

RCS/RBM status in Japan



Biz Lab Tokyo 2019.



Ryokichi TAKAHASHI



Yumiko KANAYAMA

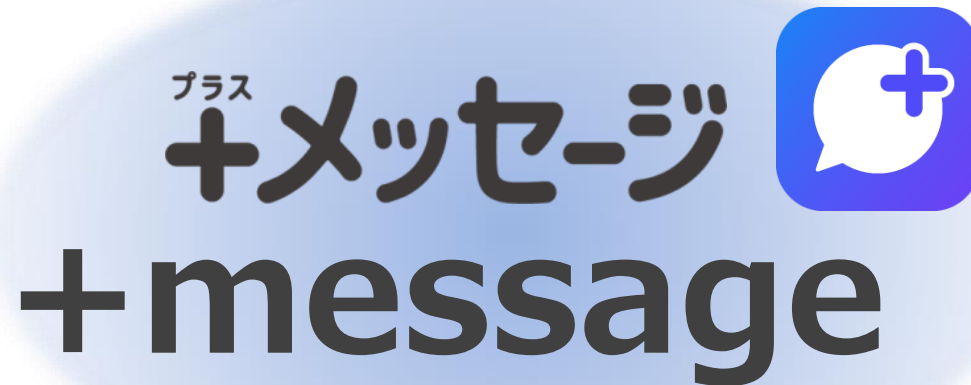


Junko ASAKURA

Part1 : Overview of P2P service.

