

RCS Business Messaging

- How to fit into real business scenarios



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CTO

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Confidential

2019, dawn of “RCS Business Messaging” in Japan

“+message” is Japan’s brand name for GSMA standard “RCS” with which end-users can send movie, picture, stamps, texts among handsets. Its’ business messaging upgrade - “+message Biz” has started in 2019. It is followed by 2020 - “5G” service. Users’ rich communication infrastructure is evolving drastically.

New way of communication – RCS – is there in our fingertips.



+message Biz - 5G capable tool to enable rich communication only by phone numbers

Company Account

Company account is easily recognizable as a company's account by having rectangle icon (c.f. end users are circle icon) with company name.



Verified Sender

Spoofing is technically avoided by company account verification

Text Message

Rich Feeds

Variety of representation of image, movie, voice, coupon using the rich card and carousels

QR code

QR codes for individual recipients can be utilized to provide per-end user services

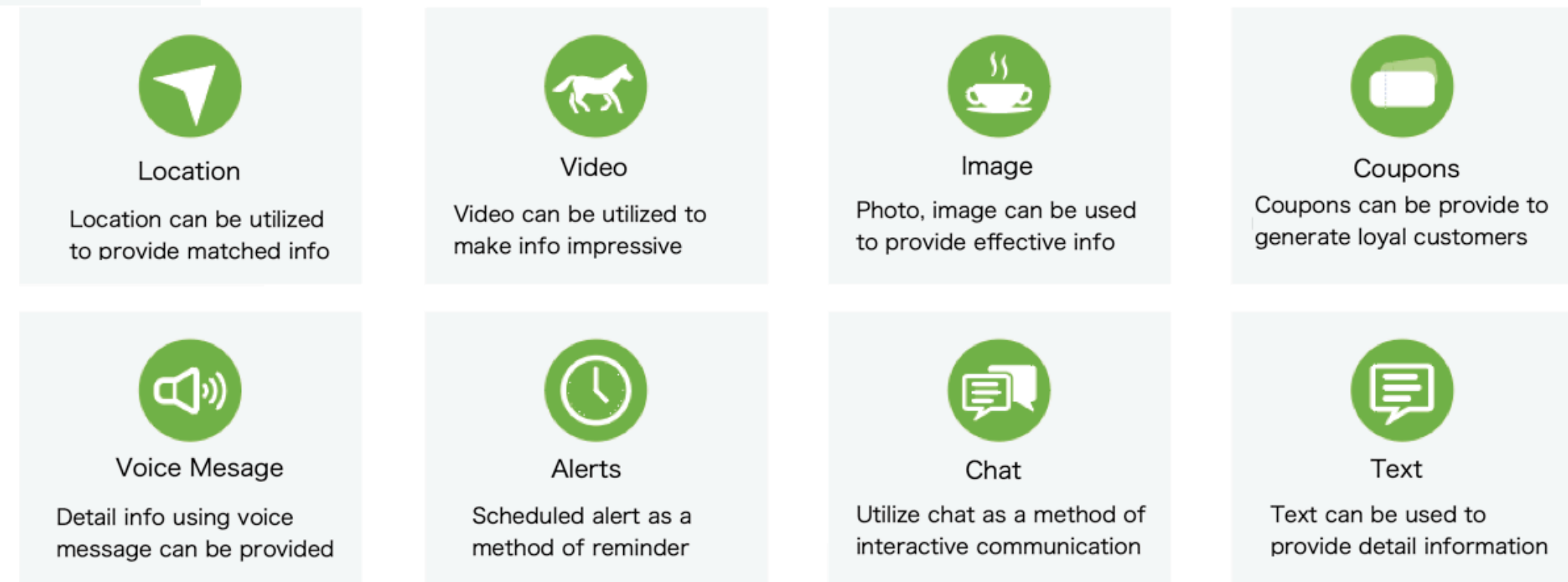
2-way communication

2-way communication fully utilizable such as chat with human agents or auto-reply scenario using chatbots

+message is a service led by 3 MNOs, KDDI, Docomo, and SoftBank, compliant with the global standardized RCS (Rich Communication Service).

