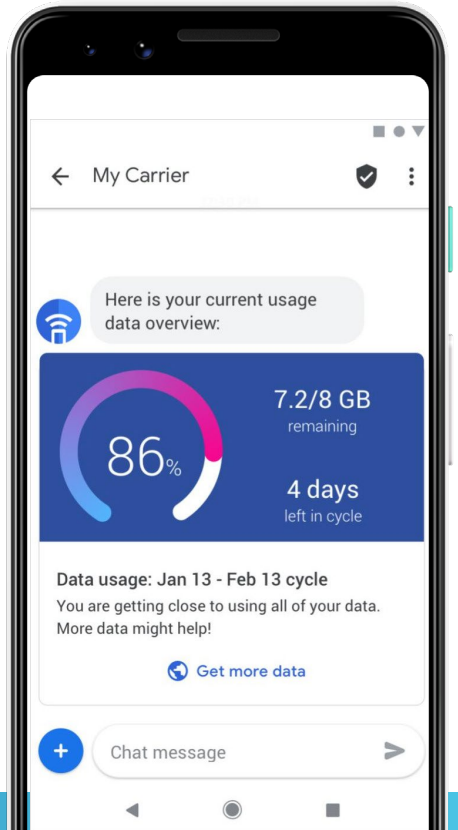
Transform your Customer Engagement Strategy

RCS Business Messaging

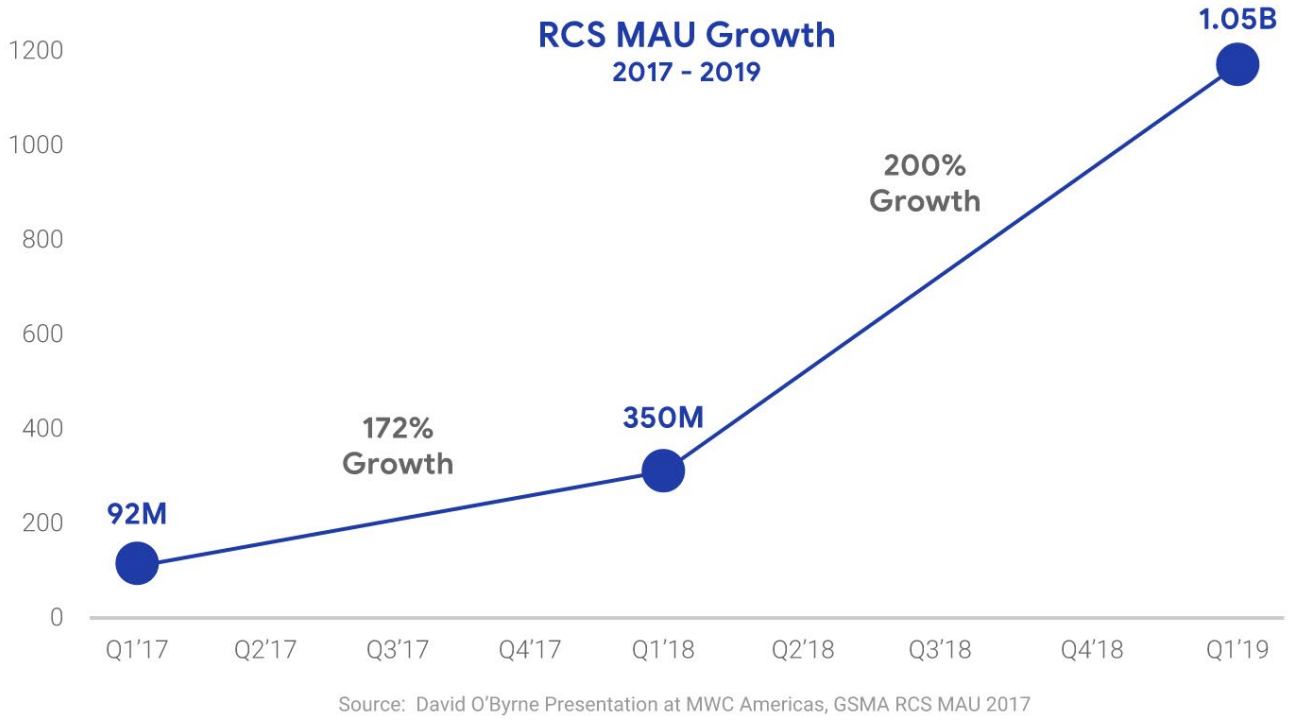
Win, Serve and Retain Customers through conversational messaging

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

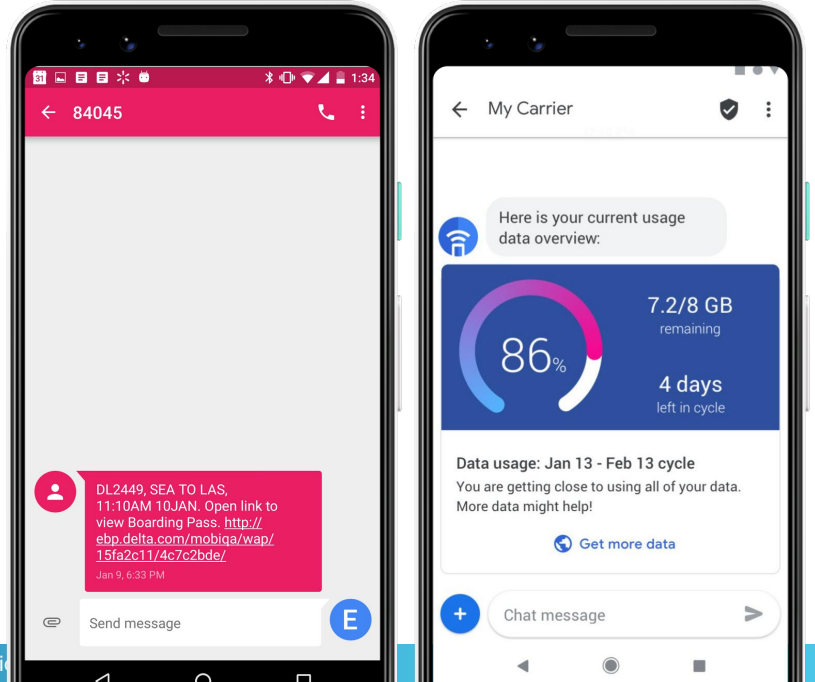
Suggested Actions

Rich Text

Rich Cards

From this…

To this.



© IMImobile. The contents of the presentation are proprietary and confidential. Client names aren't publi

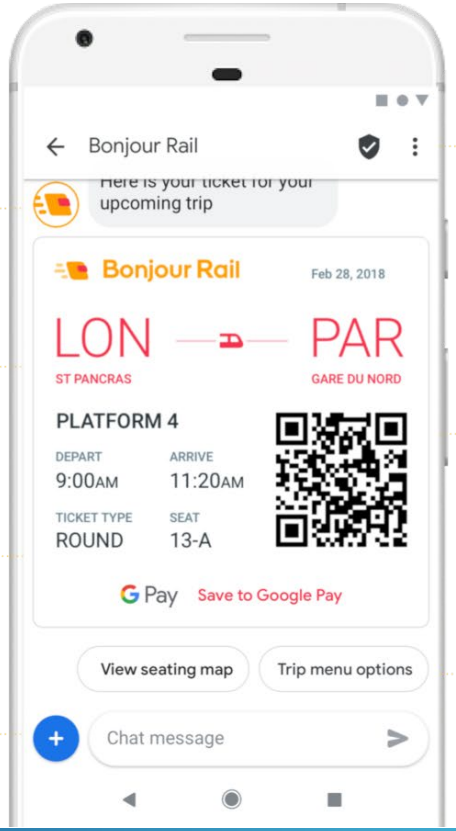
RCS Business Messaging – Brand Identity

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

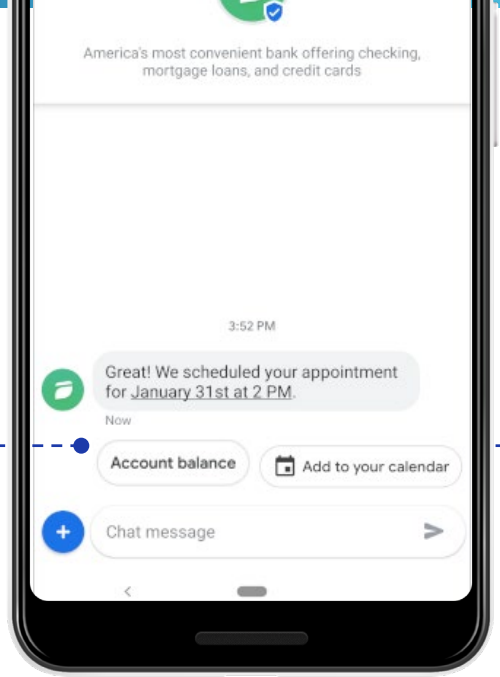
- Proven delivery receipts
- Read receipts including open-time

