

JUMPSTARTING RCS ECOSYSTEM IN AFRICA

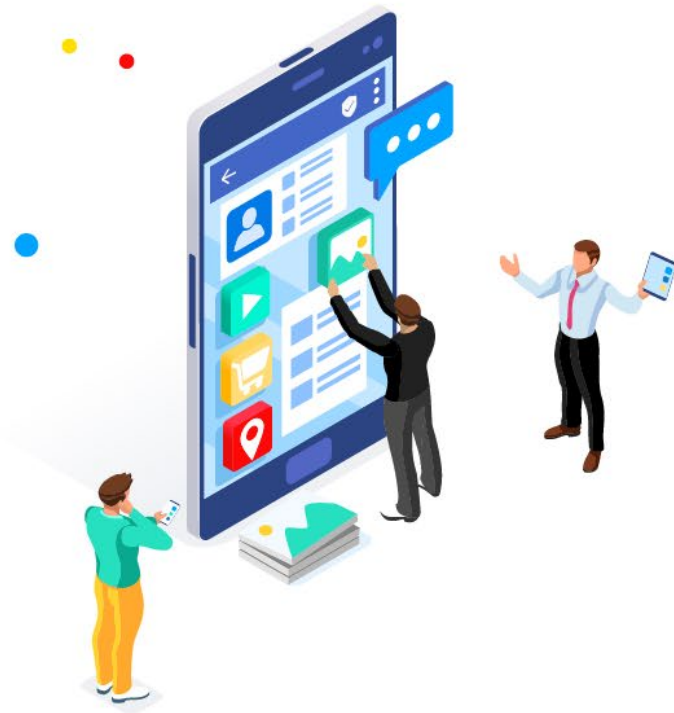
SURINDER ANAND

November 2019



Reimagining **Messaging & Voice** in the data era

We're Kirusa, global leader in communication solutions over data networks.



RCS

EVOLUTION OF SMS

Implement the future of messaging to improve customer engagement on consumer's native messaging app.

HURDLES

FOR RCS ADOPTION



Hurdles for RCS adoption

- While many carriers have launched RCS, there are **many more that are yet to launch**
- **Interoperability** and **interconnection** continues to be a challenge
- **Apple has not shown interest** in supporting RCS
- Many users have to take explicit action to enable RCS, even on **devices that are RCS capable**
- **Lack** of a **uniformity** on the **name** of the service
- **Uncertainty** on the **pricing** of RCS
- **OTT** messaging services such **have a larger reach** in Africa today and are competing with RCS for IP Messaging traffic

Hurdle: Multiple Names

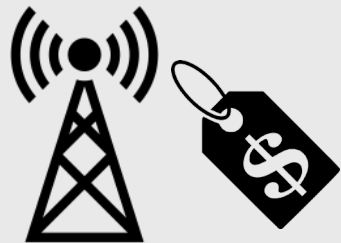


Carriers using different names for RCS capabilities

- Orange: **Chat Messages**
- Vodafone UK: **Vodafone Messages+**
- AT&T, T-Mobile, Bell Canada: **Advanced Messaging**
- Jio: Part of **JioCall** app
- Telenor: **SMS+**
- 3 UK: **Enhanced Chat**
- Telstra: **Telstra Messaging**



Hurdle: Uncertainty about pricing



Uncertainty Pricing for Consumers

- Some carriers charge SMS/MMS fee; free to receive
- Others charge for **data**
 - Users **charged for receiving** messages (including A2P)
 - Likely to be acceptable to users
 - OTT Messaging services are charged in this manner
 - Even then, they are perceived as “free”

COMMON NAME



Entire RCS ecosystem will benefit from use of a common name that all carriers adopt

RCS

SMS+

Rich SMS

INCREASING AWARENESS

AMONGST CONSUMERS & BRANDS



Increasing Awareness

- Important to get **LEADING BRANDS** on RCS
- Doing **WORKSHOPS** in the countries
- Making it EASY and FAST to **ONBOARD**
- Setting up on boarding processes with **BUSINESS VERIFICATION**
- **EDUCATING** and getting **DEVELOPERS** on board
- Showcasing the power of RCS with **CARRIER SERVICES**

