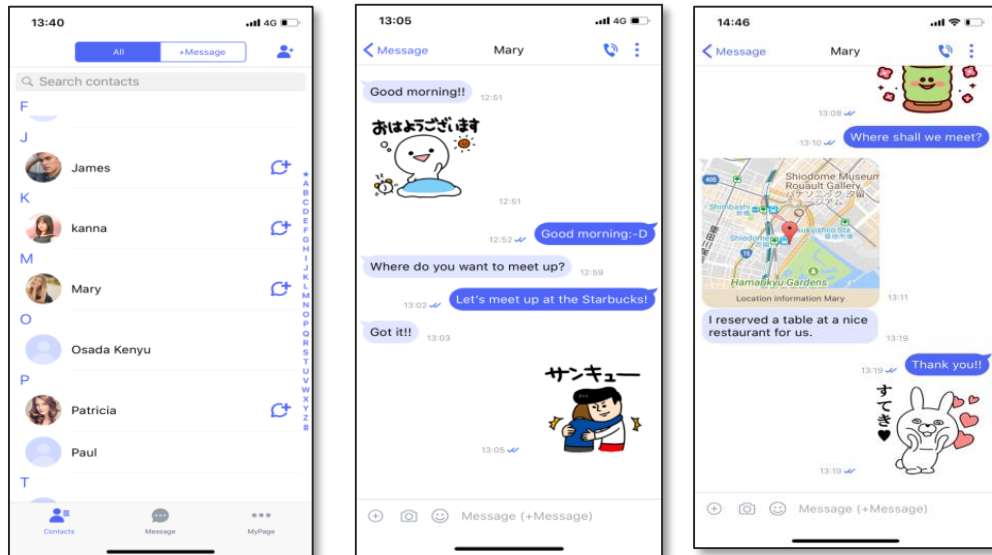
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# Agenda

- 1) KDDI's RCS/RBM overview.
- 2) RBM use cases in Japan/KDDI.
- 3) Findings & some thoughts for the future.

# RCS Status in Japan/KDDI: P2P.

- “+message” a unified RCS service in Japan (Docomo, SoftBank, & KDDI).
- P2P service launched in May 2018.
- 10+ million users in total for 3 Carriers at August 2019.
- Of which, 6+ million are KDDI users.



# KDDI's Strategy for RCS.

- App. available for ALL device types.
  - Pre-load for New Android SP.
  - DL app. for iOS & in-market Android.



- Android-Feature Phones as well.
  - Customized UI for ten-key/non-touch-screen.
  - First RCS in FP, at least in Japan.



- Zero-rate plan w/ RCS.
  - RCS & SNSs zero-rated.

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# Japan MaaP/RBM UP2.X implementations

A2P and P2A functions from day-one of service launch:

Discovery & Search => Going for "P2A-Centric" approach.

## Chatbot Directory

### Contact List



### Chatbot Store



## Deep Links

Web banners



QR codes



# MaaP/RBM services in Japan.

KDDI launched in May.

Docomo & SoftBank are planned to start.