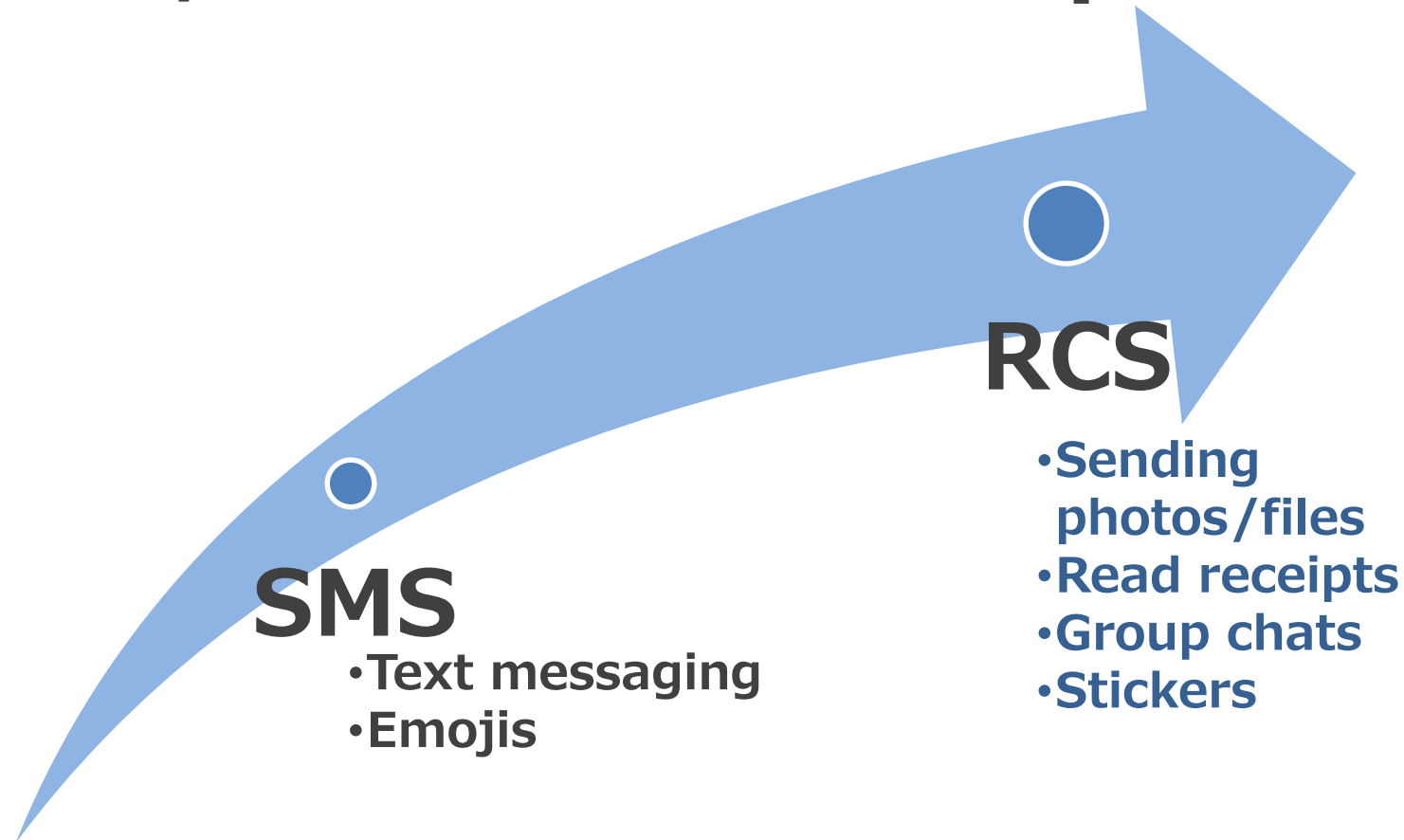
 SoftBank
Junko ASAKURA

RCS by 3 Japanese MNOs.
P2P service launched in May 2018.



= SoftBank

**SMS is convenient to send texts
using only phone numbers.
However, it is time for improvements.**



3 Japanese MNOs have own backend PFs, with 1) unified specifications, 2) unified service name, 3) unified UI/UX



1) unified specifications

→ adoption of GSMA RCS standards

2) unified service name

→ simple & easy to understand for customers

3) unified UI/UX

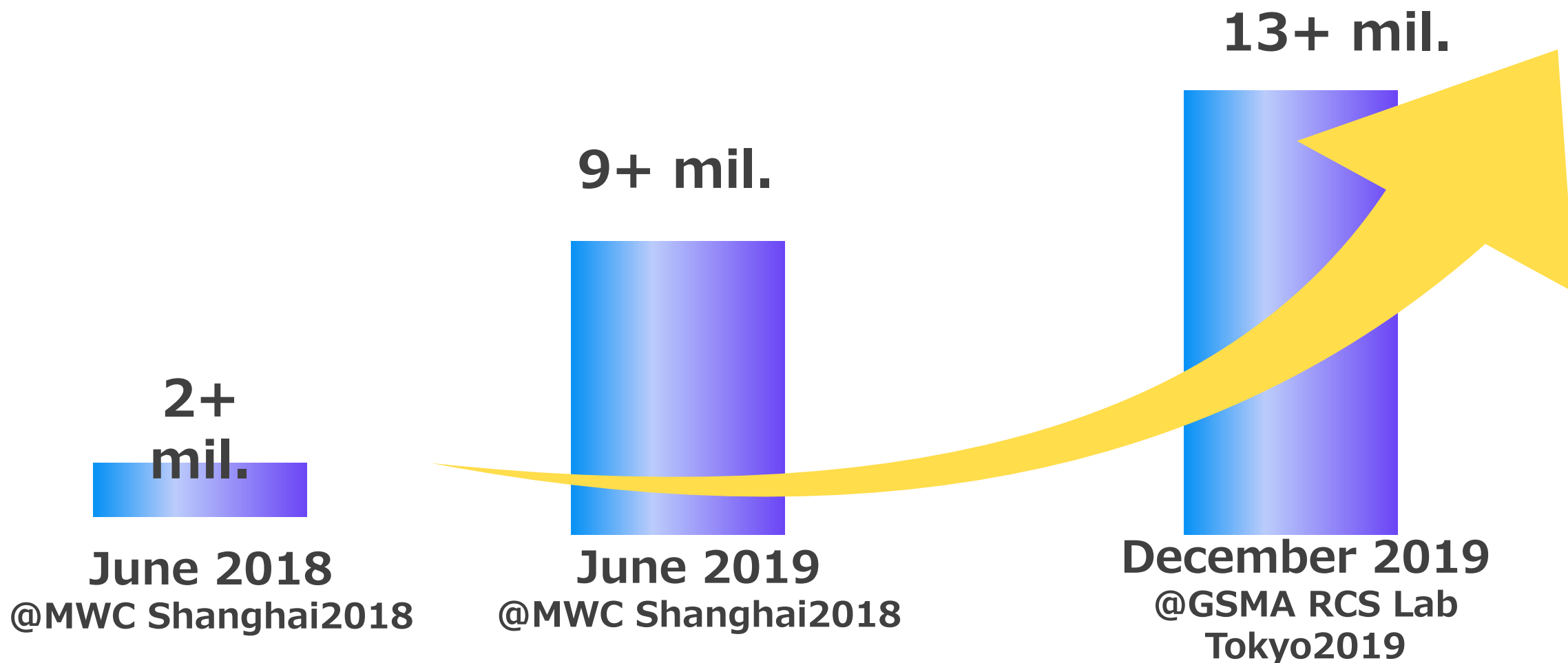
→ same RCS service features between 3 operators



= SoftBank



13+ million users in total at December 2019 (Android & iOS)





Market reactions of P2P service is positive.