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

SUGGESTED ACTION

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

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

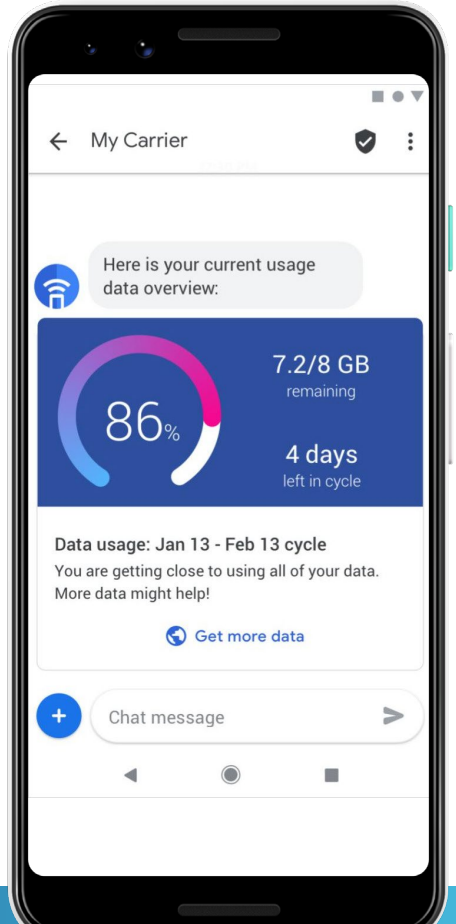
Contact support

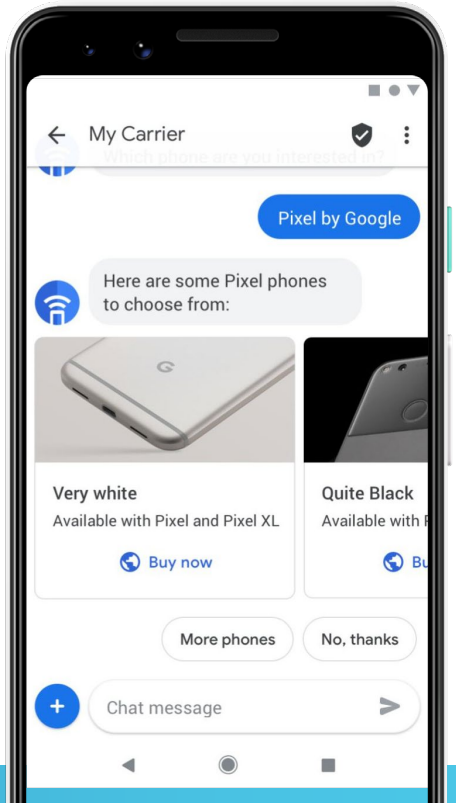
DIAL PHONE NUMBER

Opens dialler with prespecified number

Rich Media

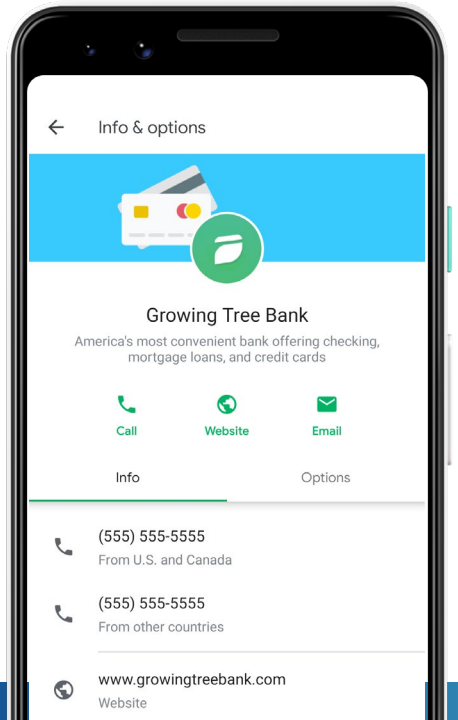
- High resolution photos, rich cards, carousels
- Videos, GIFs, Audio
- Solve MMS incompatibility