UPGRADING CARRIER SERVICES TO RCS





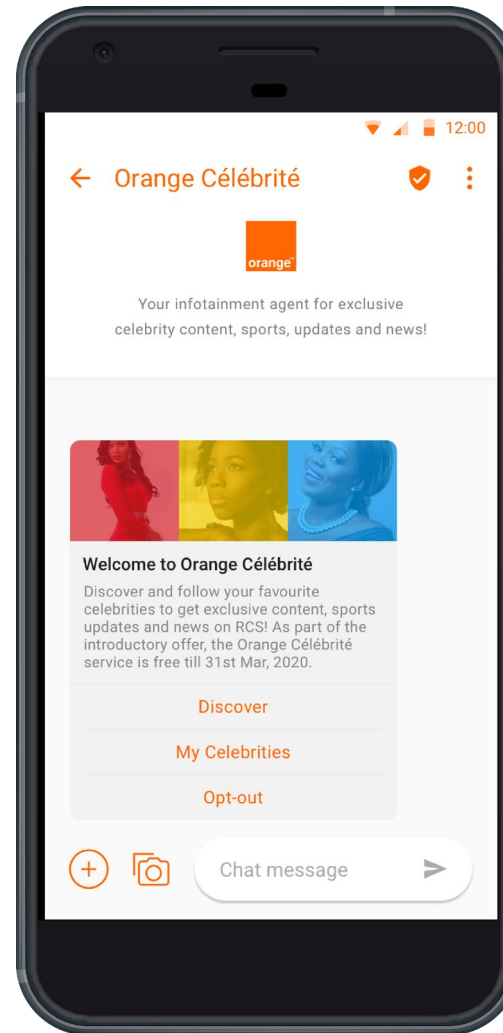
RCS for Better Content Discovery

Orange Célébrité is an exclusive celebrity-fan engagement service which brings celebrities and fans together. Orange partnered with Kirusa to offer it's Orange Célébrité using RCS. Through RCS, Orange enhances the overall customer experience and satisfaction.

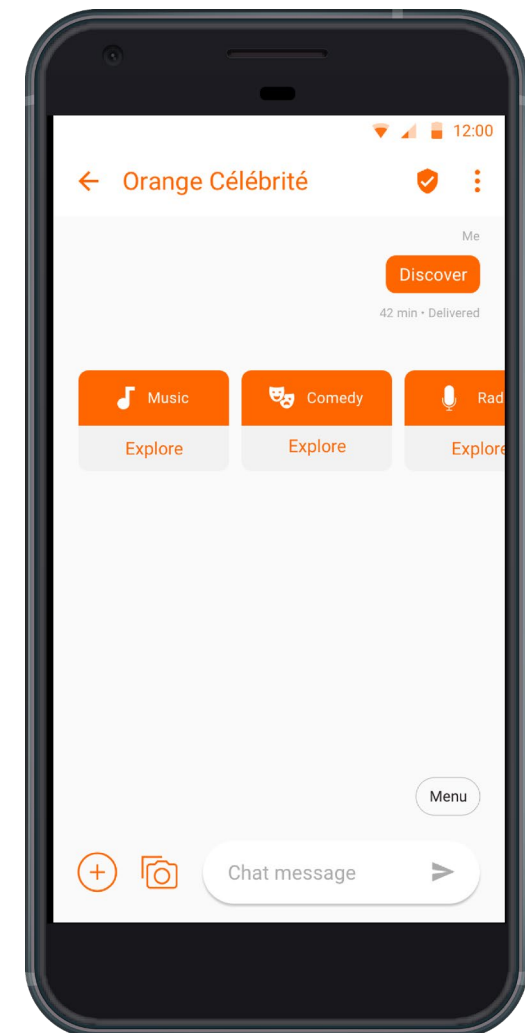
Orange Célébrité

- ✓ Discover & Explore
- ✓ Engage with your Favorite Celebrities
- ✓ Get Exclusive Updates