Easy

Need only phone number to send messages !

090-AAAA-BBBB



090-CCCC-DDDD

Convenient

Sending photos, videos & locations!



Fun

Cute stickers!





With families



With friends



For businesses as well





Promotion

November 2018

Let's use +Message together!



プラス
+メッセージ を使ってみよう!

今すぐ! **ダウンロード!**

ドコモ、auをお使いの方は [コチラ](#)

July 2019

Sticker Illustration Contest



September 2019

Thank you for breaking 10 mil users!

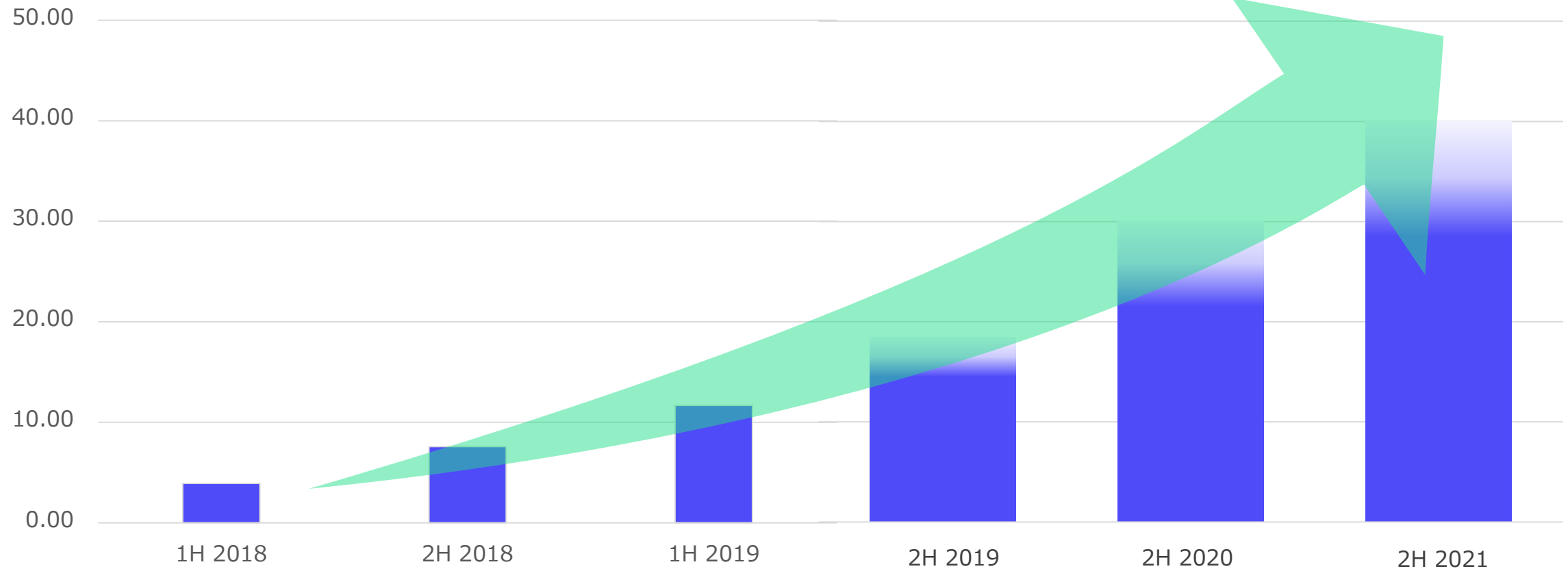




Number of Users

FY2021 40+ mil Users

(million)