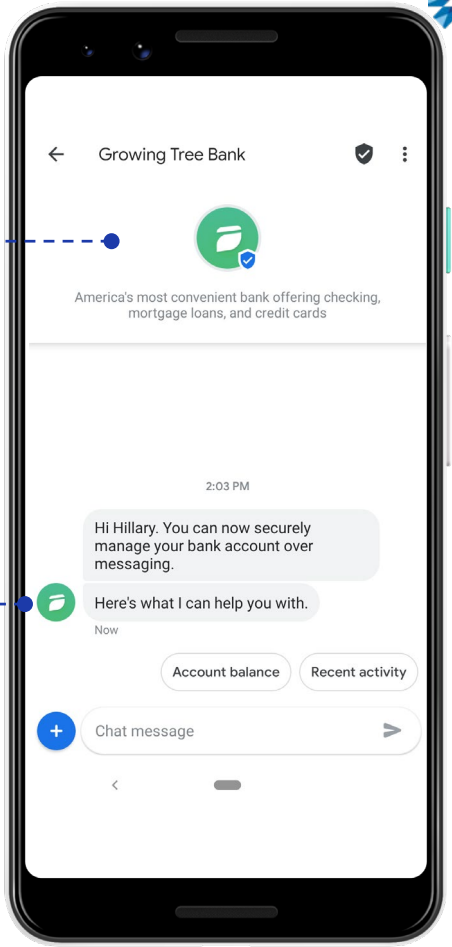
Trusted Messages

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



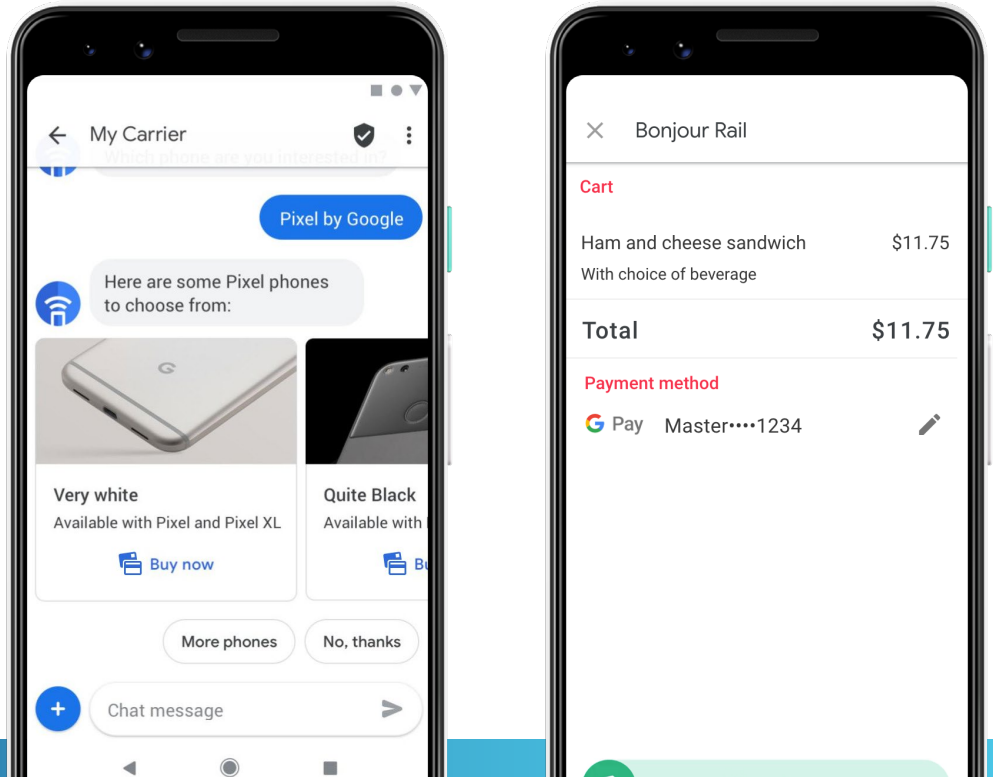
Brand Name

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



IMIconnect & RCS

Where we fit in the RCS ecosystem

ENTERPRISES

PRODUCT

GATEWAY

MAAP

CARRIERS

CUSTOMER

IMIconnect

IMI UNIVERSAL RCS GATEWAY

SAMSUNG

wit software

ERICSSON

vodafone

Telia Company

Jio

orange

Sprint

ROGERS

اتصالات etisalat

docomo

T··Mobile·

SFR

américa móvil

KDDI

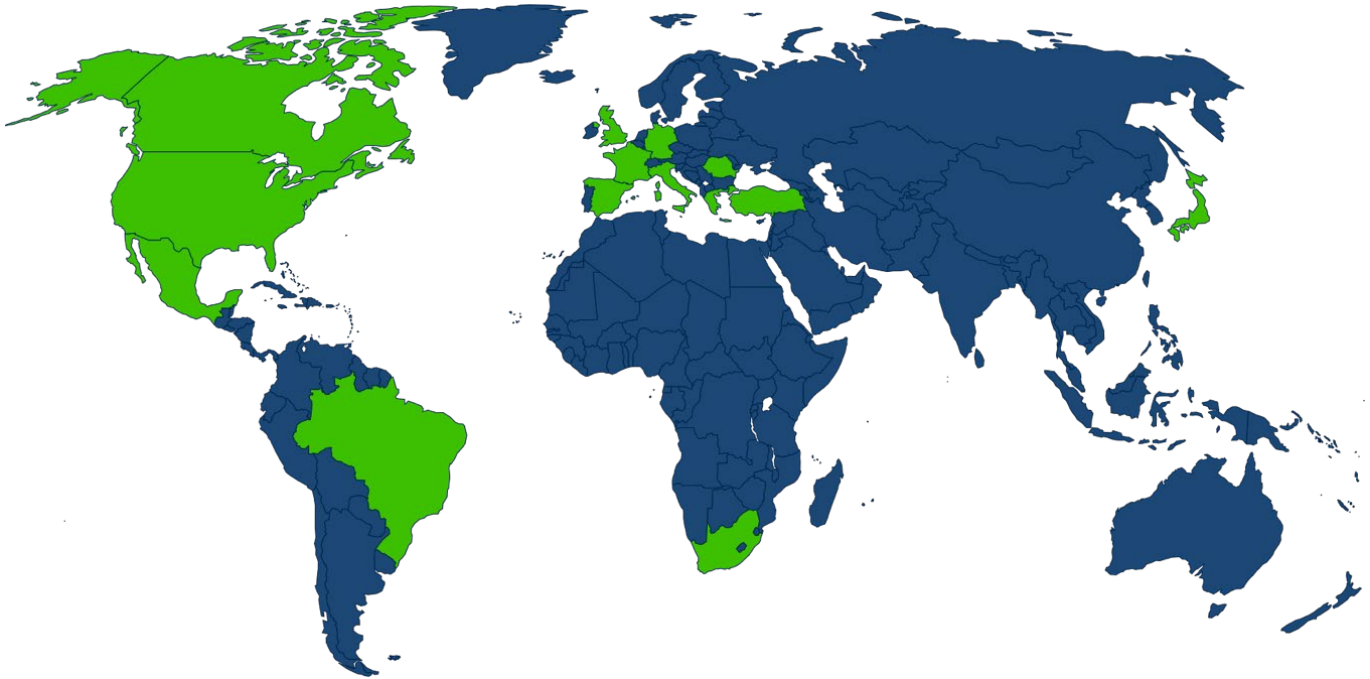
Claro

Google Fi

SAMSUNG MESSAGES

ANDROID MESSAGES

Our reach with RCS



RCS Coverage

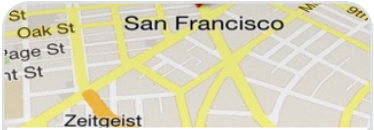
Three Ways Consumers Can Engage With Brands Via RCS

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!

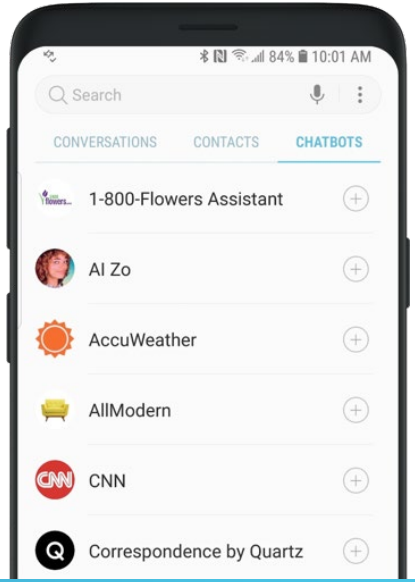
Shop Now

$25 off when you spend $150!

Shop Now

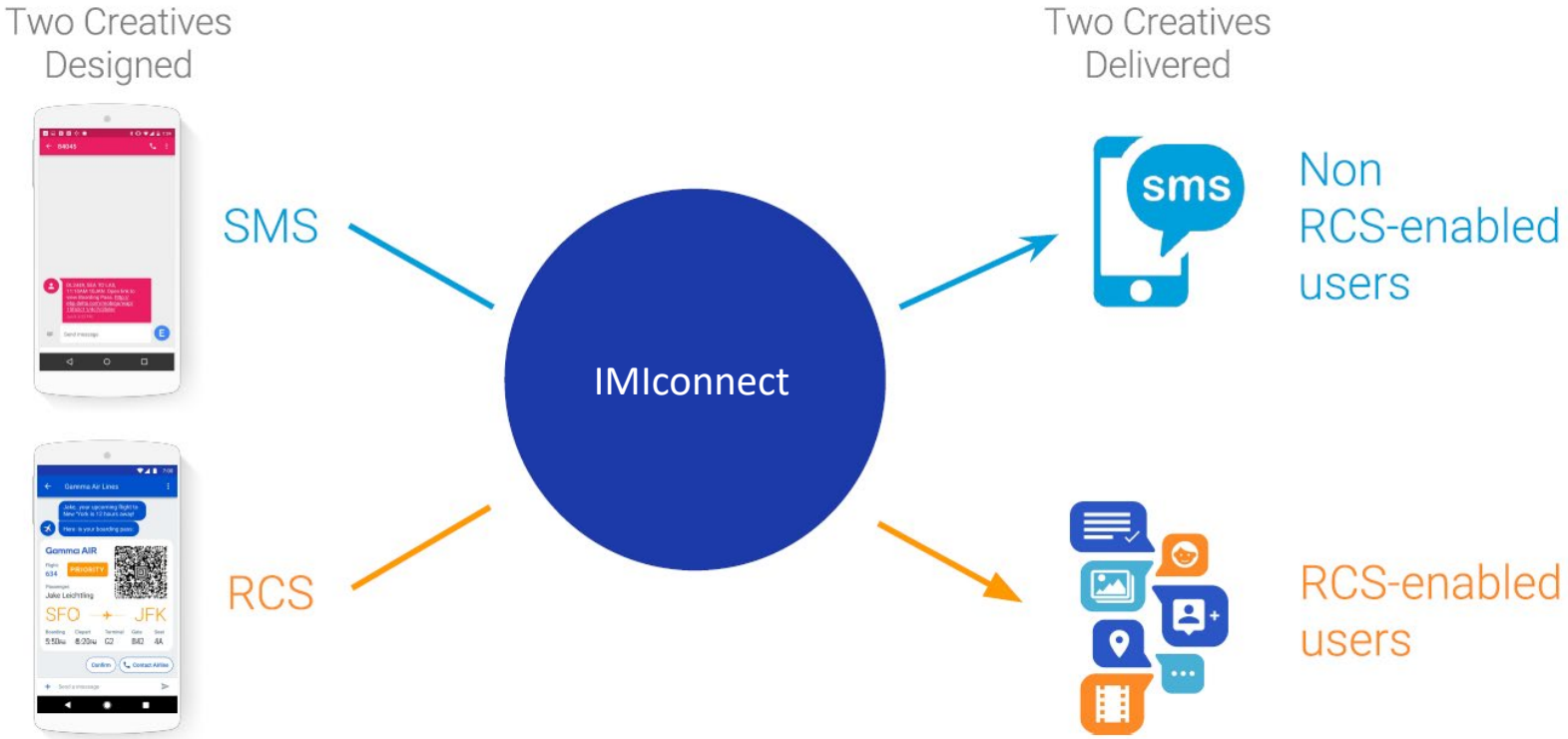
Discovery

A consumer finds a brand in an RCS Chatbot Directory



© IMImobile. The contents of the presentation are proprietary and confidential. Client names aren't publicly referenceable.