## KDDI RBM/Chatobt use cases.

3 initial own-services/bots

Other brands expected

- 1) Customer Care
- 2) Device Promotions & Sales
- 3) E-Commerce

# KDDI use cases:

## 1) Customer Care

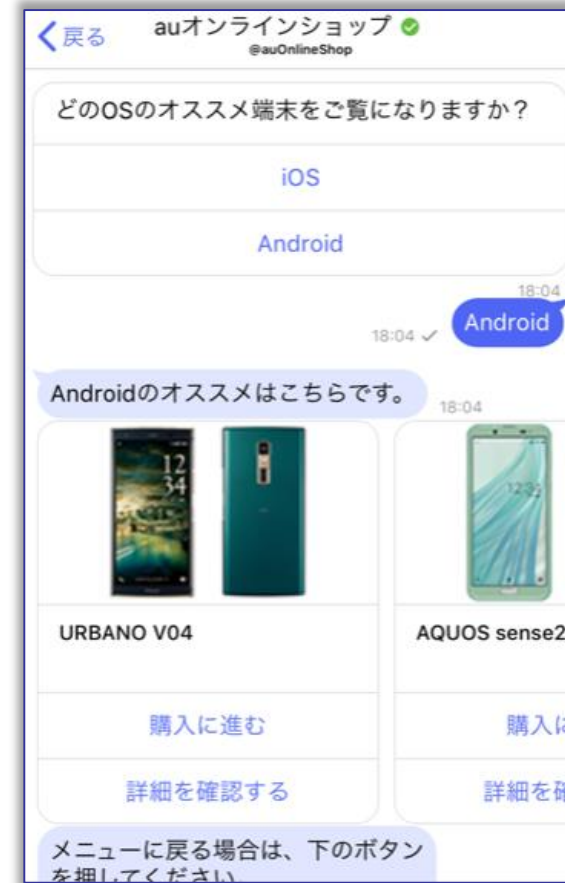


Automatic KYC using MSISDN.

Personal assistance & support.

Real person/operator to help YOU.

## 2) Device Promotions



AI assisted bots

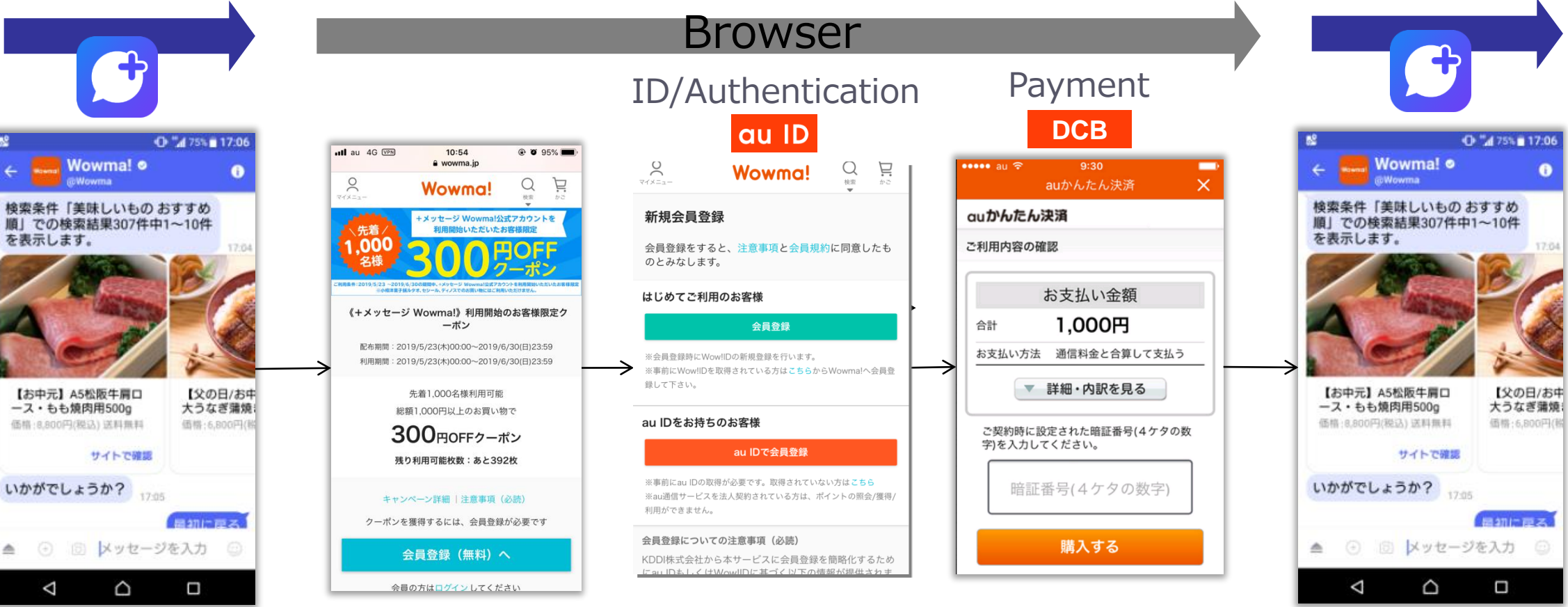
w/ NLP search

Personalized recommendation for YOU.

