



Transform your Customer Engagement Strategy

RCS Business Messaging

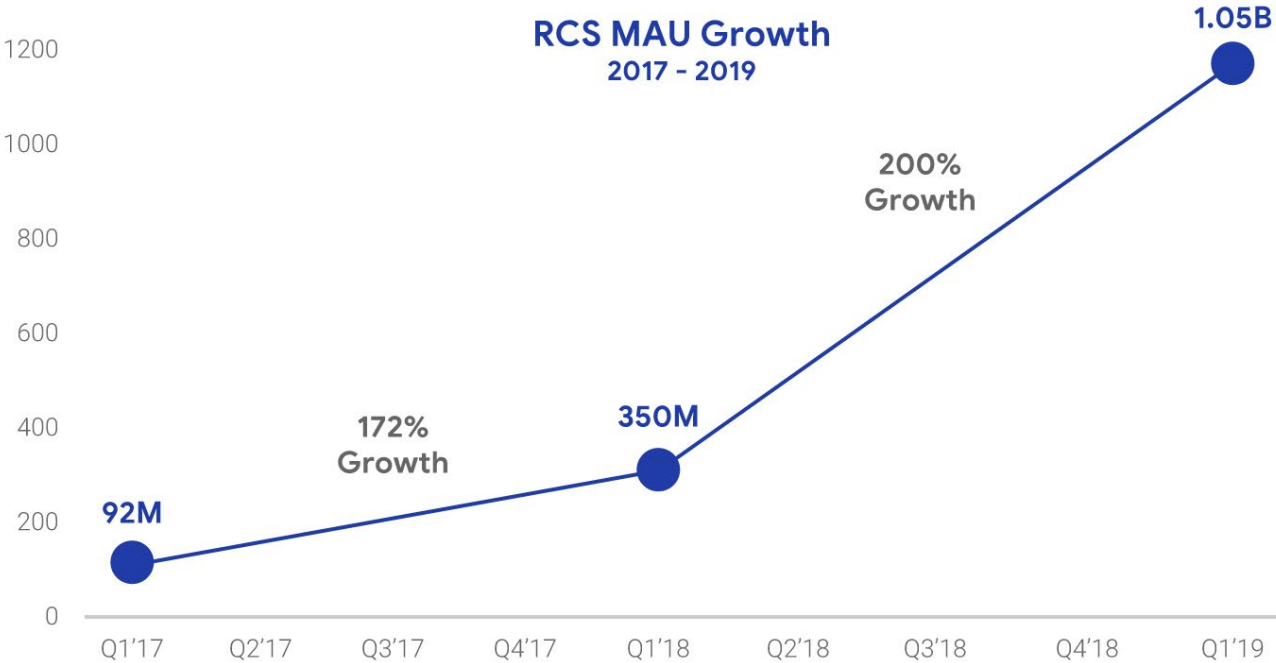
Win, Serve and Retain Customers through conversational messaging



transforming P2P and A2P interactions =
2 way messaging channels + rich media capabilities



GSMA RCS Monthly Active Users Growth



Source: David O'Byrne Presentation at MWC Americas, GSMA RCS MAU 2017

RCS: Next Generation Messaging to Transform Customer Experience



Read Receipts



Custom Branding



Suggested Replies



Suggested Actions

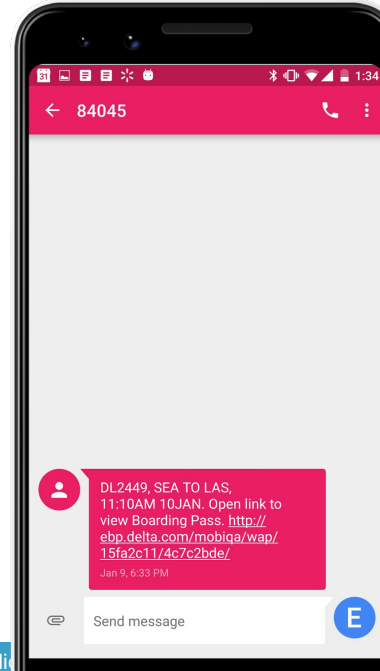


Rich Text

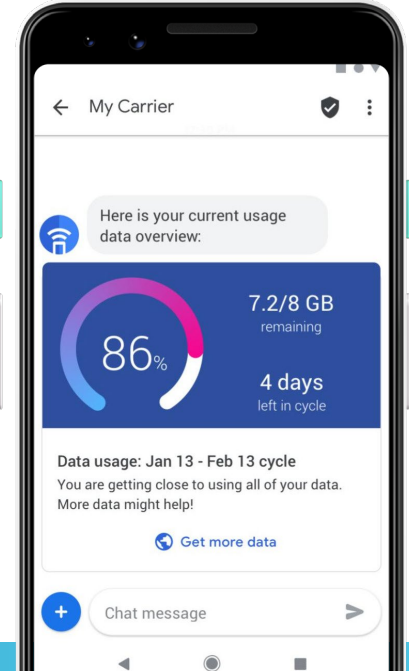


Rich Cards

From this...



To this.



RCS Business Messaging – Brand Identity



Trusted Branding
With name and logo

Richer Media
Images, videos, & GIFs

Better Metrics
Data including client based DLRs & read receipts

Ease for Replying
Suggested Replies, customized by brands

Customer Safety & Peace of Mind
With Verified sender information

Easy-to-Use QR Codes
Tools for tickets, tracking, & redemptions

Time-Saving Actions
Suggested Actions for URL, Map, Calendar, & Dialer

Why RCS business messaging is better



More conversational

- Suggested reply
- Suggested actions
- Introduction of AI



Trusted messages

- Verified business checkmark
- Full brand name instead of random short code
- Customization of colour/logo for brand
- Block conversations



Better metrics

- Proven delivery receipts
- Read receipts including open-time



Rich media

- High resolution photos
- Videos, GIFs, Audio
- Solve MMS incompatibility



More conversational

- Suggested reply
- Suggested actions
- Introduction of AI

SUGGESTED REPLY

Tapping replies to the conversation with the same exact text



Website

OPEN URL

Opens link in web browser, or, if there is a default app handler, deep links into that app (and uses that app's icon in the button)



Directions

VIEW MAP

Opens default maps at a prespecified location or with directions to a pre-specified location



Calendar

CREATE CALENDAR EVENT

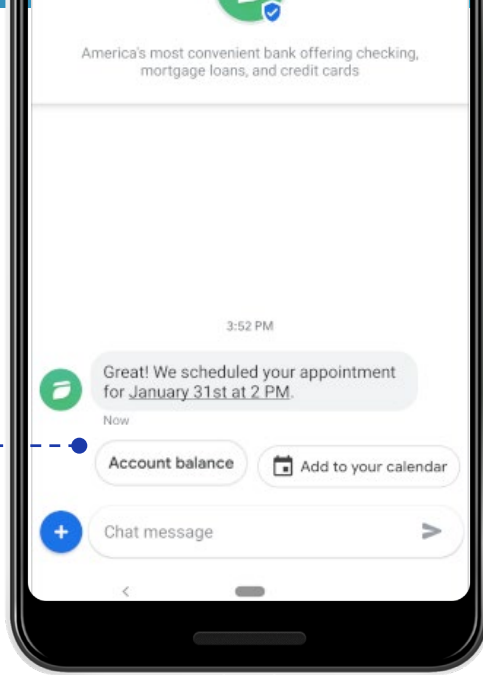
Opens the default application with event details already filled in. The user just needs to add to calendar