Intelligent fall-back using Capability API



Our CX automation product suite

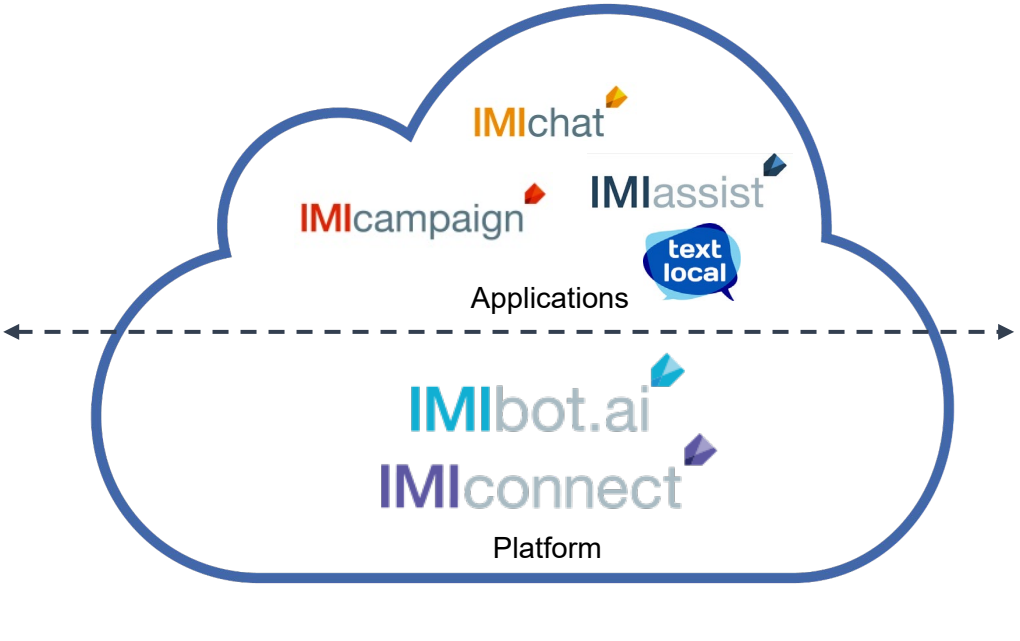
CORE BUSINESS SYSTEMS

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

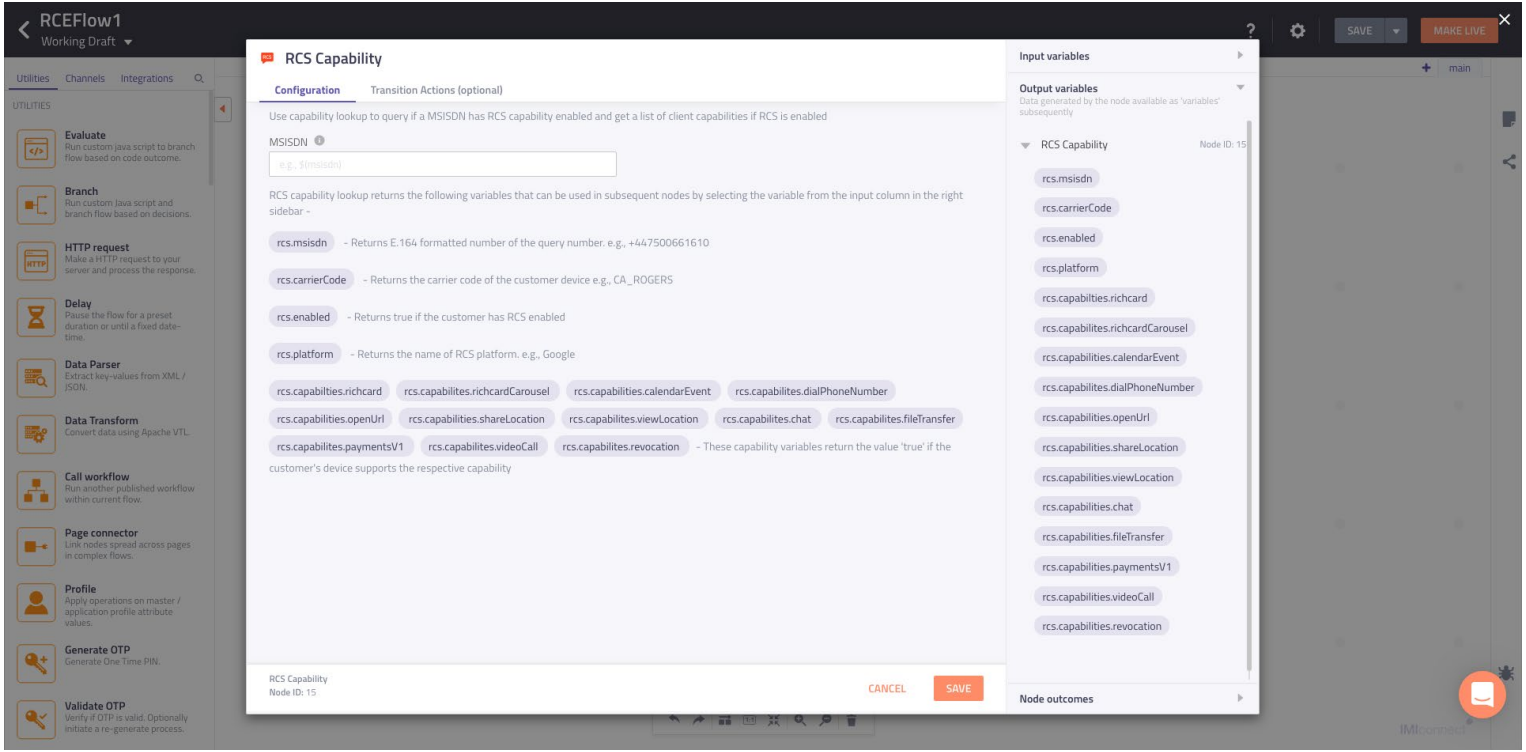
3rd PARTY SERVICES

- DELIVERY / FULFILMENT
- NAME / ADDRESS VERIFICATION
- CREDIT CHECK
- PAYMENTS

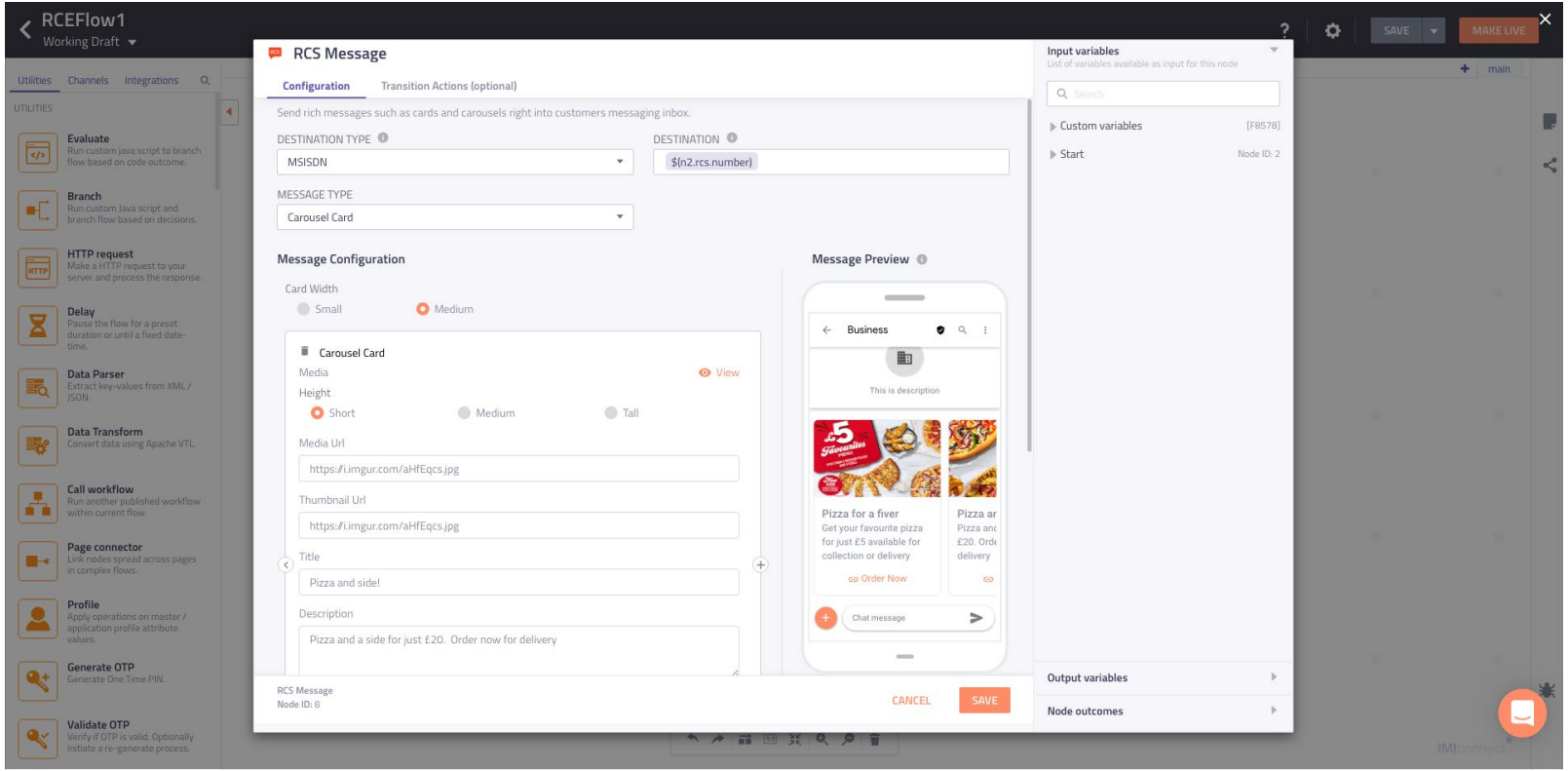
We provide a **customer communications platform** and **applications** that enable businesses to **intelligently create, manage** and **automate** end to end digital customer interactions.