Rich content such as video and audio, images and stamps, messages of up to 2,730 characters, etc. can be sent and received with the phone number as the destination.

P2P service started from 2018 in Japan. Business Messaging started in 2019 in Japan.



Business Messaging service started in 2019 in Japan

Whole-new user communication platform

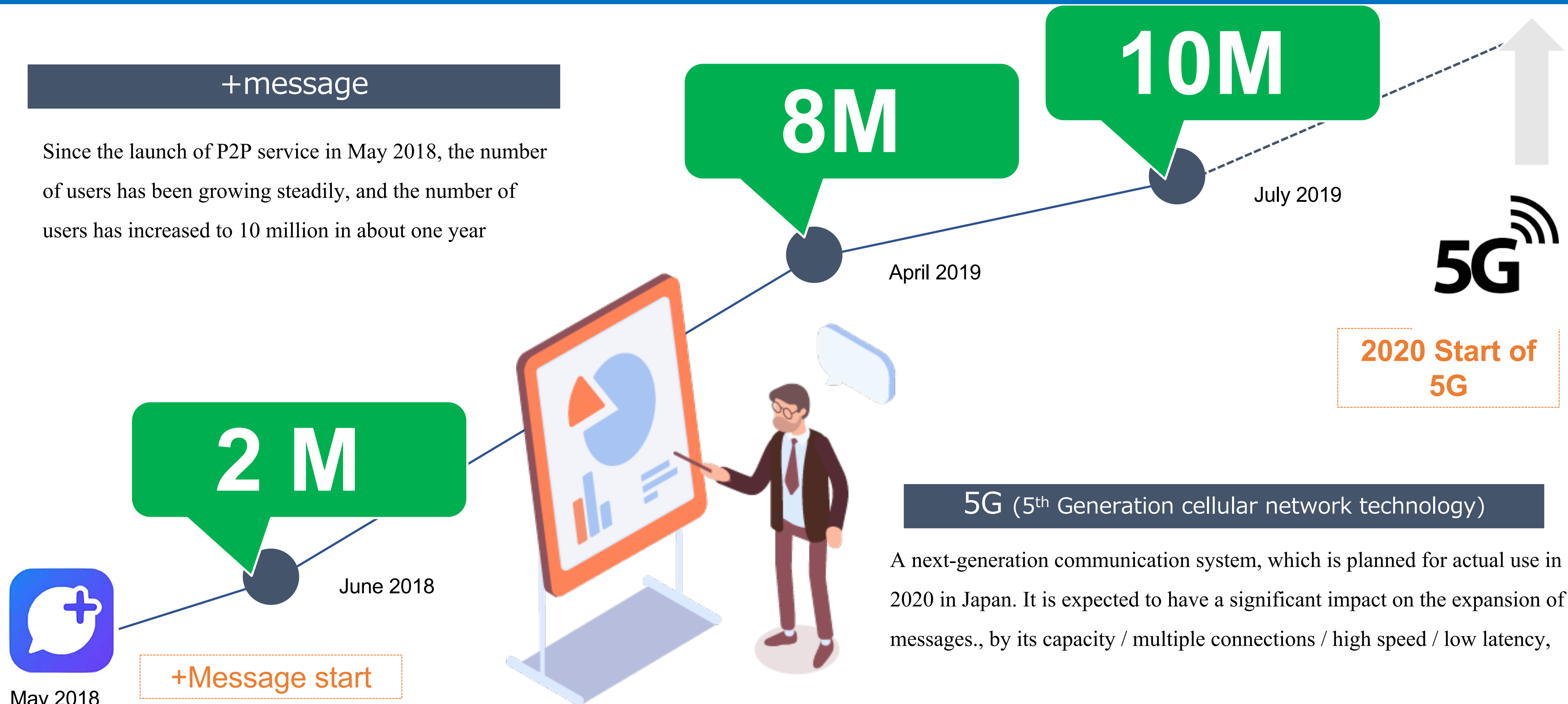
Companies–Users engagement strengthened by
sending & receiving impressive messages
using its rich communication features



Steady increase of +message users in Japan

+message

Since the launch of P2P service in May 2018, the number of users has been growing steadily, and the number of users has increased to 10 million in about one year