Contact support

DIAL PHONE NUMBER

Opens dialler with prespecified number



CONFIDENTIAL – INTERNAL ONLY



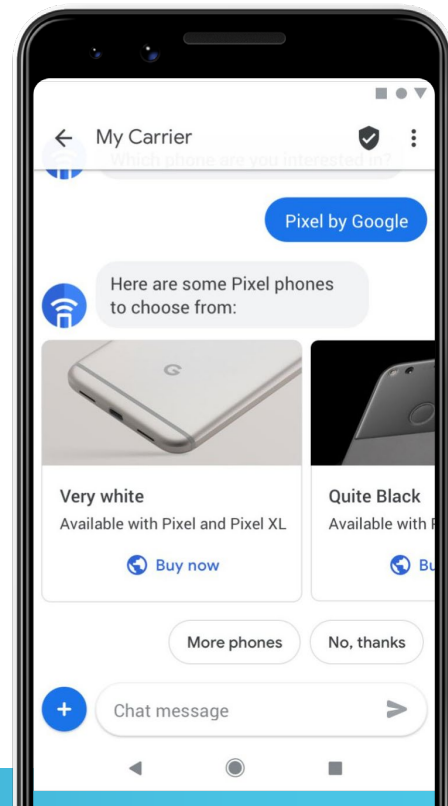
SUGGESTED ACTION

Links out of the conversation, e.g. to the phone dialler with a pre-specified number



Rich Media

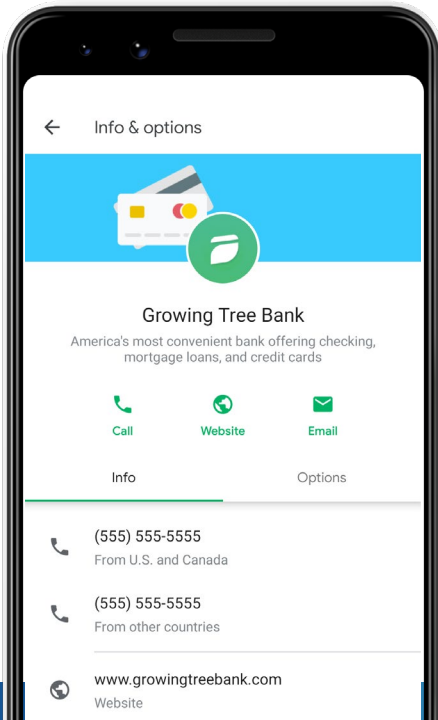
- High resolution photos, rich cards, carousels
- Videos, GIFs, Audio
- Solve MMS incompatibility





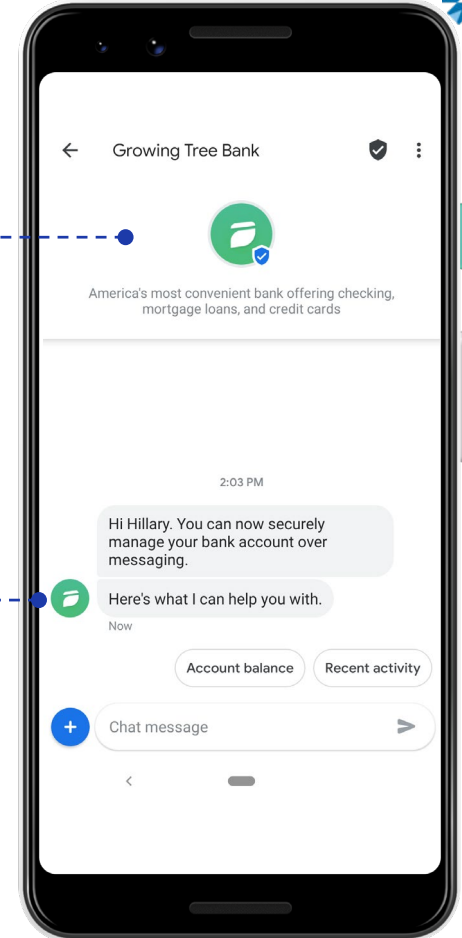
Trusted Messages

- Verified business checkmark
- Full brand name instead of random short code



Brand Name

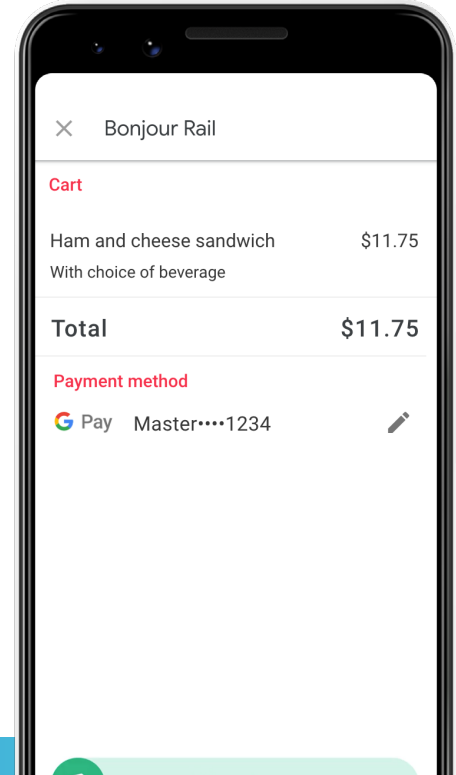
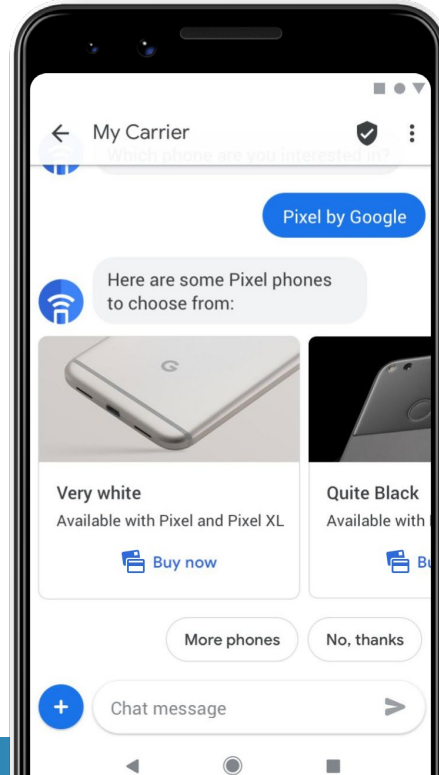
Brand Logo



Payments - Beta



- Free. No transaction fees. Tap to checkout
- Allows users to pay with any credit or debit card stored in their Google account (hundreds of millions of cards on file) via Google Payments API
- The user will be able to choose from credit cards, PayPal, and any other payment methods that Google Pay has integrated with or will integrate with in the future
- Works with gateways that support Google Pay such as Stripe, Braintree, Adyen etc
- Direct integration available if the brand/aggregator has a PCI/DSS gateway