RCS Capability



RCS Send Node – With Live Preview



Case studies

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%**

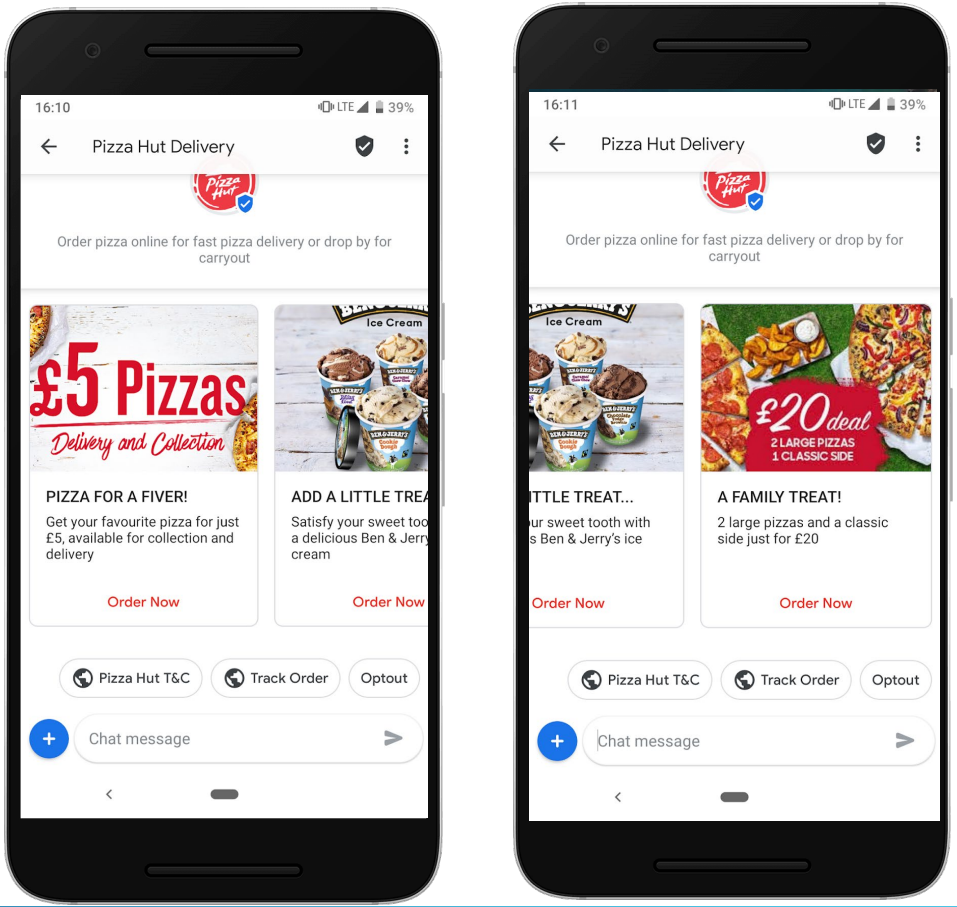
Delivering weekend Pizza offers

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

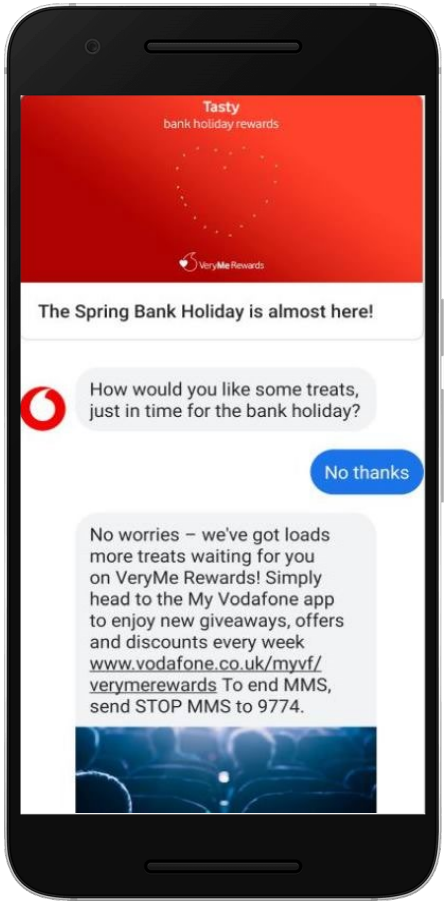
To celebrate the Bank Holiday weekend (24th May 2019), Vodafone are utilizing their VeryMe Rewards program to enable the customer to choose between a number of prizes they wish to redeem, all within one communication.

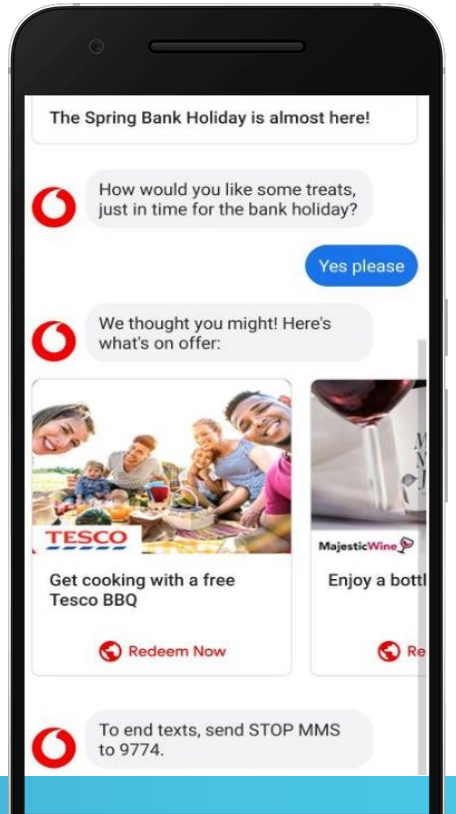
Channels: SMS, RCS

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%

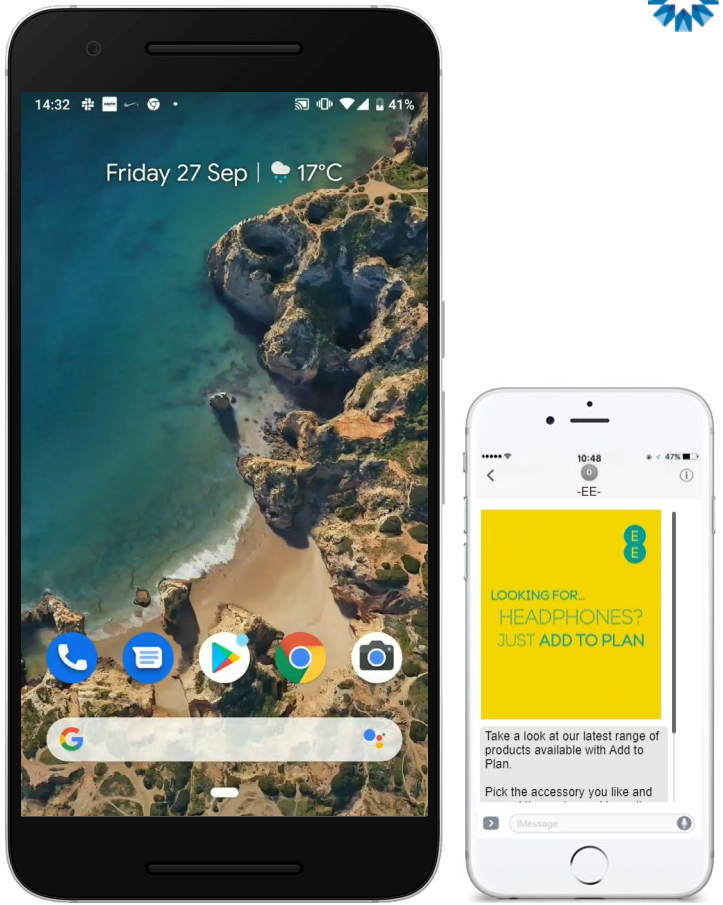




Add to plan campaigns

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.