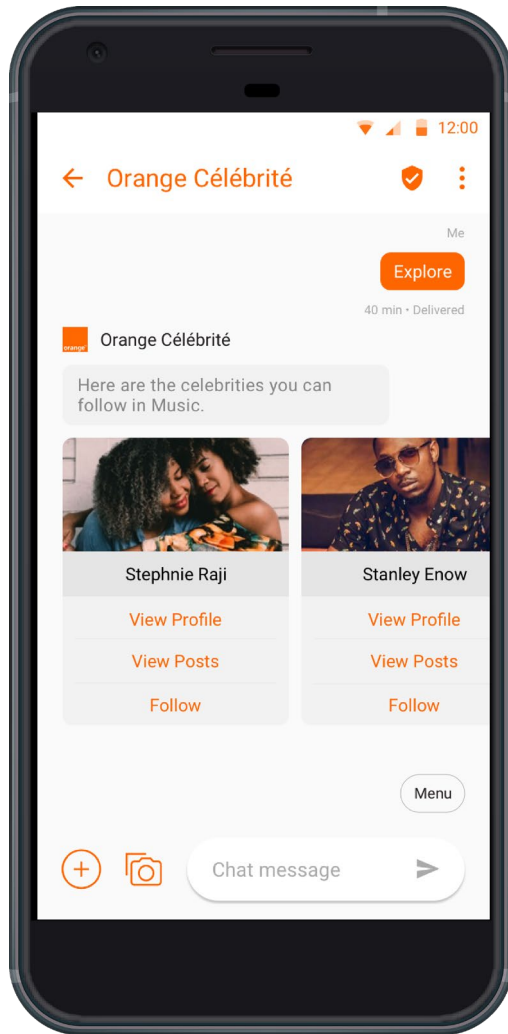
All in the native messaging app



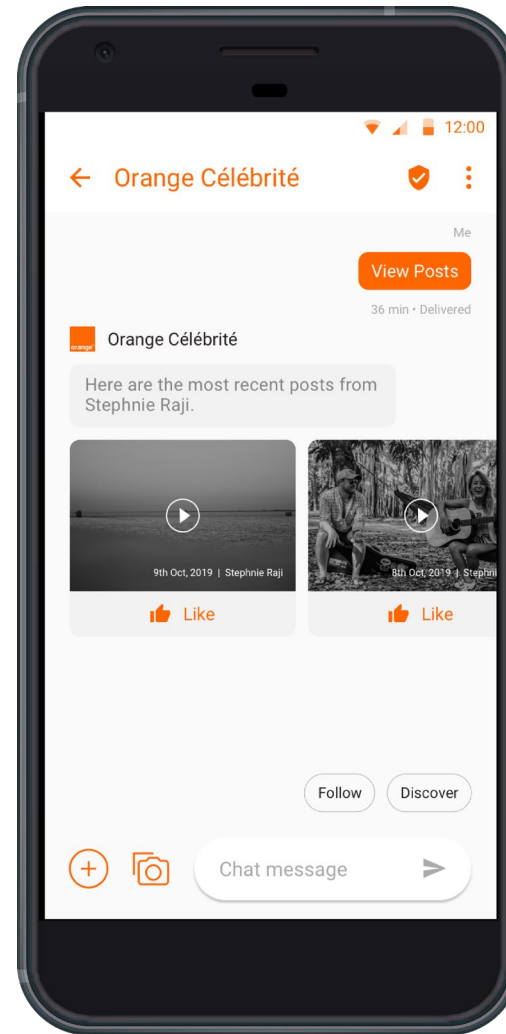
Get started with Orange Célébrité using RCS



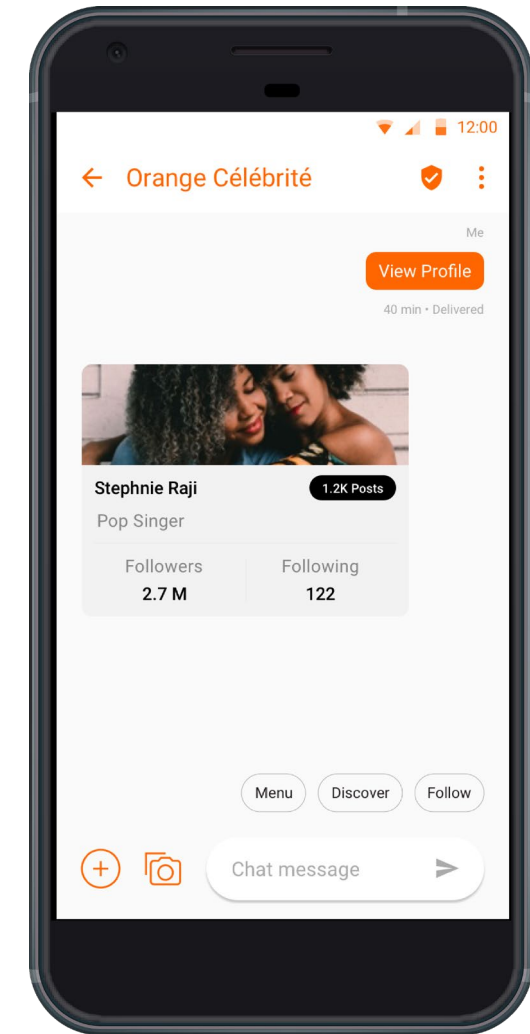
Explore content across multiple categories (music, radio, comedy, etc.)



Explore your favorite celebrities in your preferred category



Watch and like the latest videos updates



Get closer to your favorite celebrity

Demo Video

orangeTM



InstaVoice is leveraging RCS to deliver rich voicemail and missed call experience in the native messaging app.