IMlconnect & RCS

Where we fit in the RCS ecosystem



ENTERPRISES



PRODUCT



GATEWAY



MAAP



CARRIERS



CUSTOMER



IMIconnect

IMI UNIVERSAL RCS GATEWAY



SAMSUNG



NTT docomo

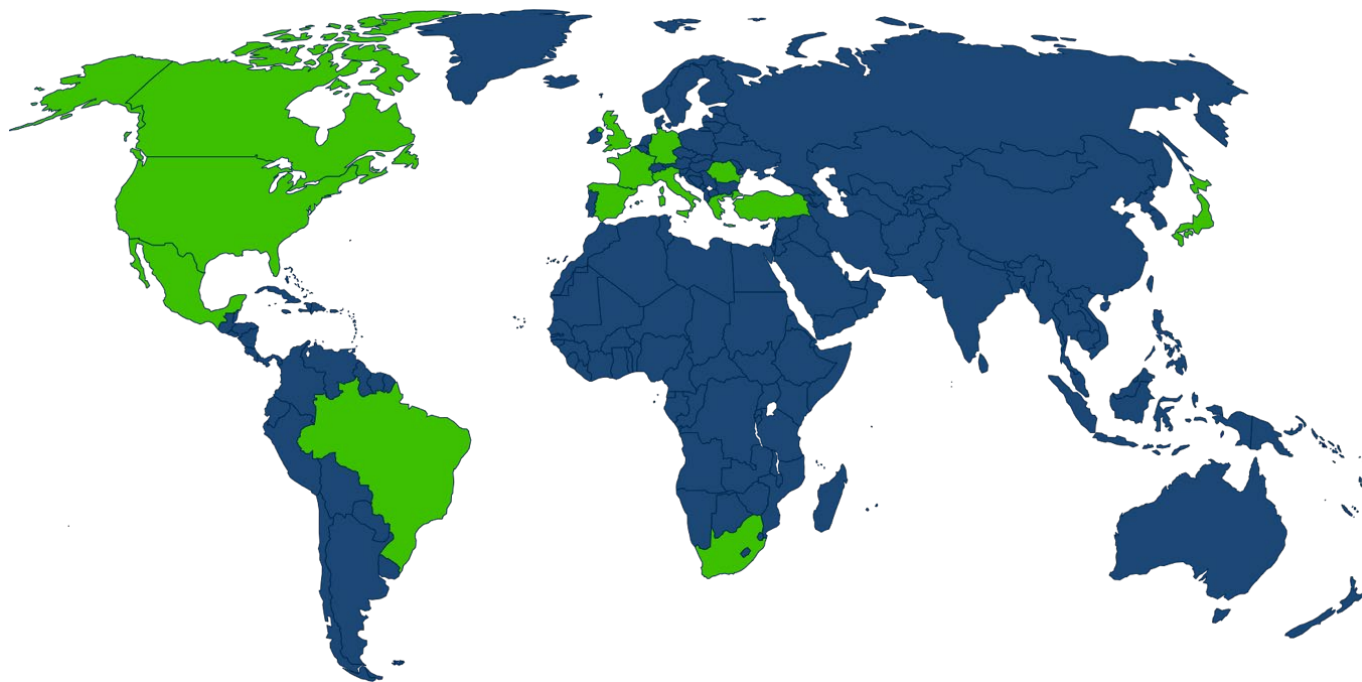


SAMSUNG MESSAGES



ANDROID MESSAGES

Our reach with RCS



RCS Coverage

Three Ways Consumers Can Engage With Brands Via RCS

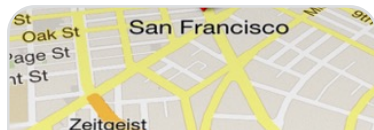


Inbound Message

A consumer texts a keyword or phrase into the brand

What's the current status of my order?

Hi Jane, here's the status for order #921826:



In Transit: San Francisco, CA

Receive Updates

Outbound Message

The brand sends an outbound broadcast to opted-in consumers

Hi Jane, special sale this weekend ONLY!



20% off ALL denim!

Shop Now

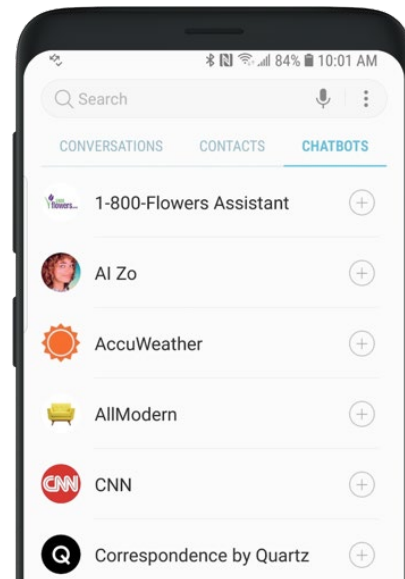


\$25 off when you spend \$150!

Shop Now

Discovery

A consumer finds a brand in an RCS Chatbot Directory



Intelligent fall-back using Capability API



Two Creatives
Designed



SMS



RCS



Two Creatives
Delivered



Non
RCS-enabled
users



RCS-enabled
users

Our CX automation product suite



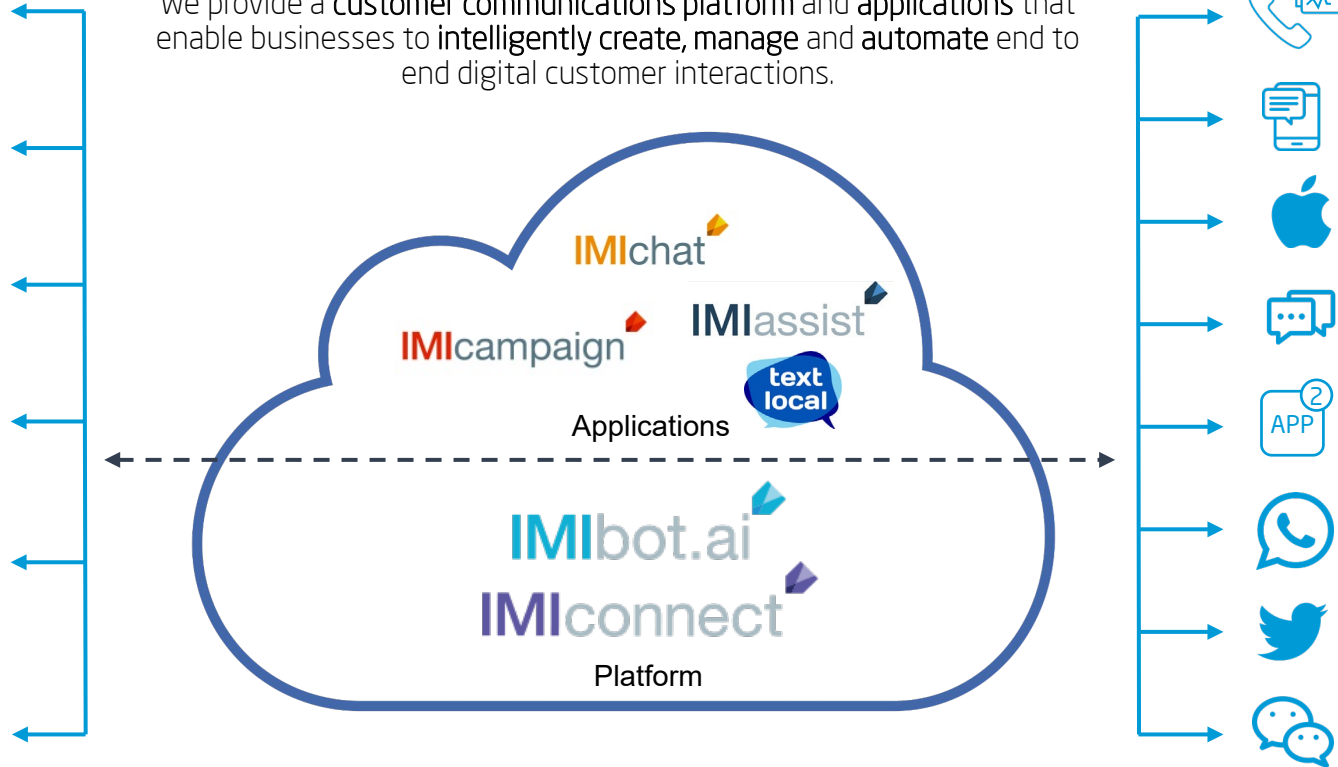
CORE BUSINESS SYSTEMS

TRANSACTION PROCESSING
FRAUD MANAGEMENT
CRM PLATFORM
CASE MANAGEMENT
COMMERCE PLATFORM
BILLING PLATFORM
APPOINTMENT MANAGEMENT

3rd PARTY SERVICES

DELIVERY / FULFILMENT
NAME / ADDRESS VERIFICATION
CREDIT CHECK
PAYMENTS

We provide a **customer communications platform** and applications that enable businesses to **intelligently create, manage and automate** end to end digital customer interactions.