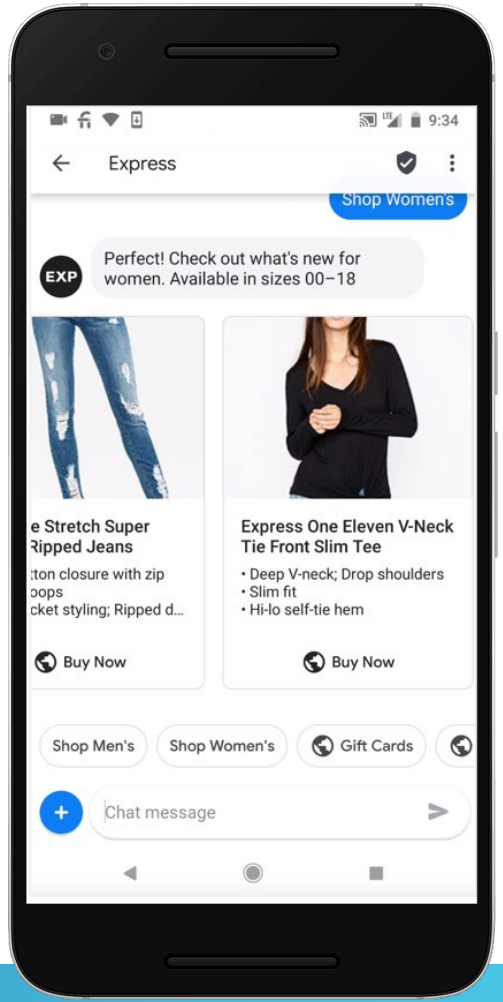


RCS *MMS*

Increasing Customer Satisfaction and Outperforming SMS

EXPRESS

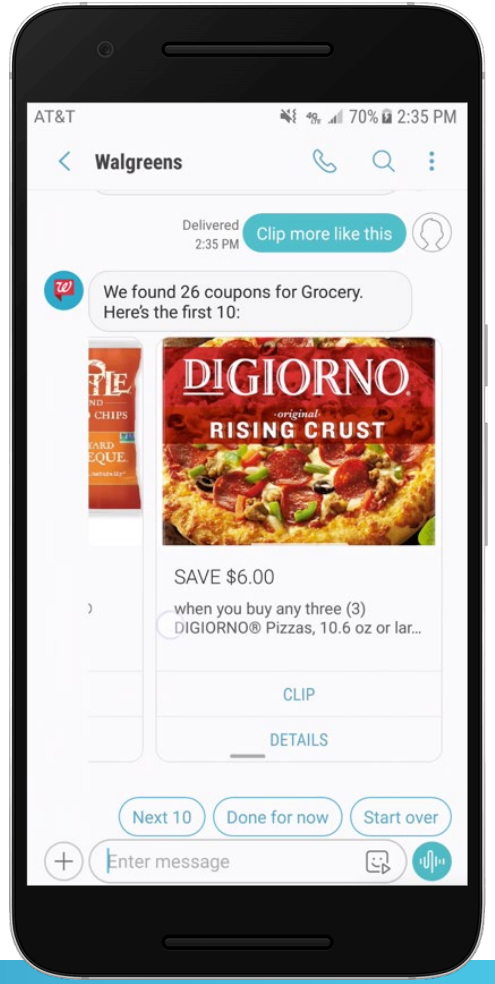
- Increased customer satisfaction
- 20% higher click-through rates vs. top performing channels



Increasing Customer Satisfaction and Outperforming SMS

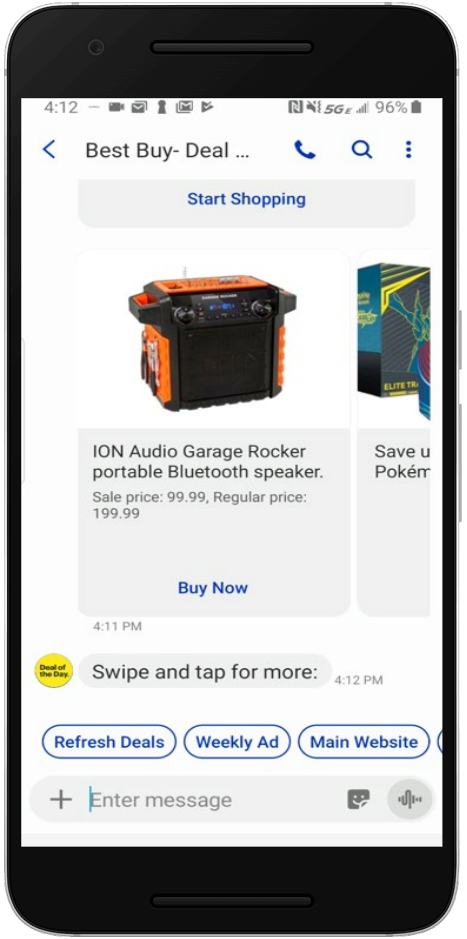
Walgreens

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



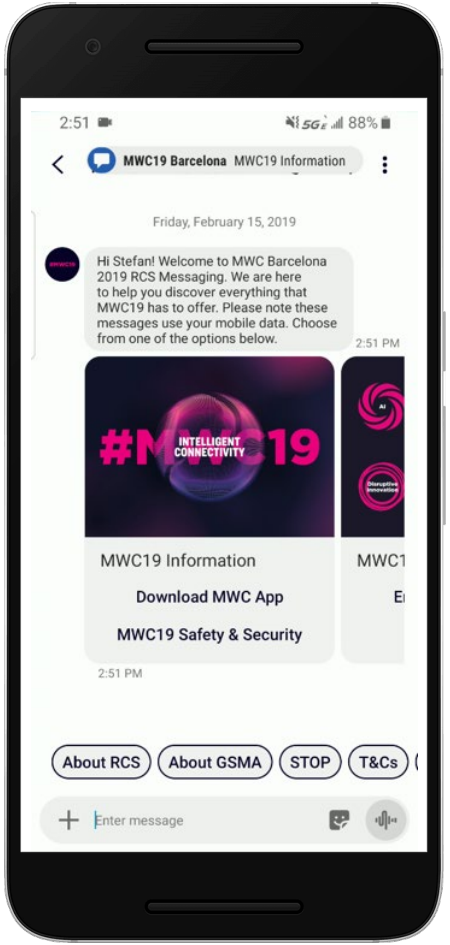
Better Click Through Rates and Higher Engagement