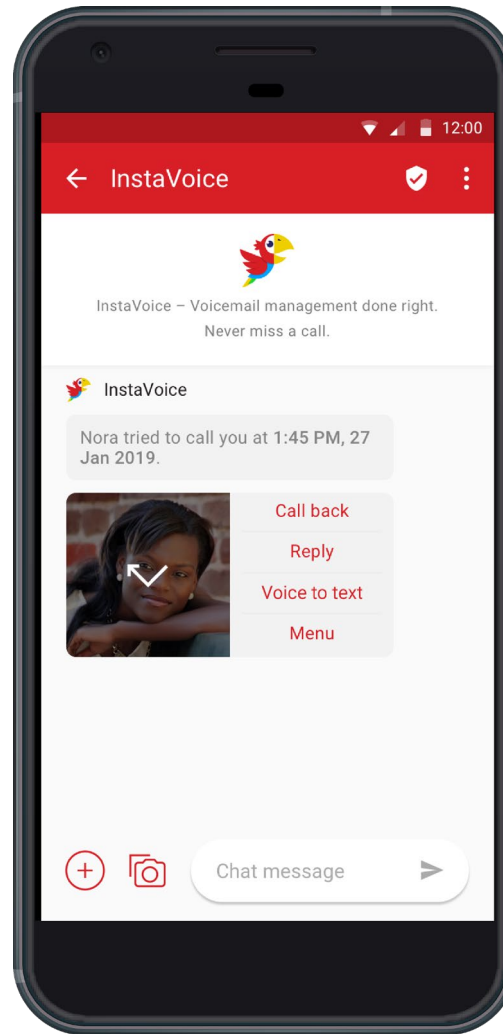
RCS for Voicemail and Missed Call Alerts



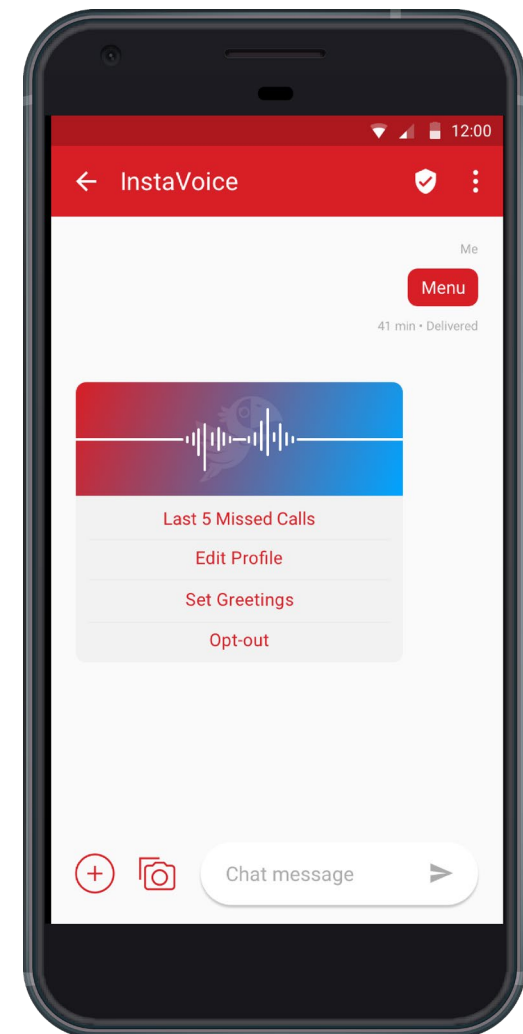
InstaVoice

- ✓ Play Voicemails
- ✓ Easily Transcribe Voicemails
- ✓ See Missed Calls
- ✓ See Custom Greetings