RCS Capability



RCEFlow1

Working Draft

Utilities

Channels

Integrations

UTILITIES

Evaluate

Run custom java script to branch flow based on code outcome.

Branch

Run custom Java script and branch flow based on decisions.

HTTP request

Make a HTTP request to your server and process the response.

Delay

Pause the flow for a preset duration or until a fixed date-time.

Data Parser

Extract key-values from XML / JSON.

Data Transform

Convert data using Apache VTL.

Call workflow

Run another published workflow within current flow.

Page connector

Link nodes spread across pages in complex flows.

Profile

Apply operations on master / application profile attribute values.

Generate OTP

Generate One Time PIN.

Validate OTP

Verify if OTP is valid. Optionally initiate a re-generate process.

RCS Capability

Configuration

Transition Actions (optional)

Use capability lookup to query if a MSISDN has RCS capability enabled and get a list of client capabilities if RCS is enabled

MSISDN

e.g., \$(msisdn)

RCS capability lookup returns the following variables that can be used in subsequent nodes by selecting the variable from the input column in the right sidebar -

rsc.msisdn

- Returns E.164 formatted number of the query number. e.g., +447500661610

rsc.carrierCode

- Returns the carrier code of the customer device e.g., CA_ROGERS

rsc.enabled

- Returns true if the customer has RCS enabled

rsc.platform

- Returns the name of RCS platform. e.g., Google

rsc.capabilities.richcard

rsc.capabilities.richcardCarousel

rsc.capabilities.calendarEvent

rsc.capabilities.dialPhoneNumber

rsc.capabilities.openUri

rsc.capabilities.shareLocation

rsc.capabilities.viewLocation

rsc.capabilities.chat

rsc.capabilities.fileTransfer

rsc.capabilities.paymentsV1

rsc.capabilities.videoCall

rsc.capabilities.revocation

- These capability variables return the value 'true' if the customer's device supports the respective capability

RCS Capability

Node ID: 15

CANCEL

SAVE

Input variables

Output variables

Data generated by the node available as 'variables' subsequently

RCS Capability

Node ID: 15

rsc.msisdn

rsc.carrierCode

rsc.enabled

rsc.platform

rsc.capabilities.richcard

rsc.capabilities.richcardCarousel

rsc.capabilities.calendarEvent

rsc.capabilities.dialPhoneNumber

rsc.capabilities.openUri

rsc.capabilities.shareLocation

rsc.capabilities.viewLocation

rsc.capabilities.chat

rsc.capabilities.fileTransfer

rsc.capabilities.paymentsV1

rsc.capabilities.videoCall

rsc.capabilities.revocation

Node outcomes

main

IMconnected

RCS Send Node – With Live Preview



RCEFlow1
Working Draft

Utilities Channels Integrations

UTILITIES

- Evaluate**
Run custom Java script to branch flow based on code outcome.
- Branch**
Run custom Java script and branch flow based on decisions.
- HTTP request**
Make a HTTP request to your server and process the response.
- Delay**
Pause the flow for a preset duration or until a fixed date-time.
- Data Parser**
Extract key-values from XML / JSON.
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Convert data using Apache VTL.
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Link nodes spread across pages in complex flows.
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Verify if OTP is valid. Optionally initiate a re-generate process.

RCS Message

Configuration Transition Actions (optional)

Send rich messages such as cards and carousels right into customers messaging inbox.

DESTINATION TYPE MSISDN **DESTINATION** \${n2.rcs.number}

MESSAGE TYPE Carousel Card

Message Configuration

Card Width
☐ Small ☒ Medium

Carousel Card

Media

Height
☒ Short ☐ Medium ☐ Tall

Media Url
https://i.imgur.com/aHfEqcs.jpg

Thumbnail Url
https://i.imgur.com/aHfEqcs.jpg

Title
Pizza and side!

Description
Pizza and a side for just £20. Order now for delivery

Message Preview

Business

This is description

5 for £5

Pizza for a fiver
Get your favourite pizza for just £5 available for collection or delivery
[Order Now](#)

Pizza and side for £20
Pizza and a side for just £20. Order now for delivery
[Order Now](#)

Chat message

Input variables
List of variables available as input for this node

Search

Custom variables [F8578]

Start Node ID: 2

Output variables

Node outcomes

RCS Message
Node ID: 8

CANCEL SAVE

Case studies

The background is a gradient of blue, transitioning from a darker shade on the left to a lighter shade on the right. A solid horizontal line in a medium blue color spans the width of the image. A solid diagonal line in a darker blue color runs from the bottom left towards the top right, intersecting the horizontal line.

What the data is saying: Early Performance Baselines



Read rates:	70%-90%
A2P Engagement rates:	30%+
Bot Directory Engagement:	.01% - .05%
Interactions Per User:	4-6x
‘Buy Now’ CTR:	10%-20%+
‘Loyalty-related’ CTR:	13%
‘Gift Card’ CTR:	8%
Store Locator CTR:	9%-12%

Delivering weekend Pizza offers



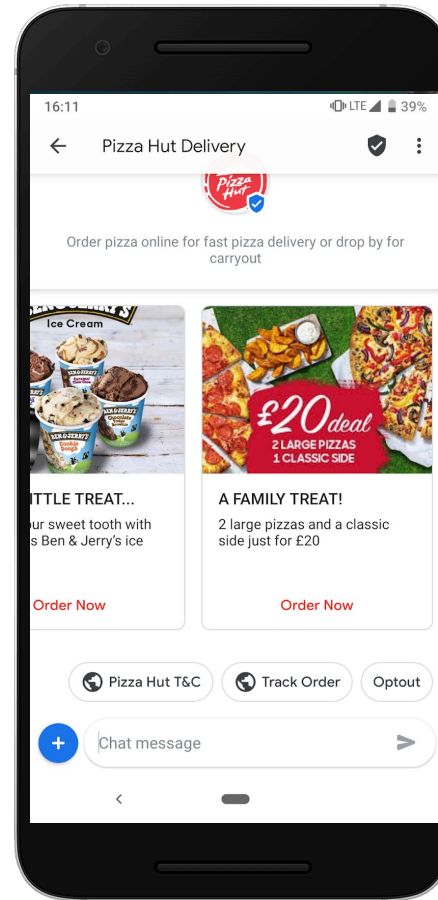
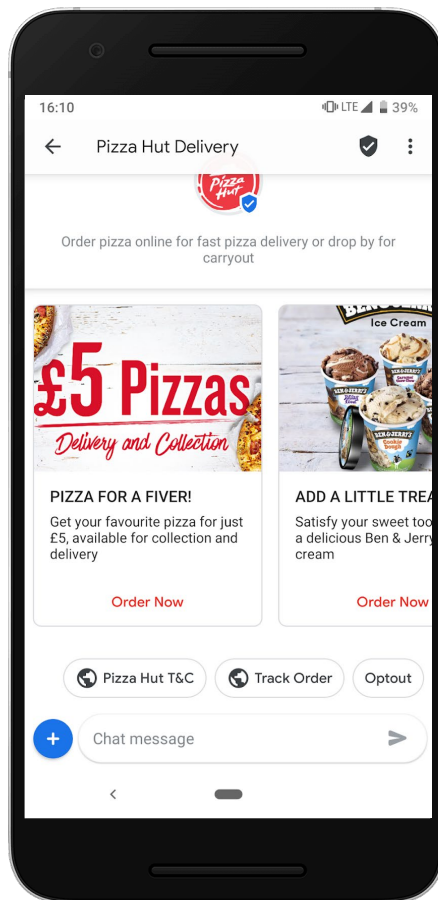
Audience - Customers of Pizza Hut Delivery who are opted in to receive promotional SMS communications