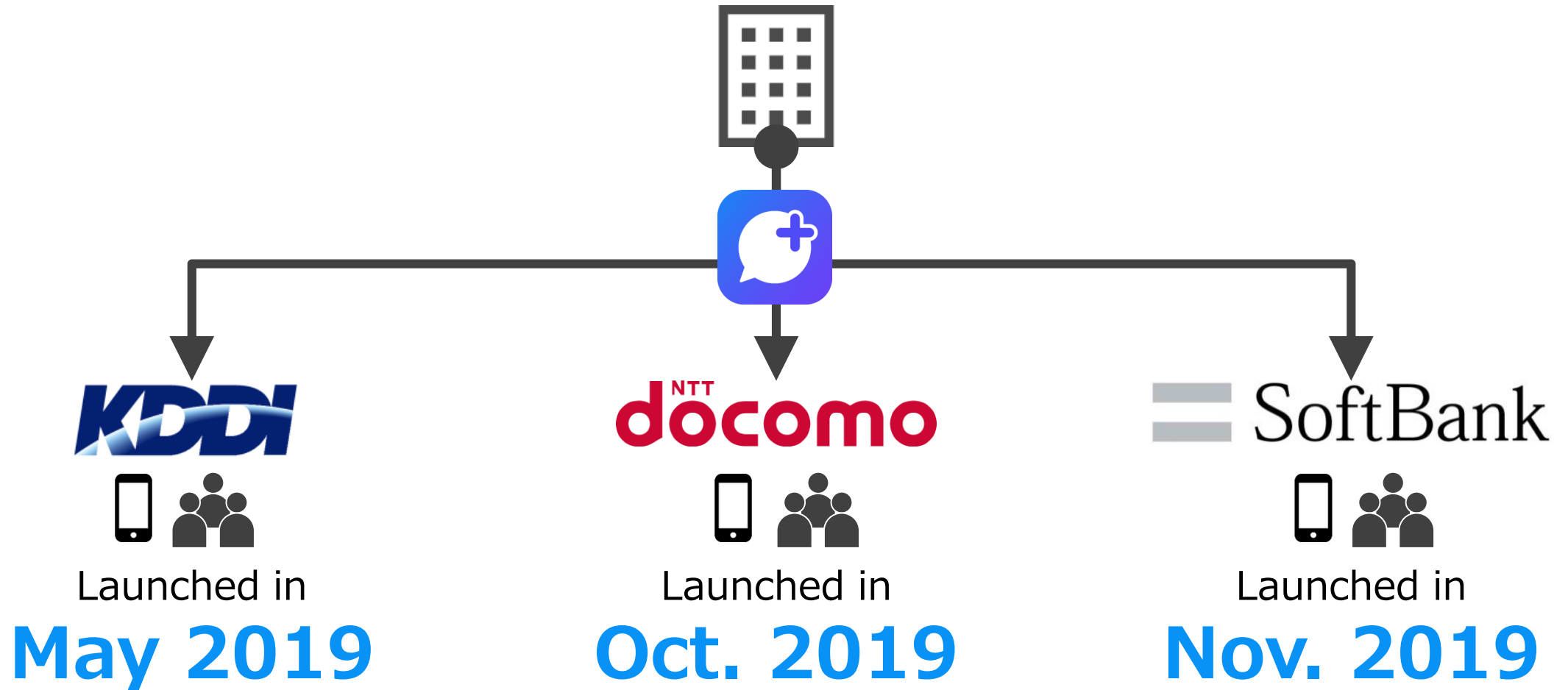


Part2 : MaaP service features.