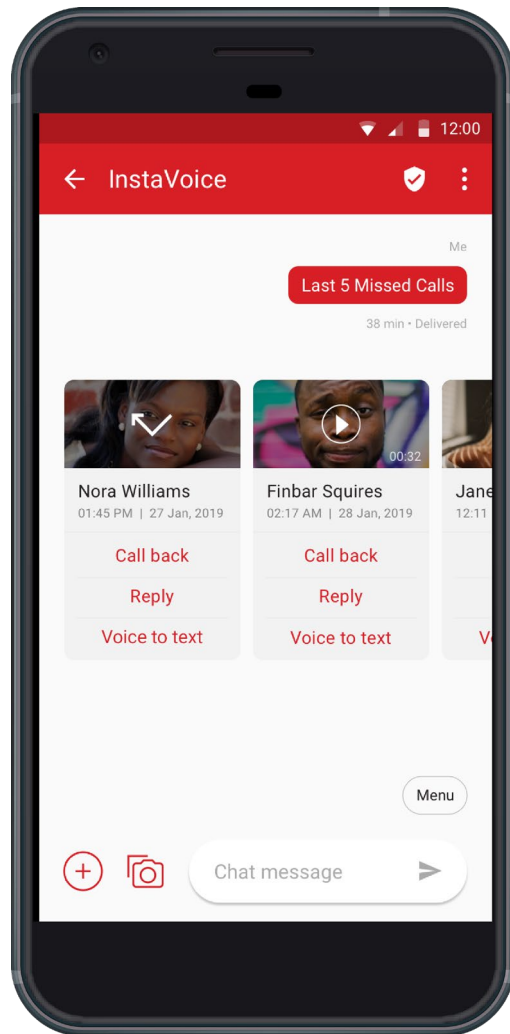
Get Voicemails in the native messaging app