Limited trial with ~1000 customers

Click through rate –

- RCS – 7.69%
- SMS – 2.76%

3X conversion on RCS campaign with the same number of users on a similar SMS campaign



Rewards programs from an operator



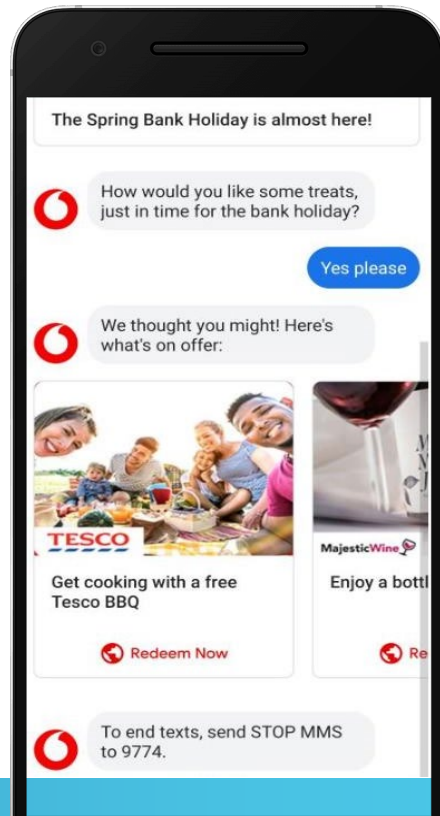
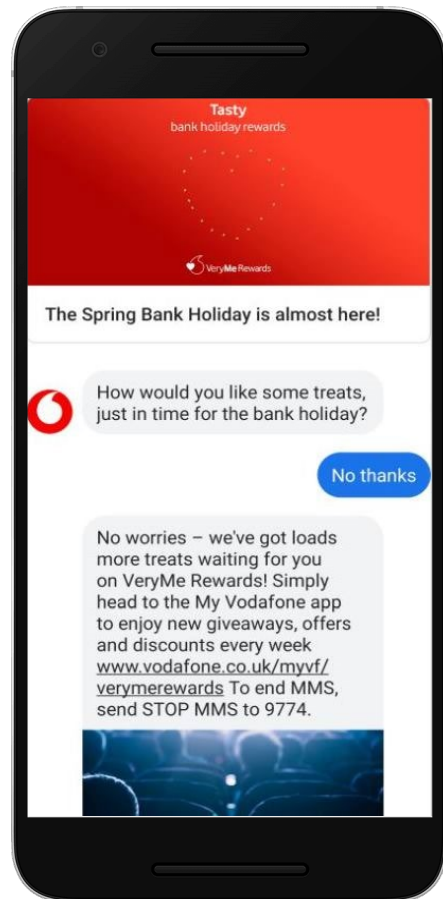
To celebrate the Bank Holiday weekend (24th May 2019), Vodafone are utilizing their VeryMe Rewards program to enable the customer to choose between a number of prizes they wish to redeem, all within one communication.

Channels: SMS, RCS

Key Capabilities Used:

- Capability look up with fallback to SMS
- Branch node and evaluate node to implement custom communication logic
- Flow versioning to make iterative changes without affecting the already live campaign

RCS vs SMS response rate – 25% to 0.75%



Add to plan campaigns

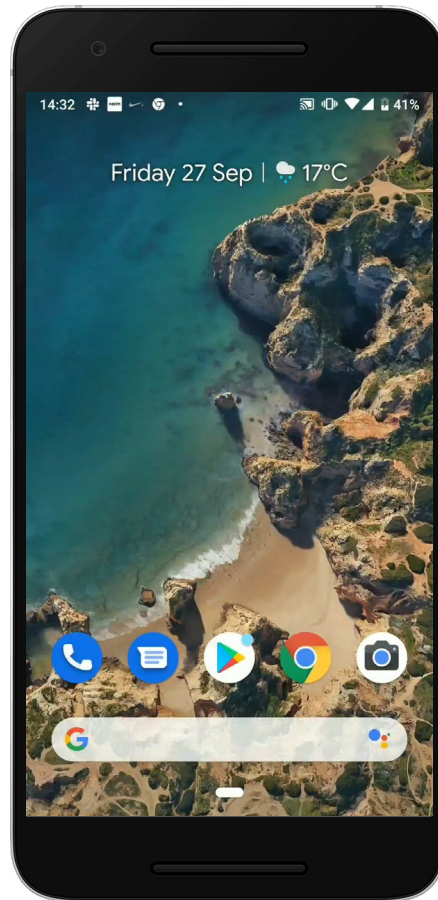


Targeted	80k
Compatible	18%
Delivered	99.66%
Opened	65.45%
Unique CTR	1.95%

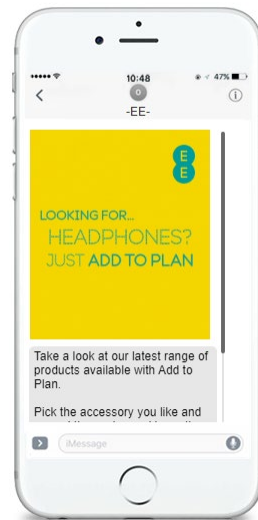
The "Add to Plan" campaign allowed eligible customers to select from a menu of accessories, via a carousel, to add to their existing monthly plan.

We also ran an AB test, splitting the targeted segments into variants that received a 5 card carousel and a 9 card carousel.

Non-RCS enabled customers were automatically branched in the IMIconnect flow to send an MMS via IMIcampaign.