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



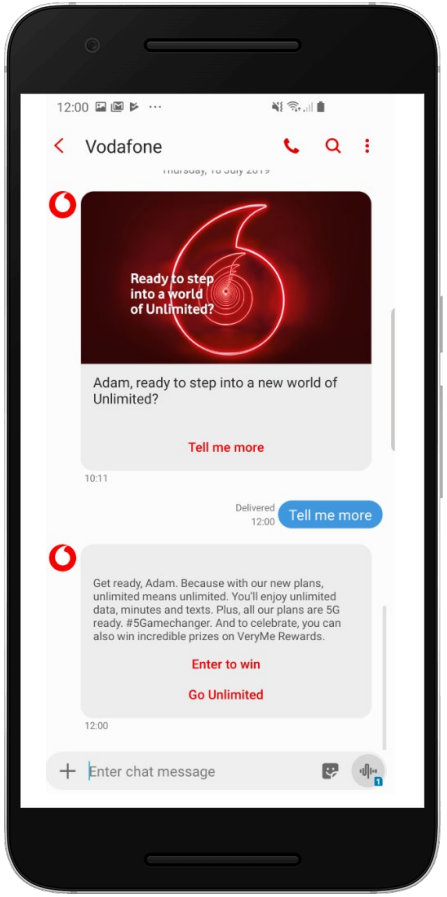
The First-Ever Global RCS Campaign

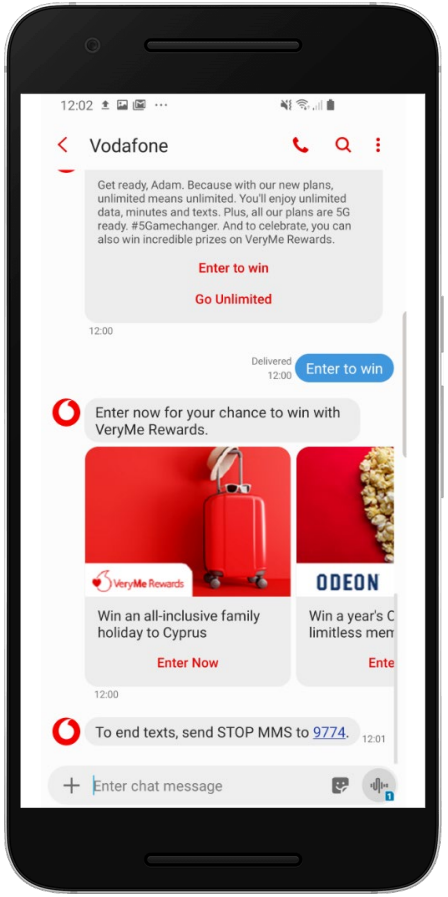
- Partnered with GSMA to power an enhanced messaging experience for attendees
- The campaign spanned 14 countries and 11 carriers