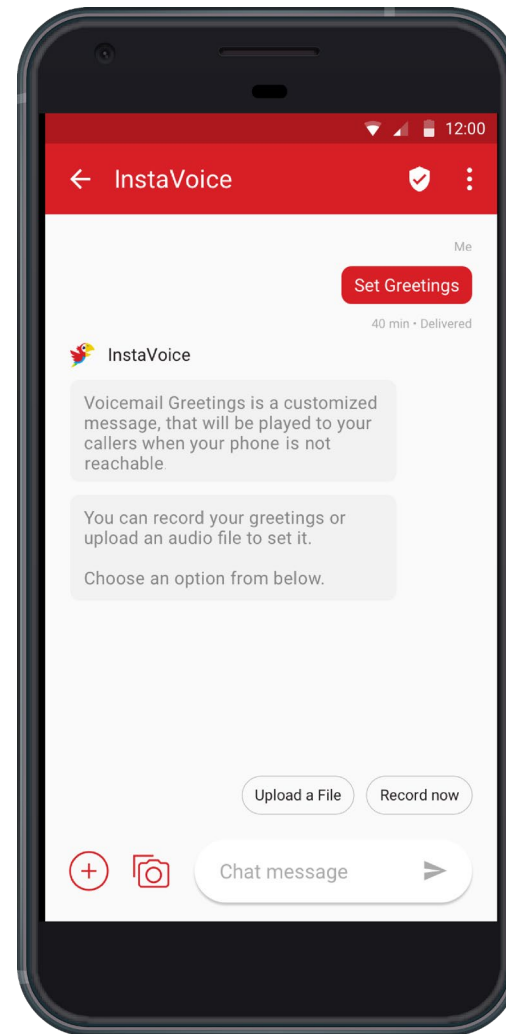
Receive and listen to voicemails



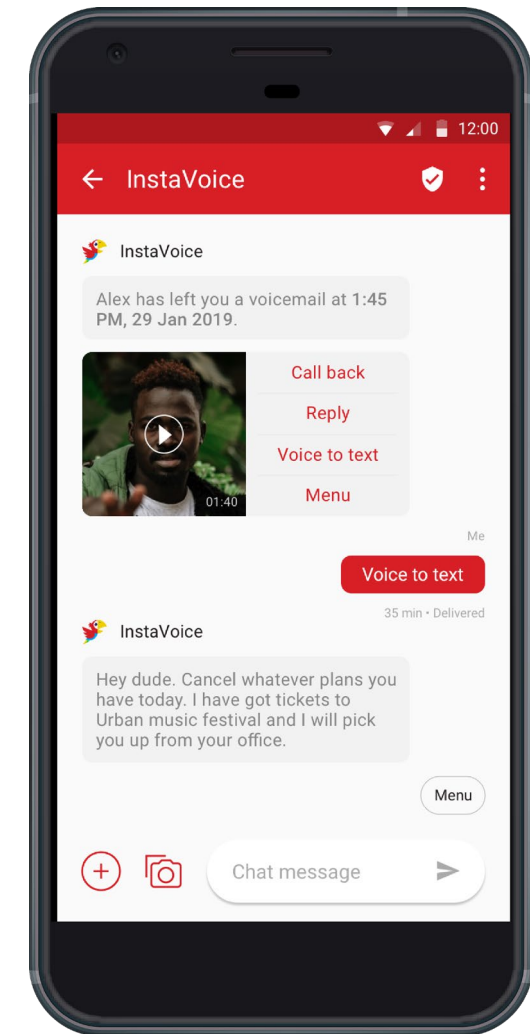
Explore your options



Check who tried to reach you



Personalize your voicemail greetings



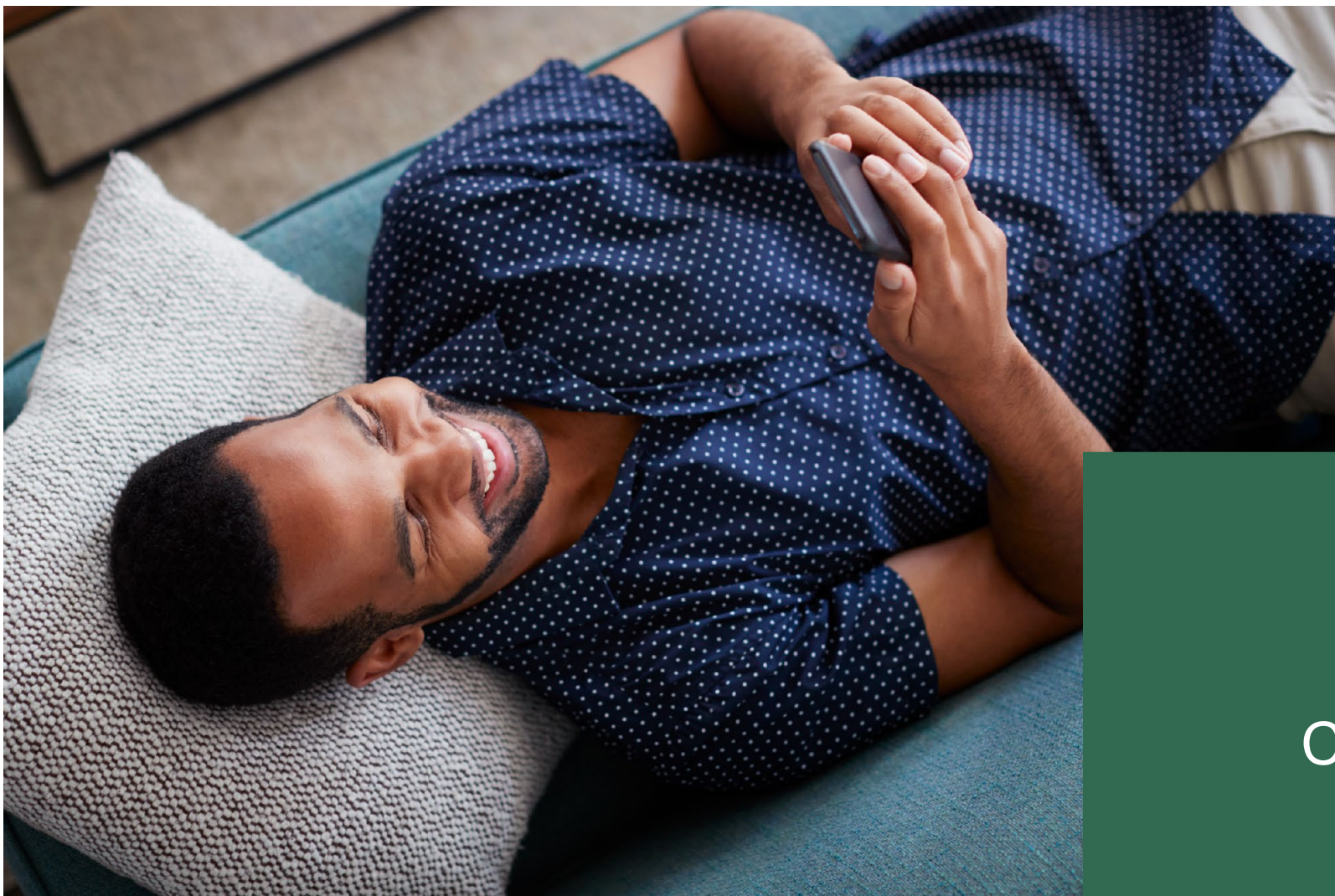
Transcribe your voicemails

Demo Video