# KDDI use cases:

## 3) E-Commerce bots.

UX of Conversational Commerce  
ID/Authentication & Payment via browser





# Findings: A2P use cases.

Open rate of RCS is 85%+.

Compared to SMS/E-mail, CTR of RCS is 40%+ higher.

## 1) SMS vs RCS

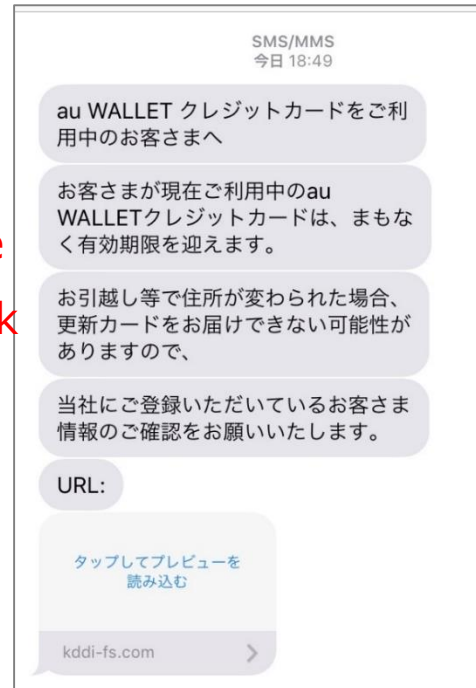
RCS



Brand logo  
Brand name  
Verified mark

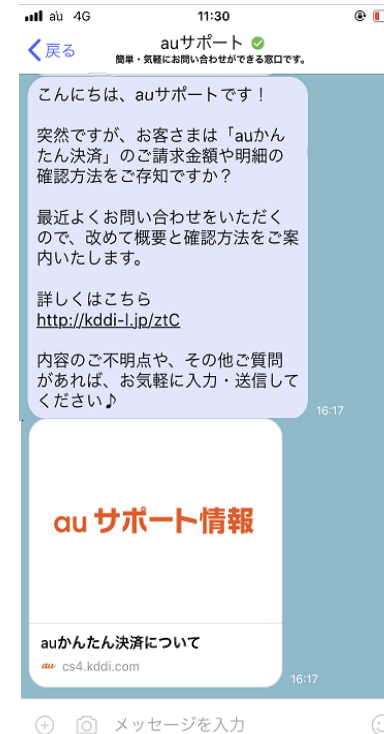
Chip button

SMS

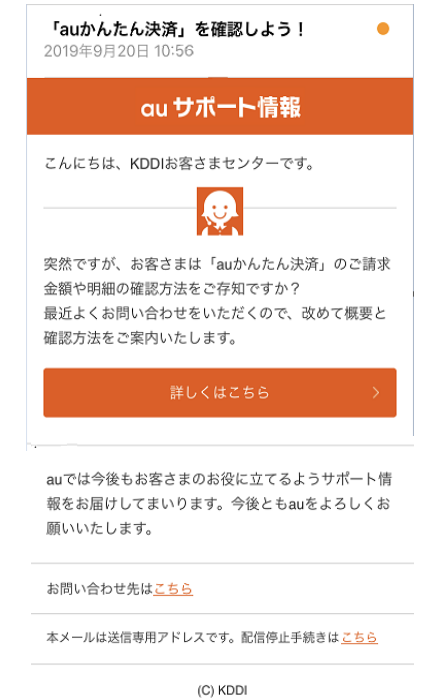


## 2) E-mail vs RCS

RCS



E-mail



# Findings: Campaign application.

Exit rate of application is very small compared to Web sites.  
CVR for 1) 95%+, 2) 50%+.

1) MNO campaign.

Apply for giveaway points via RCS chatbot.



One-Click to apply.  
No need for info input.

2) TV campaign.

Entry via TV Data Broadcasting using Deep Link.



# Thoughts for the future.

Good initial results. What's next?

Promote & drive RBM use cases with KDDI's own services.

RCS/RBM



+ Legacy messages

Convert from SMS/Email.

+ Financial Services

Important notifications.

+ IoT/SmartMeters

Digital transformation/DX.

+ Disaster relief

Evacuation notice, disaster info



It's just beginning.  
& more to come...  
Thank you!

プラス  
+メッセージ  
+message