RCS delivery stats

Vodafone: Unlimited plan





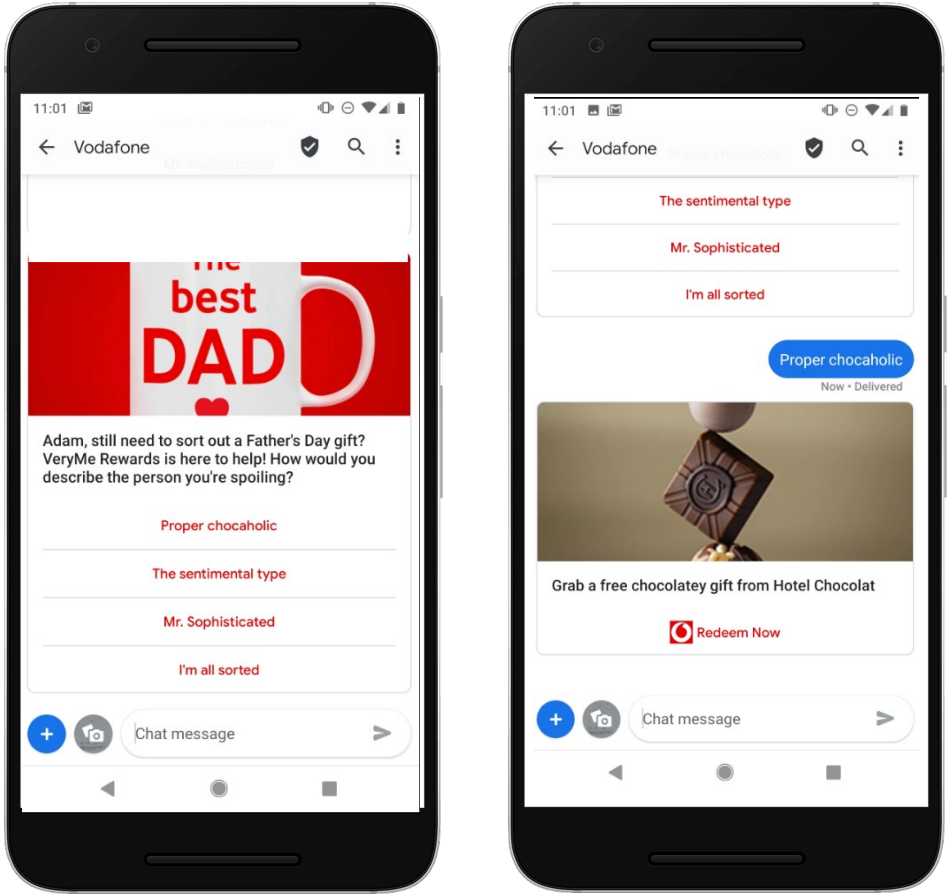
Metrics

Delivered: 97%

Read: 78%

Engagement: 26%

Vodafone: Fathers Day Offer



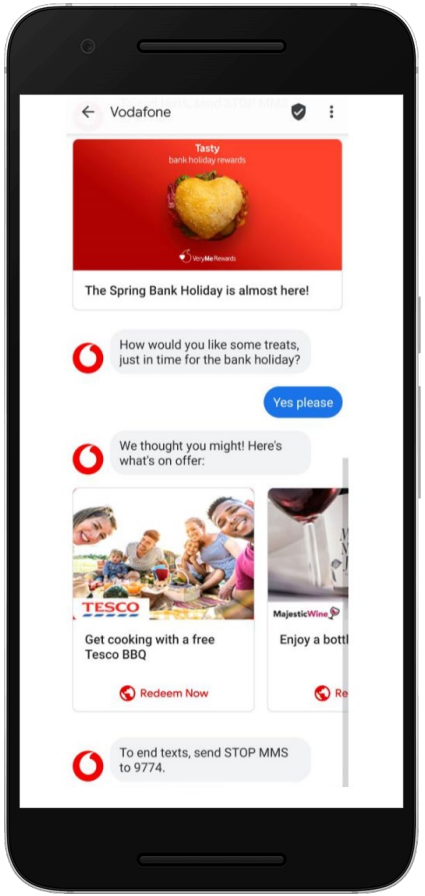
Metrics

Delivered: 98%

Read: 74%

Engagement: 17%

RCS vs MMS vs SMS

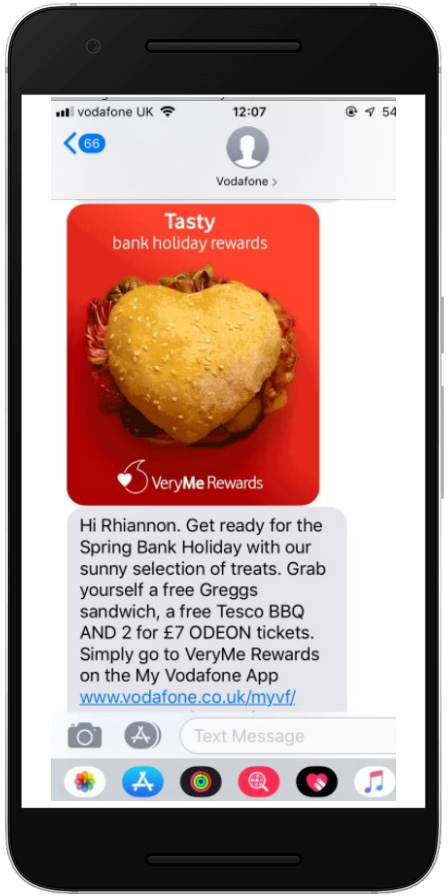


RCS

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

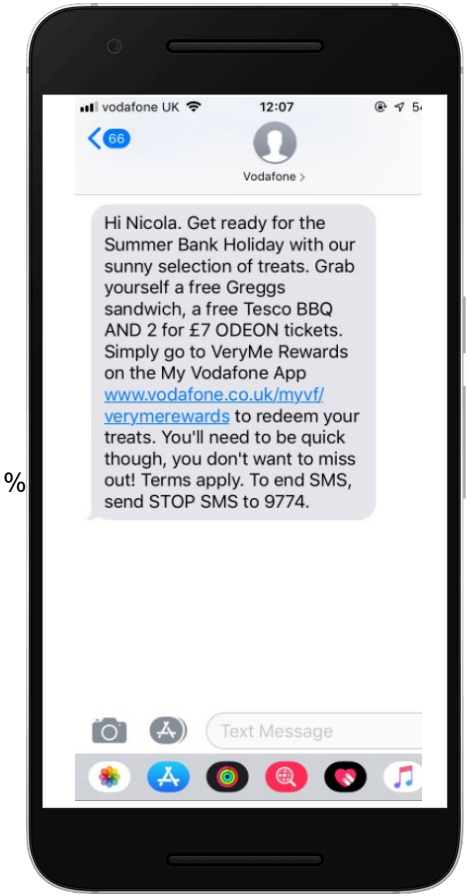
MMS

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



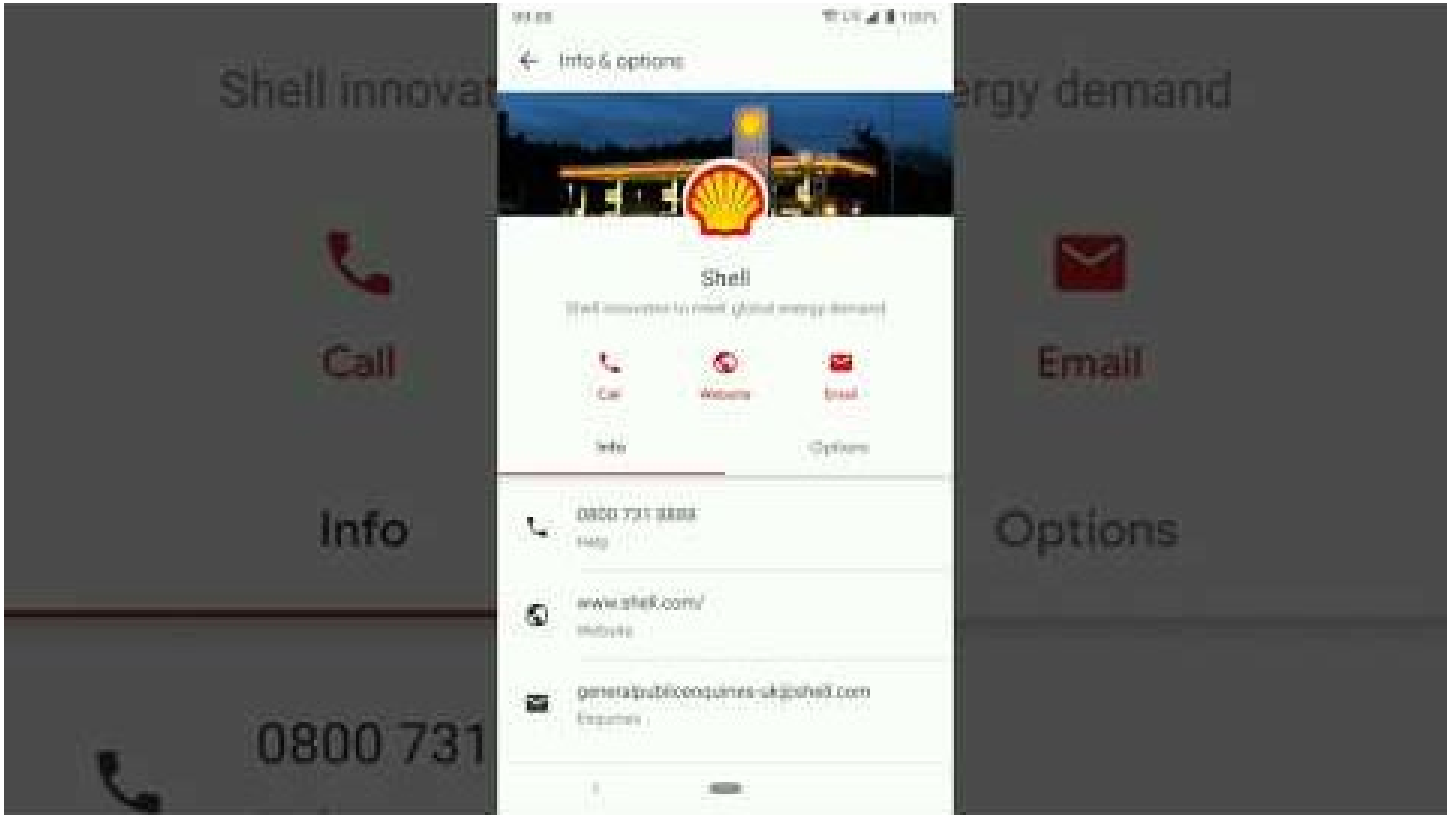
SMS

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

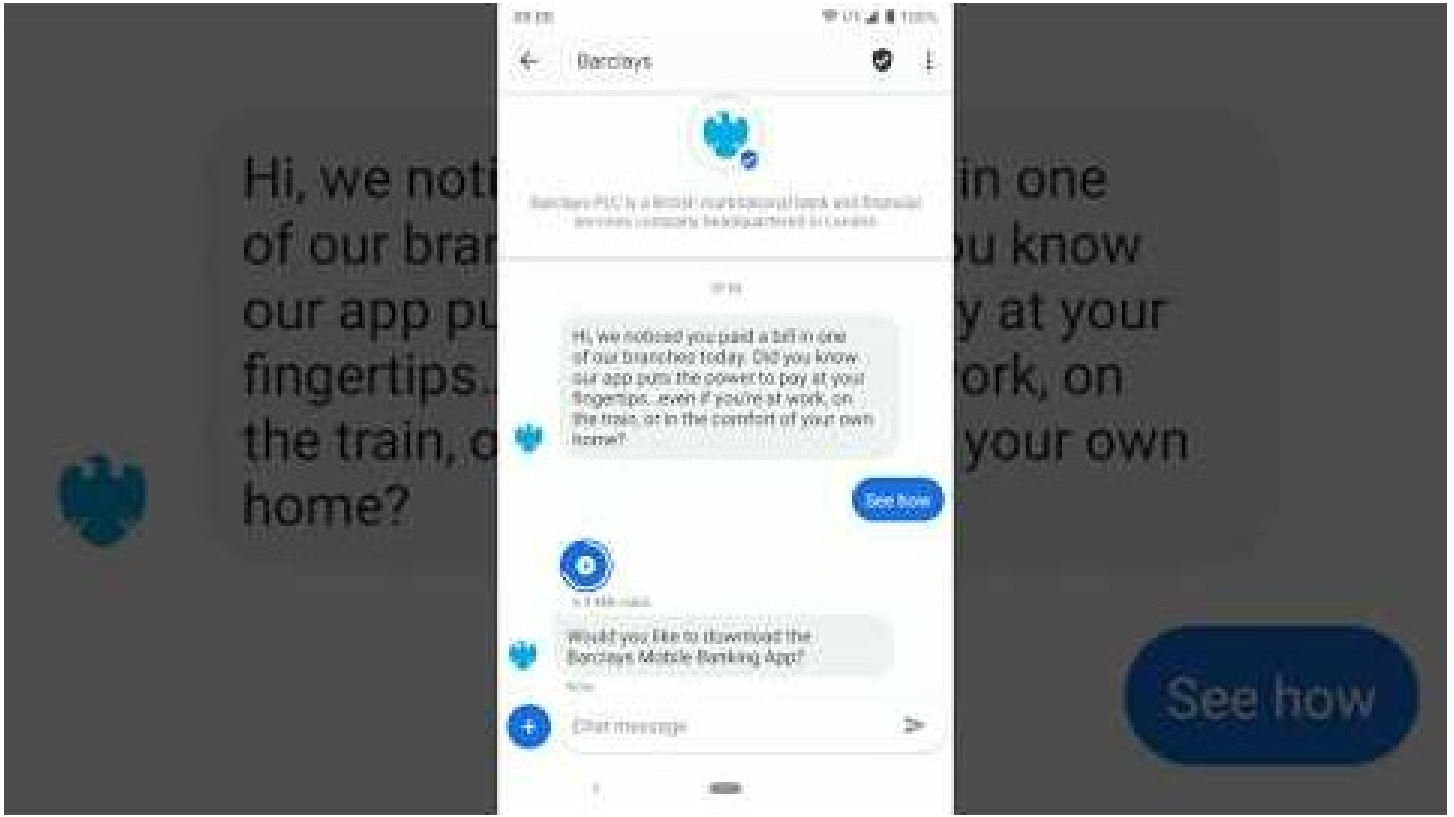


Demos

MWC 2019


Shell innovat
ergy demand
Call
Email
Info
Options
0800 731
Info & options
Shell
Call
Website
Email
Info
Options
0800 731 8888
Help
www.shell.com/
Website
generalpubliccomquiries-uk@shell.com
Enquiries

MWC 2018


Hi, we noti
of our brar
our app pu
fingertips.
the train, o
home?
Barclays
Hi, We noticed you paid a bill in one of our branches today. Did you know our app puts the power to pay at your fingertips...even if you're at work, on the train, or in the comfort of your own home?
See how
Would you like to download the Barclays Mobile Banking App?
Chat message
in one
u know
y at your
ork, on
your own
See how

Thank you

Sivacharan Bandi

Product Manager - IMIconnect

sivacharan.b@imimobile.com

+44-7500661610