RCS



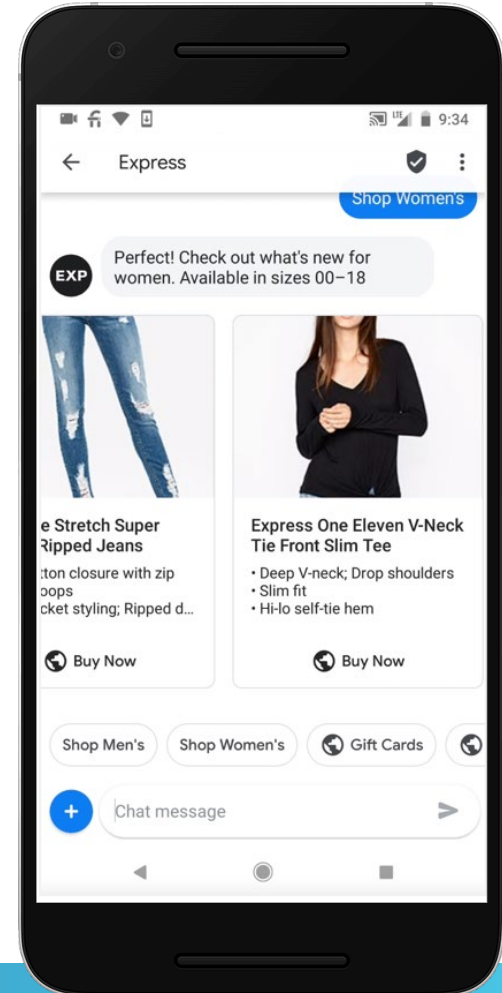
MMS

Increasing Customer Satisfaction and Outperforming SMS



EXPRESS

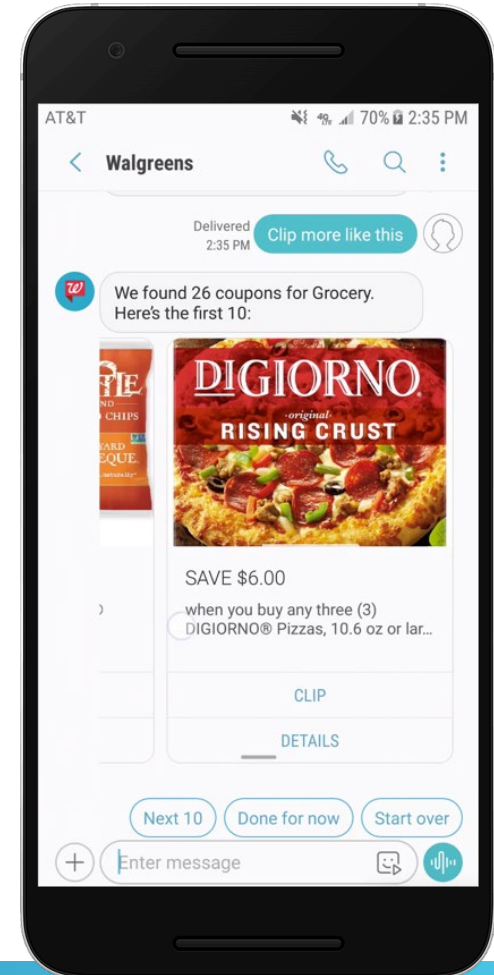
- Increased customer satisfaction
- 20% higher click-through rates vs. top performing channels



Increasing Customer Satisfaction and Outperforming SMS



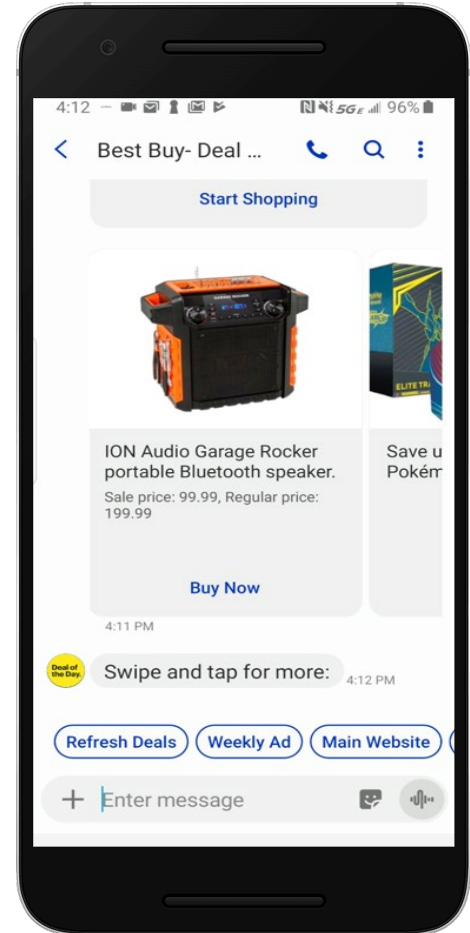
- 20%+ higher opt-in rates vs. SMS
- 30-50% higher conversion rates vs. SMS



Better Click Through Rates and Higher Engagement



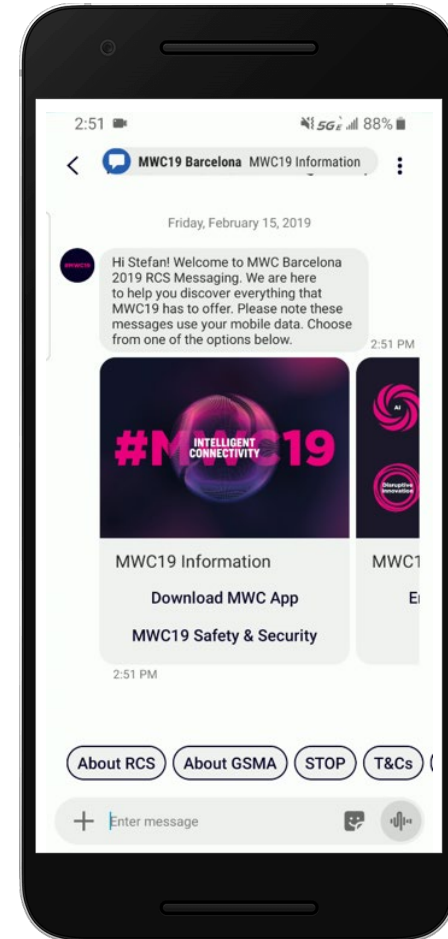
- 3x higher engagement rates vs. SMS
- 30% higher click-through rates vs. SMS



The First-Ever Global RCS Campaign

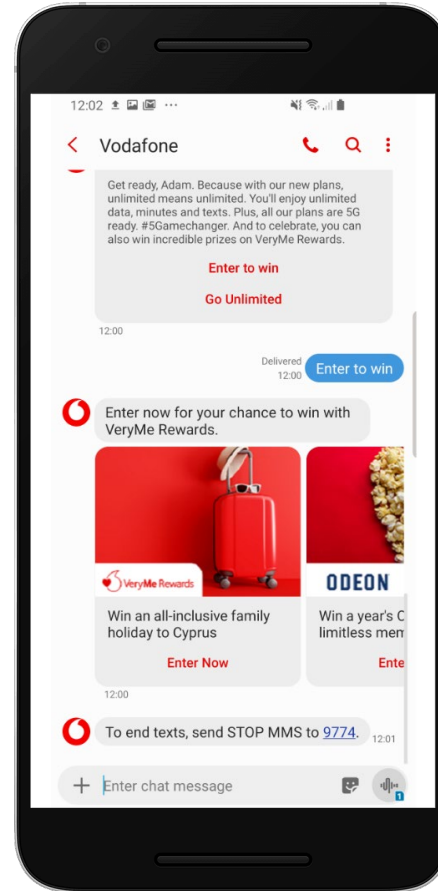
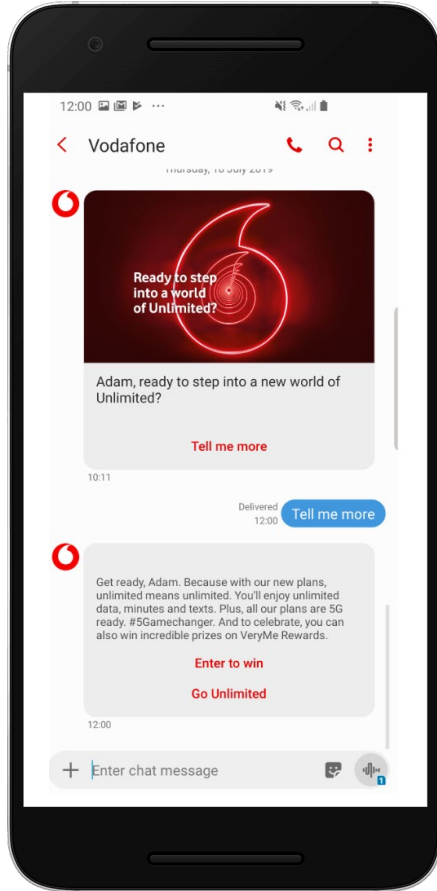