2020 Start of 5G

5G (5th Generation cellular network technology)

A next-generation communication system, which is planned for actual use in on 2020 in Japan. It is expected to have a significant impact on the expansion of messages., by its capacity / multiple connections / high speed / low latency,

Pre-installation on the device in progress, Expected to expand after spread of 5G devices

KDDI / Docomo / SoftBank

Android



Pre-installation in Android devices
released by KDDI / Docomo / SoftBank
released after May 2018

Available in Google Play

iOS



“+message” app positioned
as “recommended”

Available in App Store



MVNO

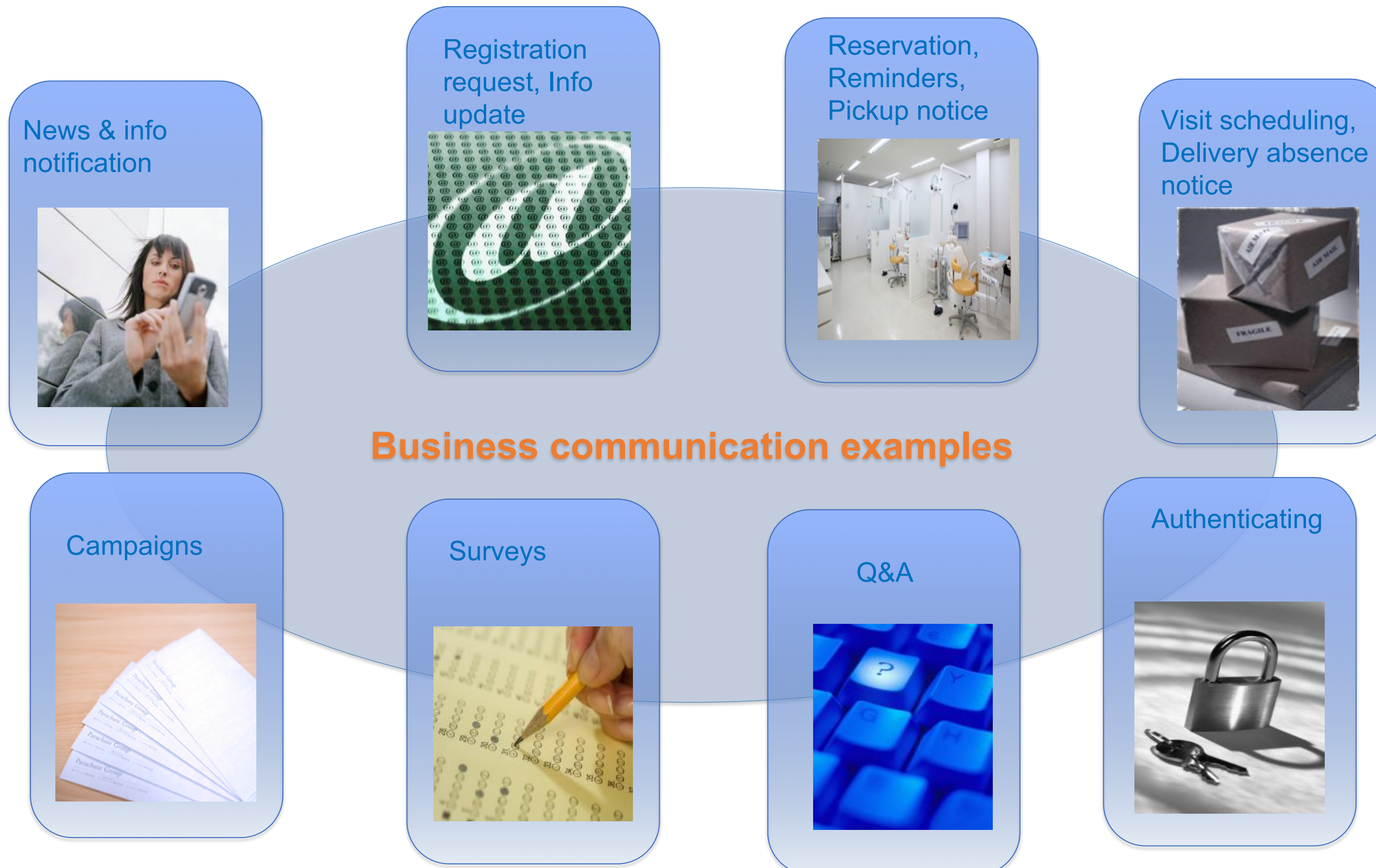


Currently MVNO are not supported, but fallback SMS
can be delivered to MVNO devices by determining
carrier when sending messages

Business messaging scenarios and RCS values



What communications are companies doing?