InstaVoice





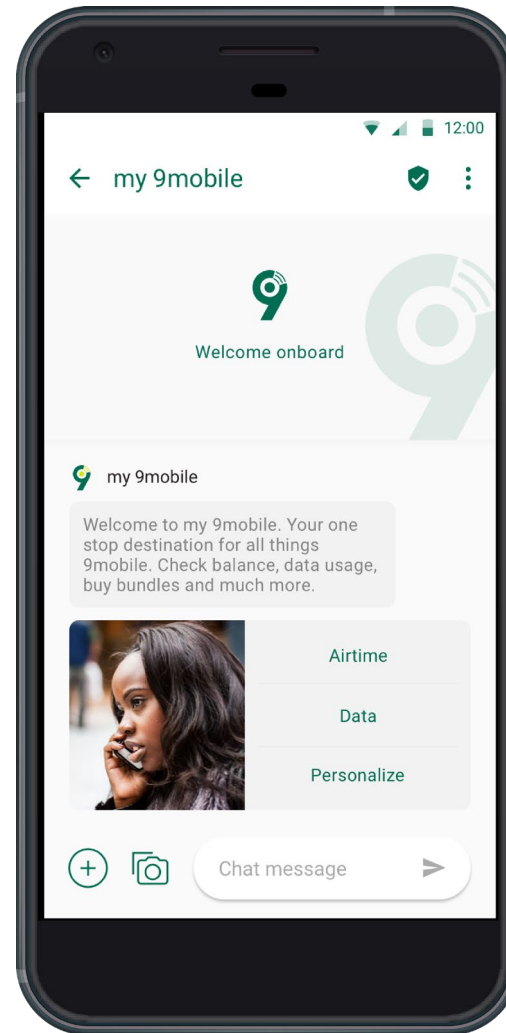
9 Mobile uses RCS to upgrade its customer care with an interactive chatbot.

RCS for Customer Care

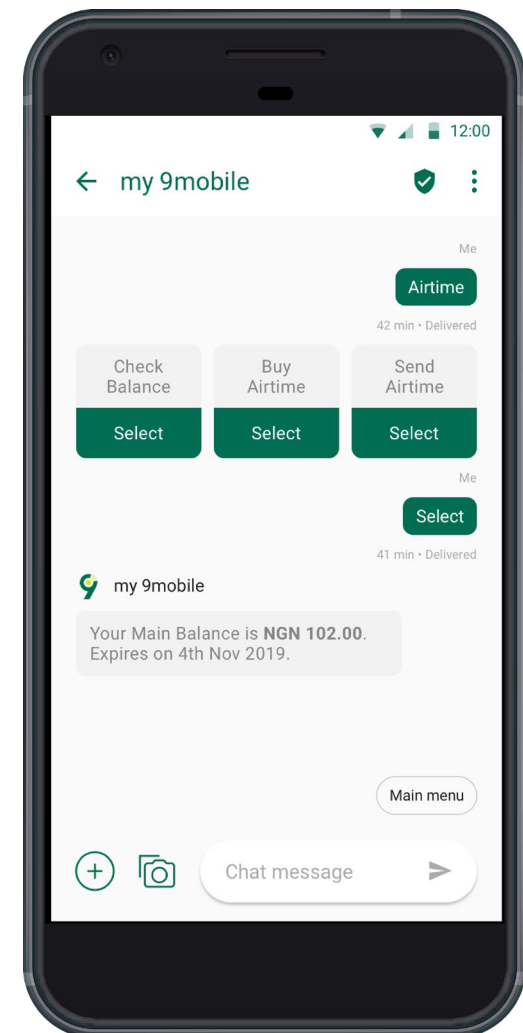
my 9mobile

- ✓ Check airtime and data balance
- ✓ Explore data plans
- ✓ Buy airtime and data plans