- Partnered with GSMA to power an enhanced messaging experience for attendees
- The campaign spanned 14 countries and 11 carriers



RCS delivery stats

Vodafone: Unlimited plan



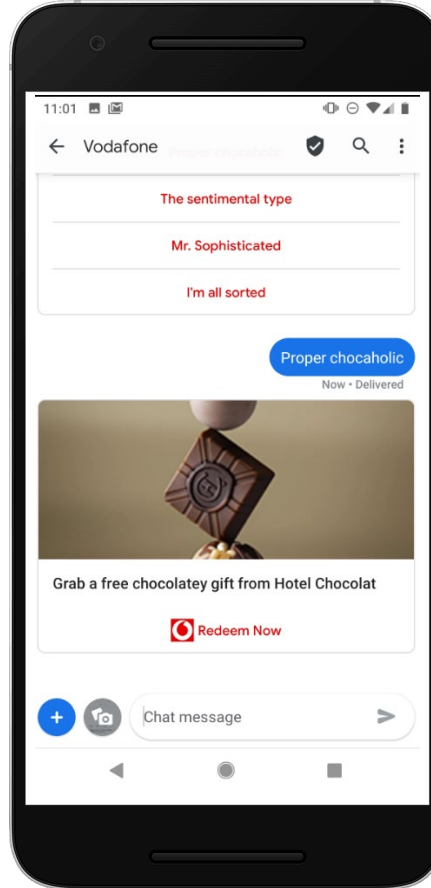
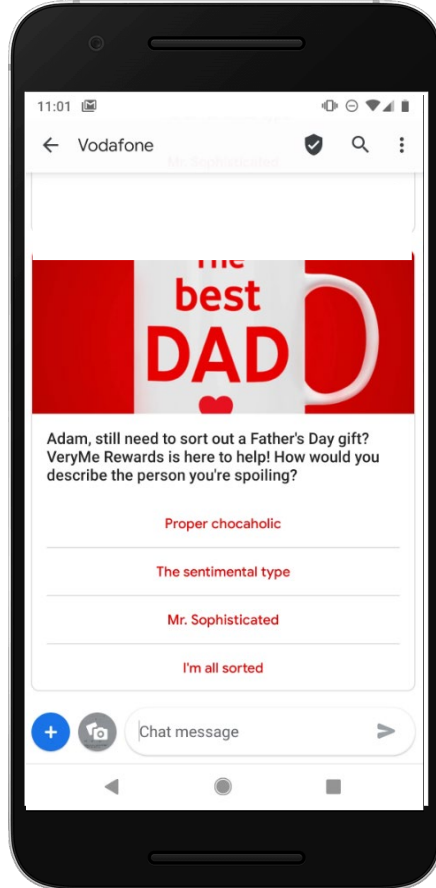
Metrics