Companies doing many kinds of communication with customers

Characteristics of corporate messaging

Corporate messaging has its own
requirement

- Trust
- Coverage
- Interactiveness

RCS – providing whole new set of values



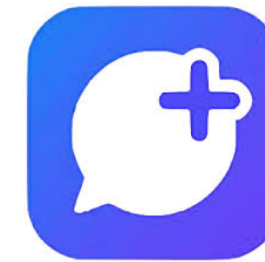
Notice / OTP



Phone number sender id
or Alpha sender Id

70 characters (UCS2)

Delivery Receipt



Campaign / Promotion / Visual
guidance



Company Name Display

Logo Display

Verified Mark

Rich Content

2-way

UX

Delivery Receipt

Read Receipt

Trust

Rich,
interactive

Analysis

Characteristics of corporate messaging

Looking at corporate messaging needs

- Trust
- Coverage
- Interactiveness



Using
RCS
satisfies
these

In corporate messaging, especially

Trust is the key

Spoofing mail – not in RCS

Spoof mail – which pretends to be Bank/EC site and urge users to go to malicious website - headache of current messaging system

概要

5月初旬より、SMS (ショートメッセージサービス) を利用したフィッシングサイトへ誘導する手口が確認されています。今後、他の金融機関などのインターネットバンキングにおいても同様の事象が発生する可能性があります。ため、注意喚起いたします。

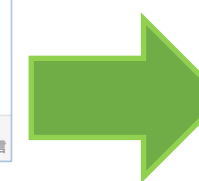
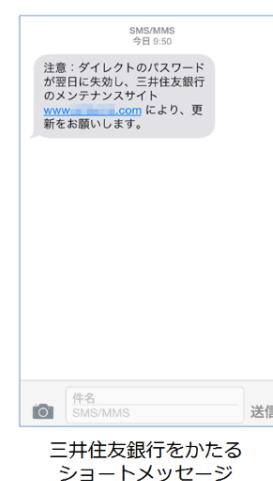
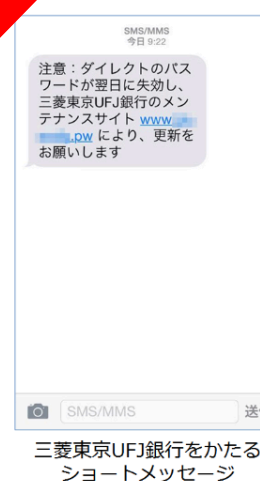
詳細内容

ユーザが受信したメッセージには、銀行のフィッシングサイトへ誘導する内容が記載されています。また、メッセージに添付されているリンクをクリックするとログイン ID やパスワードの入力を行うと情報が窃取され、銀行口座に不正にアクセスされる可能性があります。そのため、フィッシングサイトへはアクセスしないよう注意してください。

・6月16日 14:00 現在、三井住友銀行、三菱東京UFJ銀行をかたるSMSが送信されています。

三井住友銀行、三菱東京UFJ銀行ではログインパスワード変更を促すメッセージを送信しています。メッセージに添付されているリンクをクリックすると、情報が窃取され、銀行口座に不正にアクセスされる可能性があります。そのため、フィッシングサイトへはアクセスしないよう注意してください。