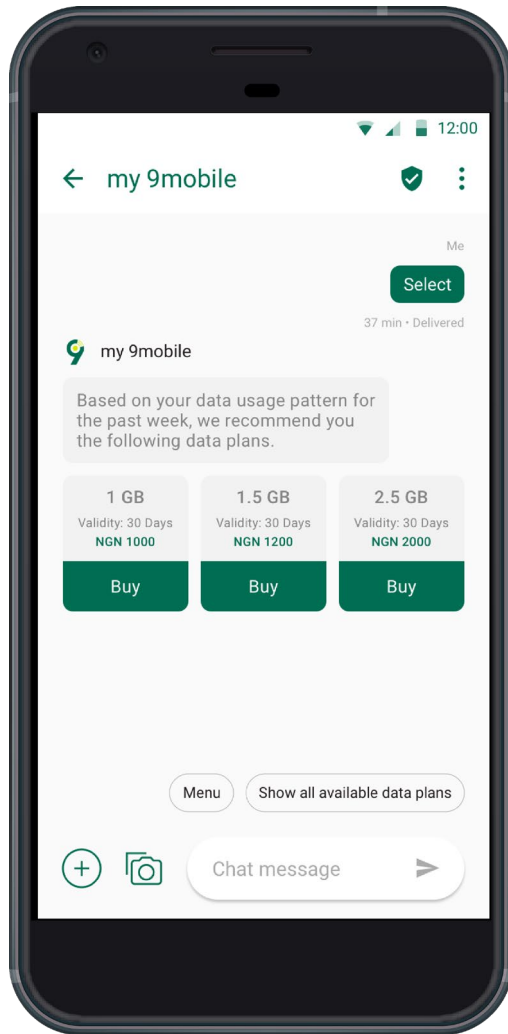
All in the native messaging app



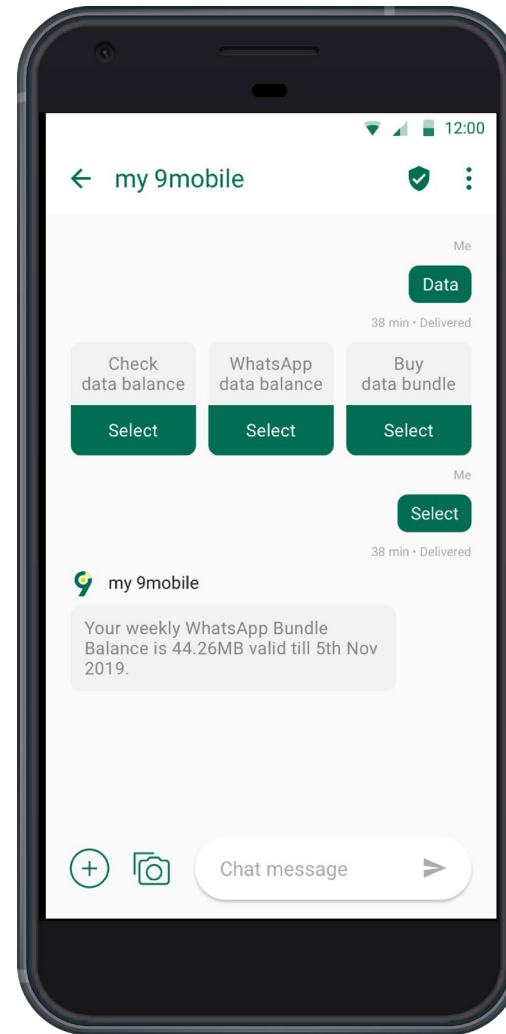
Get started with my 9mobile customer care



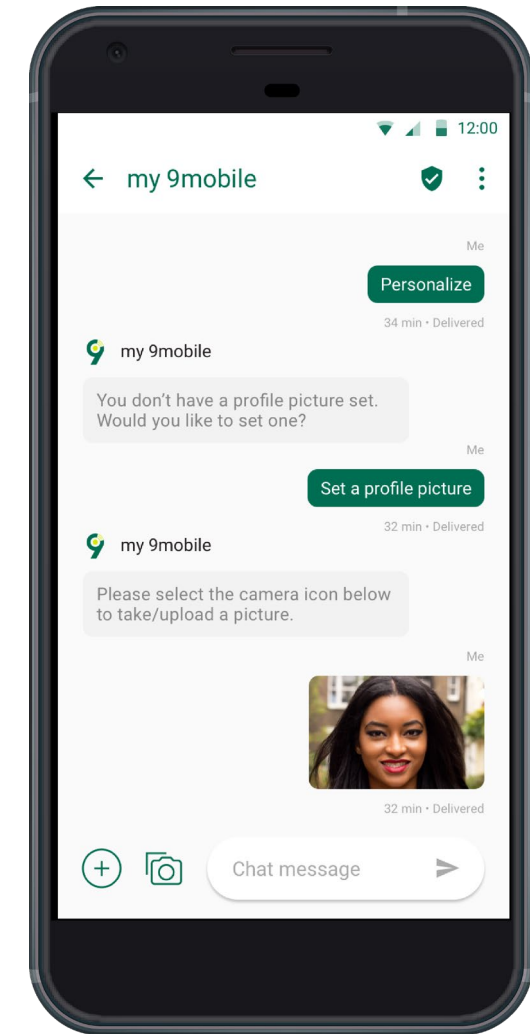
Explore your options



Buy data plans



Check airtime balance





Personalize your profile

Demo Video



The Kirusa Advantage





With extensive knowledge and expertise in RCS, Kirusa can help both carriers and brands conceive, develop and execute their RCS Business Messaging strategy

Help carrier integrate RCS into their network

Implement tools and processes to help carriers monetize from RCS ecosystem

Help carriers onboard brands and enterprises to offer RCS Business Messaging

Design and implement rich conversational experiences with RCS Chatbots

Integrate with existing applications (CRM, Billing, Payments)

Reporting dashboard to gain meaningful insights

Thank you!