Delivered: 97%

Read: 78%

Engagement: 26%

Vodafone: Fathers Day Offer



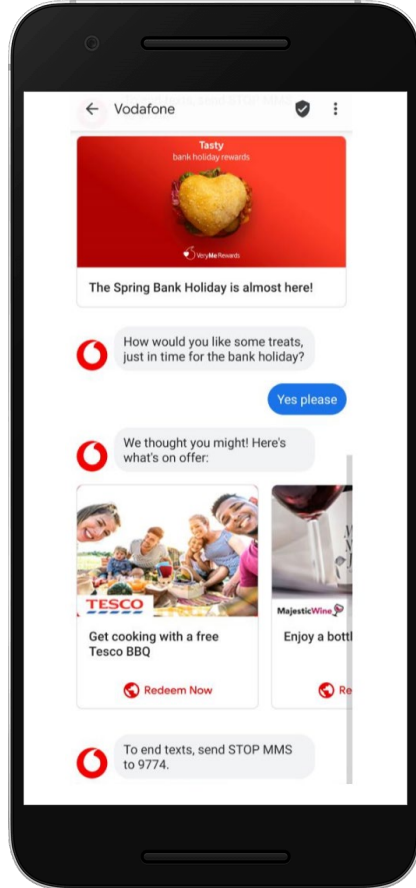
Metrics

Delivered: 98%

Read: 74%

Engagement: 17%

RCS vs MMS vs SMS

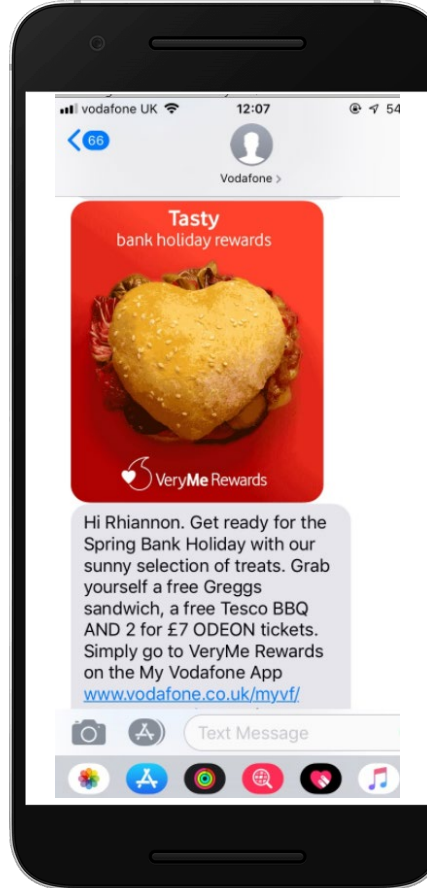


RCS

Delivery: 98%
Read: 82%
Response: 25%

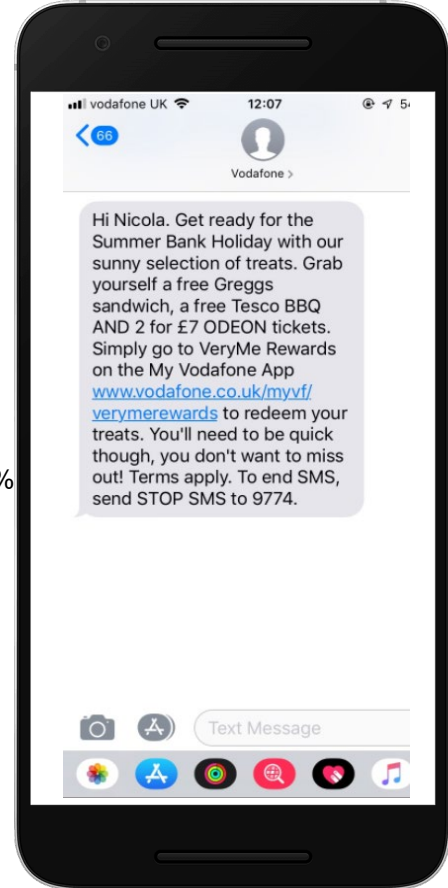
MMS

Delivery: 65-75%
Read: N/A
Response: 1-2%

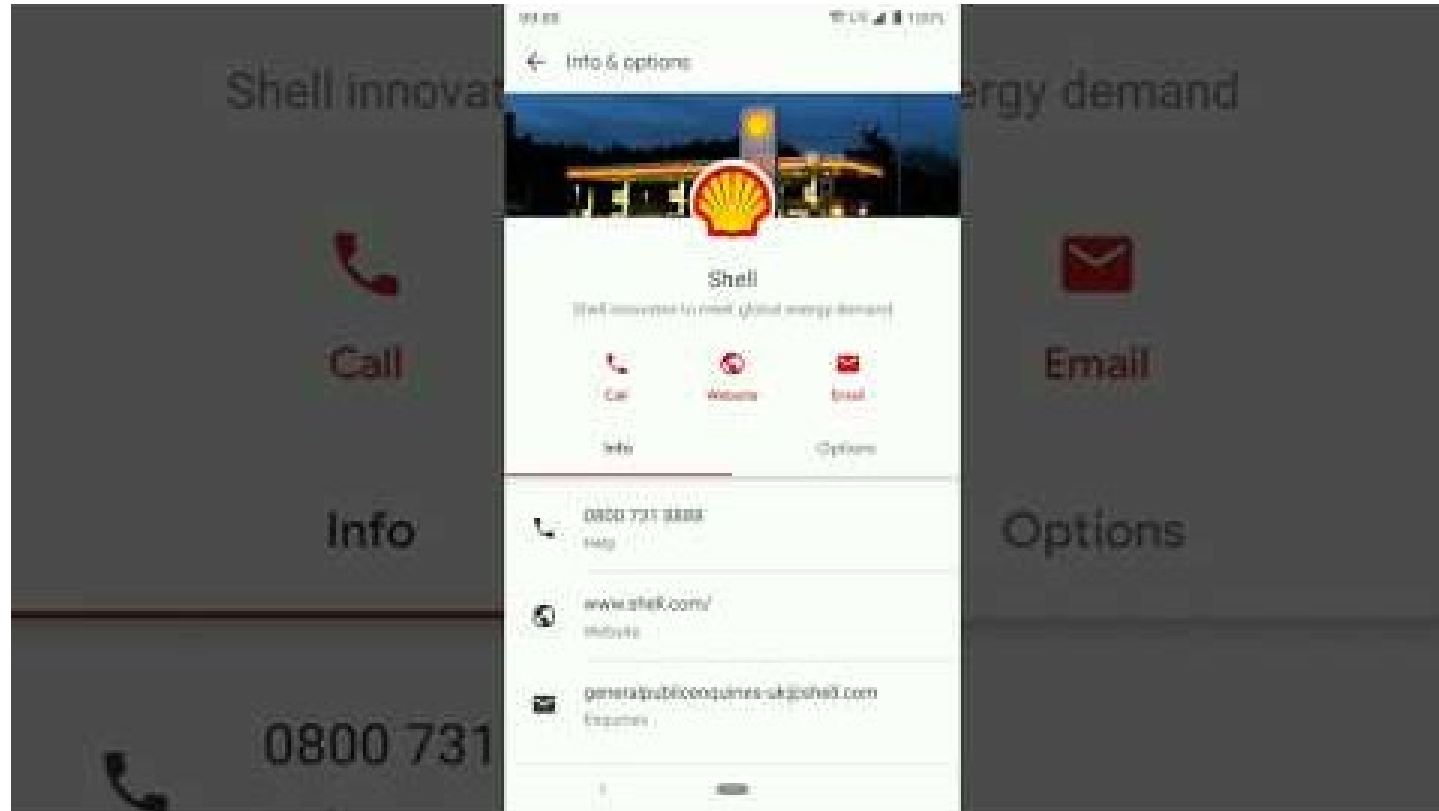


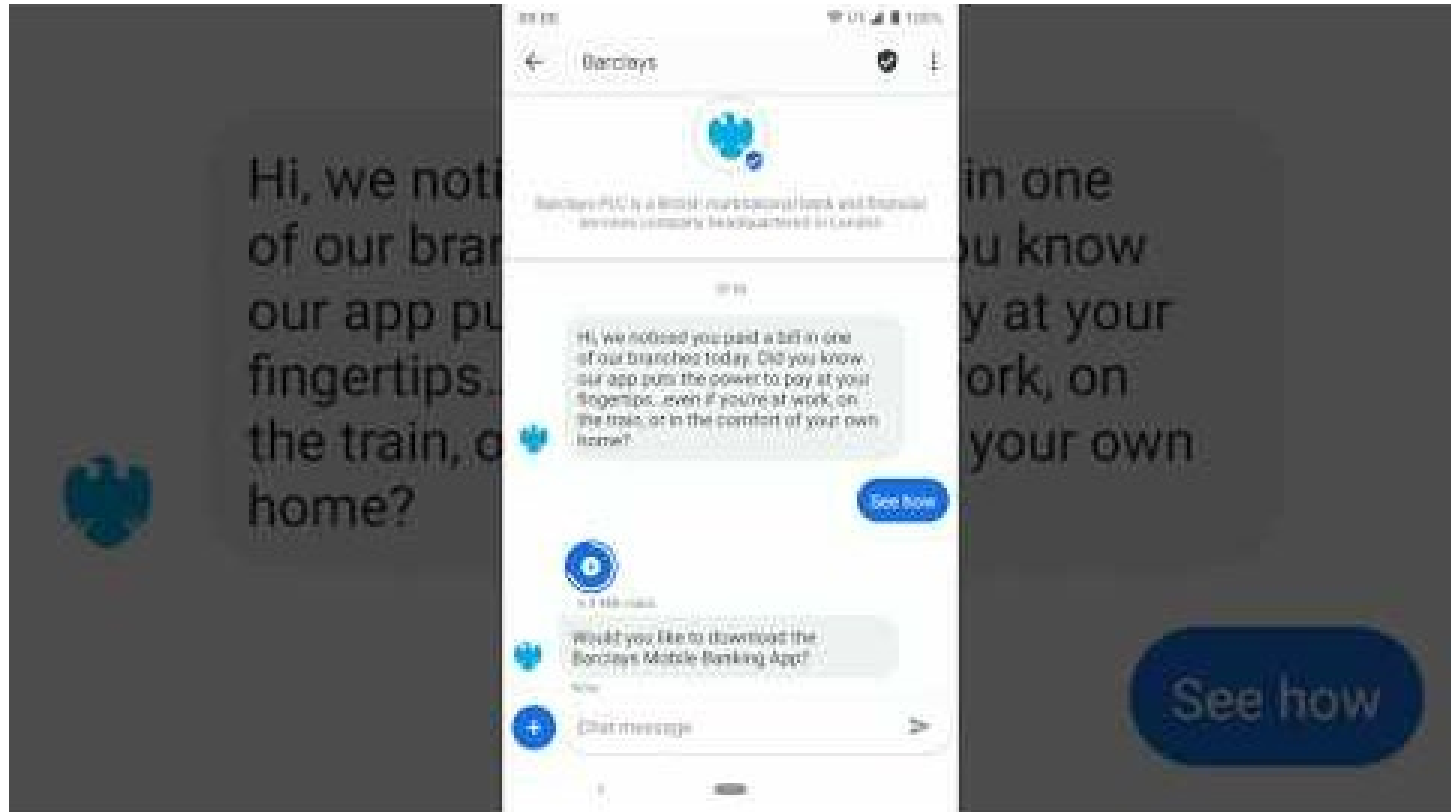
SMS

Delivery: 85-95%
Read: N/A
Response: 0.75 - 1%



Demos





Thank you

Sivacharan Bandi

Product Manager - IMIconnect

sivacharan.b@imimobile.com

+44-7500661610