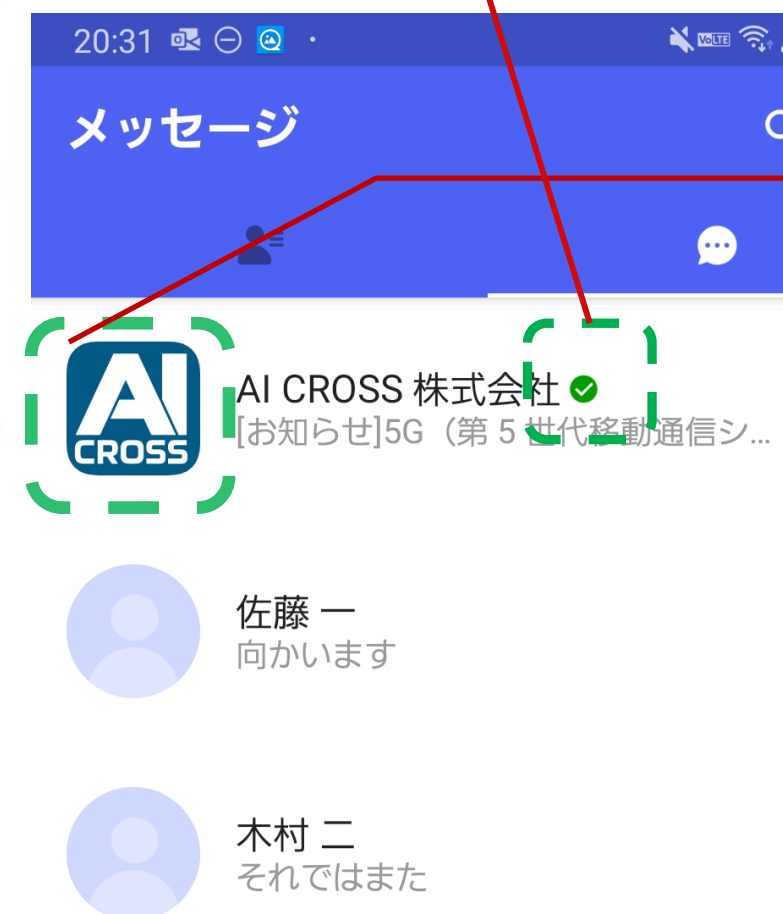
メール本文



Spoofing technically prevented in RCS

Fig: Website that warns about spoof mail

Spoofing "Prevented By design"



Verified Mark (Proof of account)

Verified mark given only to the account confirmed by the carriers that the company account holder is valid.

Company account visually recognizable

Approved company accounts are displayed with "SQUARE" icon.

End-user icons are "ROUND".

Difference is apparent, easily recognizable by users.

Trust

- Verified mark
- Easy opt-out
- Carrier's policy

Coverage

- SMS fallback provides the coverage

Interactiveness

- Read receipts
- Chatbots

Usage patterns



2 patterns Use “Closed account” only Use “Directory”

Use closed account as an announcement tool for existing users



Information channel for existing customers

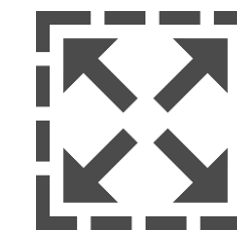
Provide personalized information and service updates, take inquiry from existing customers

USAGE EXAMPLE :

Reservation status notification, point acquisition status confirmation, various history confirmation, etc.



Use "Directory" for promoting service



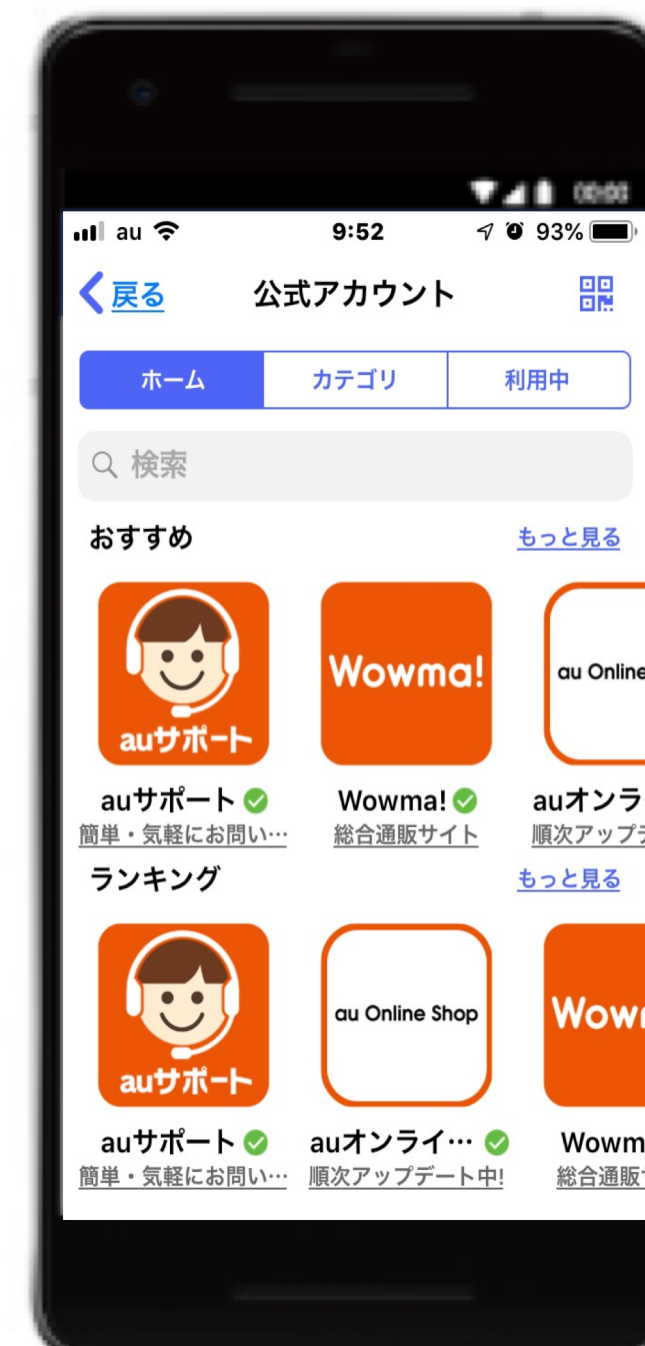
Promote the service for new users

Publish to official account list

New users can add the account from the list. Widely recognized by non-existing users.

USAGE EXAMPLE :

New product / service sales launch guidance, open campaign, event announcement, etc.



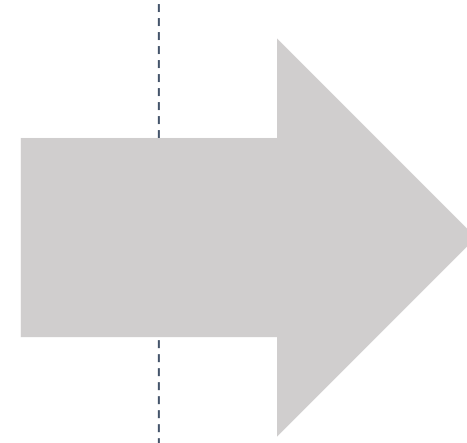
Delivery methods

1) Deliver messages to company's phone number list



Opt-in List :

Leverage the users' list that companies already have. This list should have opt-in pre-acquired.



1st message is displayed on the top screen

For the users who cannot receive RCS, send SMS

2) Deliver messages to users who have subscribed to official accounts themselves

User-initiated opt-in



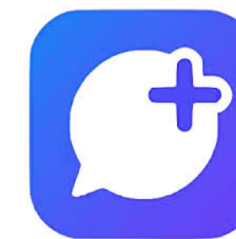
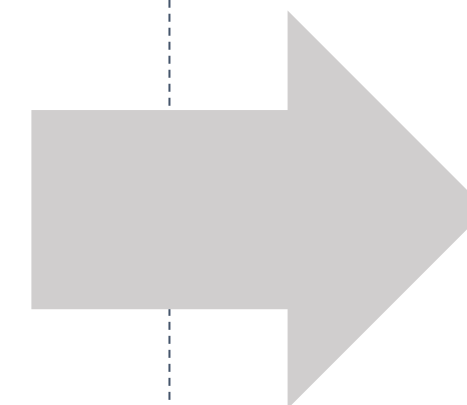
Search from the app

123

Search by clicking deep-link URL

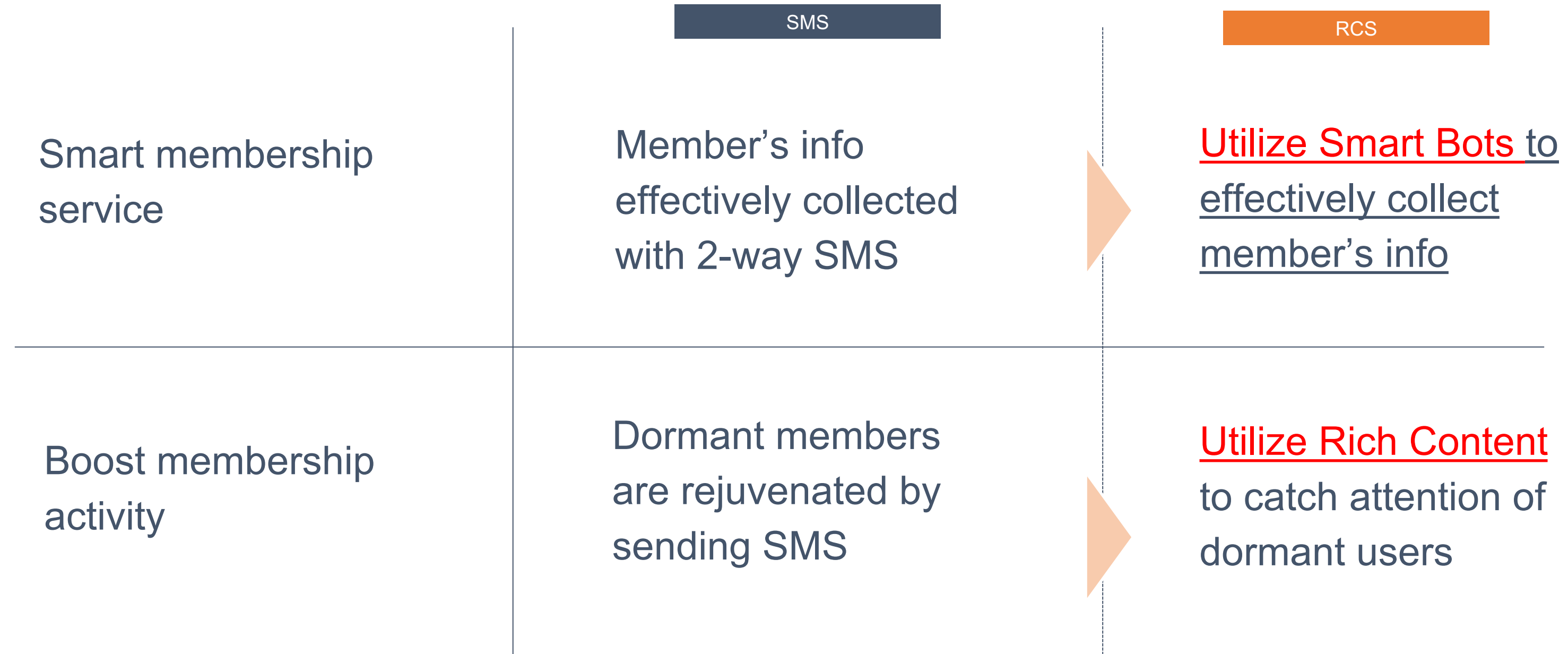


Search by QR code



Scenario patterns example

Smart Bot capability, Rich message capability, both provide value to the corporate scenario



Requirements to fit into real business scenarios

Coverage is questioned

- SMS fallback capability is needed

Customers have existing business processes

- Platform need to be flexible enough to accommodate customer's processes

Reporting has customer specific needs

- Platform need to be capable of providing scenario-specific report that customer wants

Customers are new to this

- Always need to stand close to customer's needs and provide consultation

RCS service



Using RCS satisfies corporate messaging needs

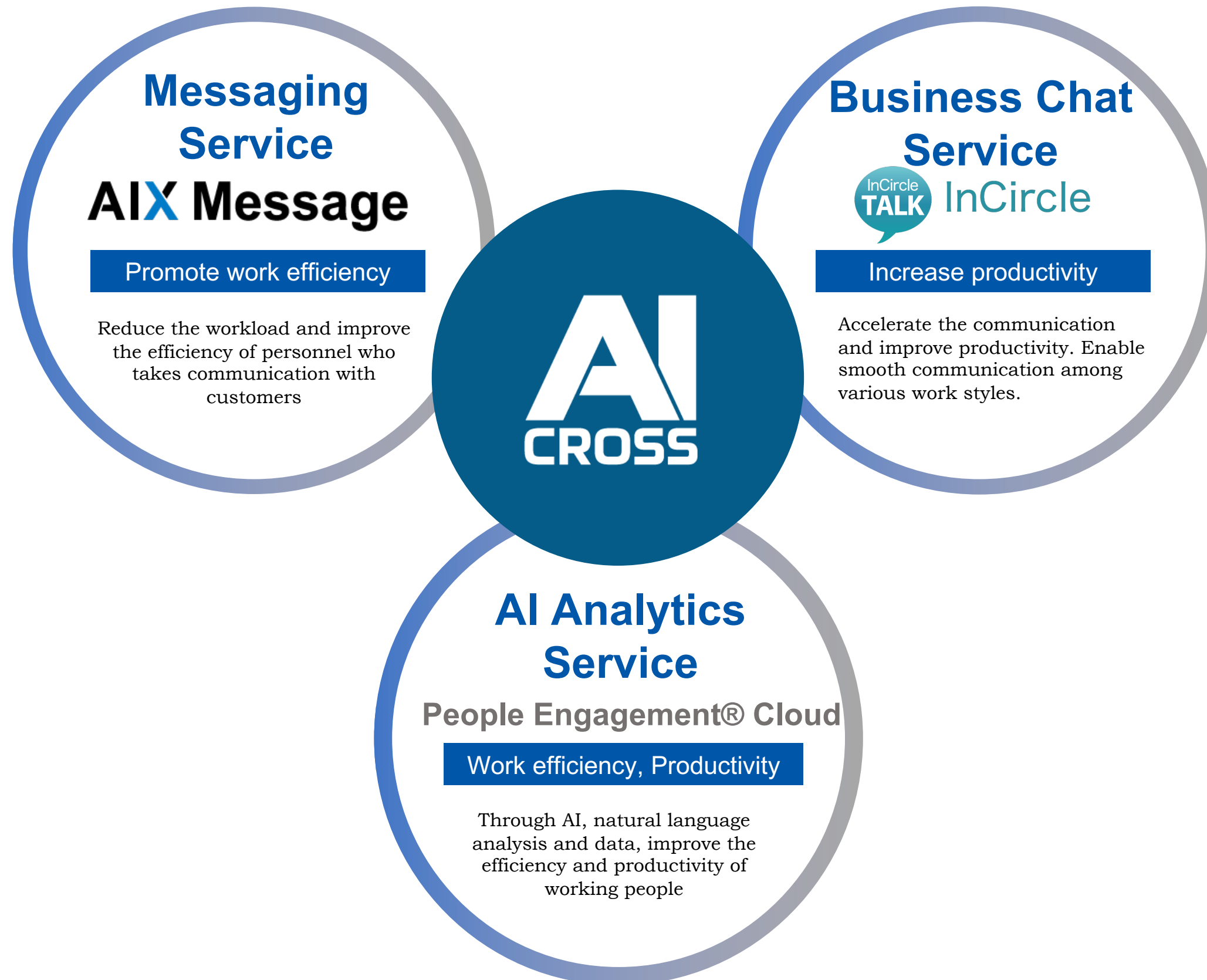
- Trust
- Coverage
- Interactiveness

Rise of Rich Communication

With 5G service commercially deployed next year, we expect rich messaging will even be closer to everybody's hands!



AI CROSS Inc. – “Smart Work, Smart Life” enabler



Smart Work, Smart Life

- Make business style smart by the power of technology -

From the time of foundation, AI CROSS has been working on business communication in two dimensions.

Business–Customer communication – SMS(1way/2way)/RCS

In-company communication – Business Chat

With the deep knowledge of many business communication patterns in Japan, we are now leveraging AI technology to realize smarter work.

We will bring the utmost work efficiency and flexible work style leveraging the most advanced technology, thereby realizing Smart Work for the company and Smart Life for the working people.

AI CROSS Inc. – “Smart Work, Smart Life” enabler



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