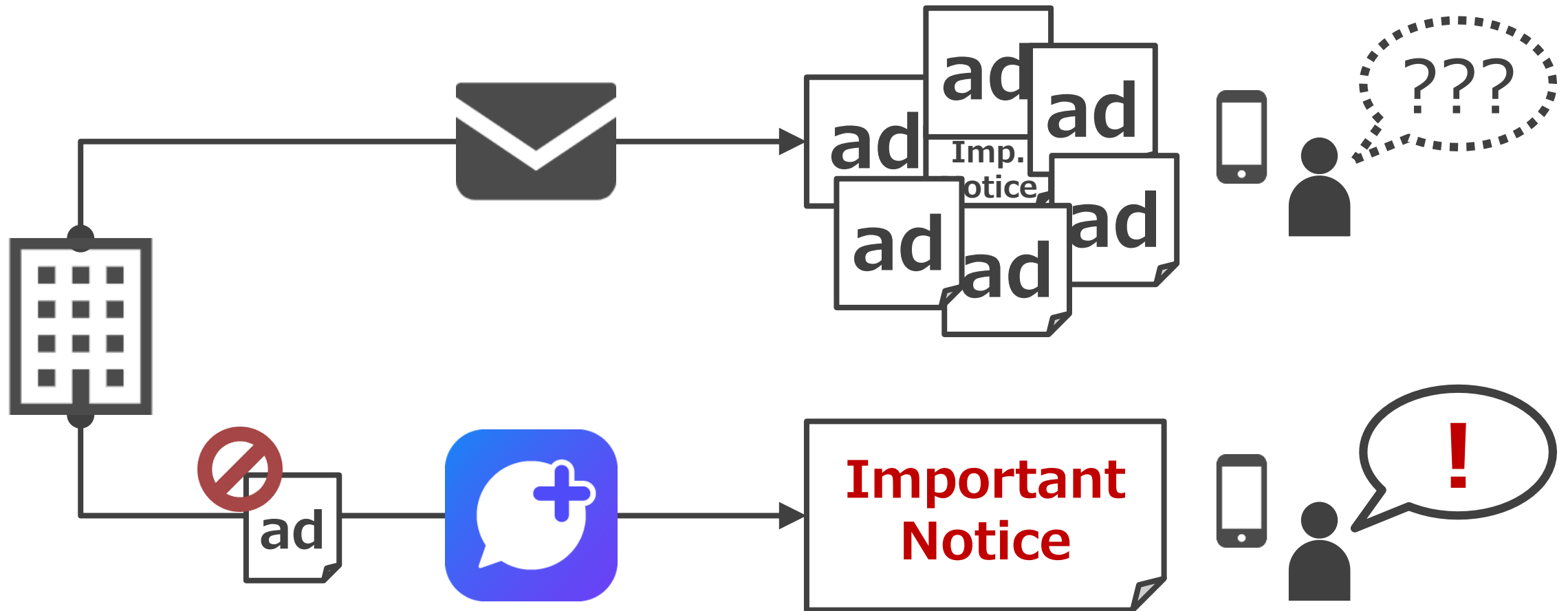


Ryokichi TAKAHASHI

The multi-MNOs messaging is ready for Enterprises/Brands !



Never miss Important Notices by the ads regulation

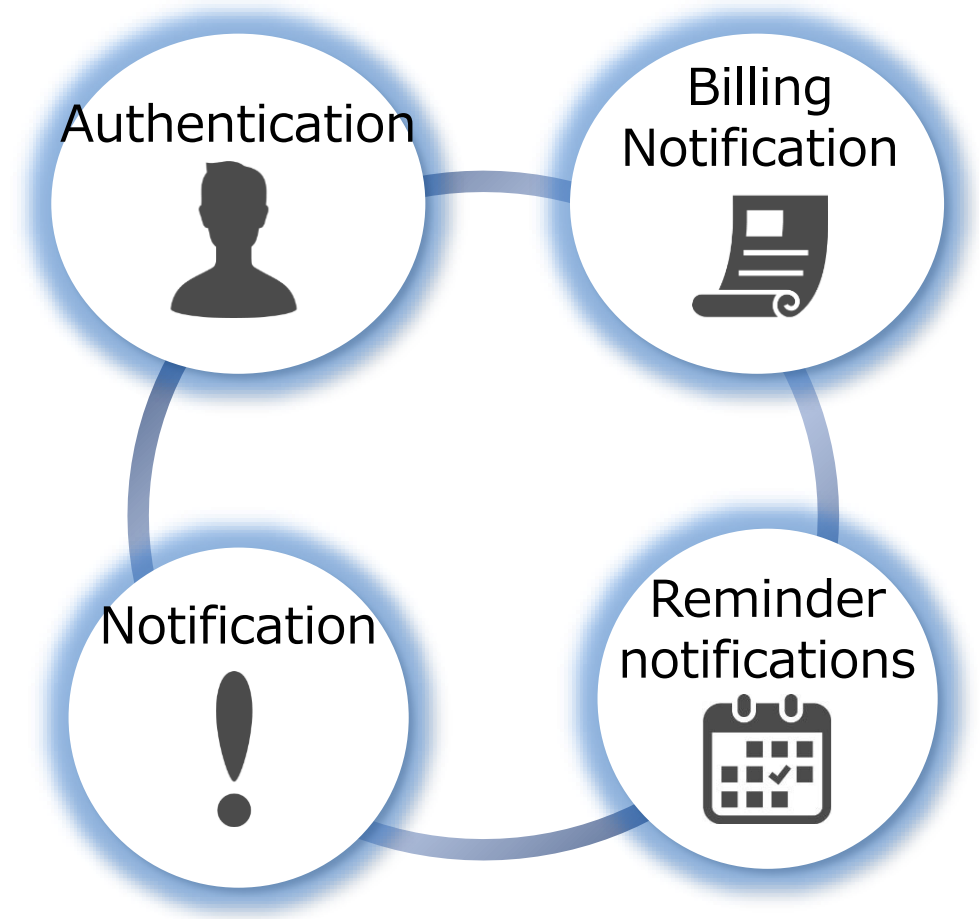


SMS Business Messaging in Japan

A2P SMS Business is growing year by year

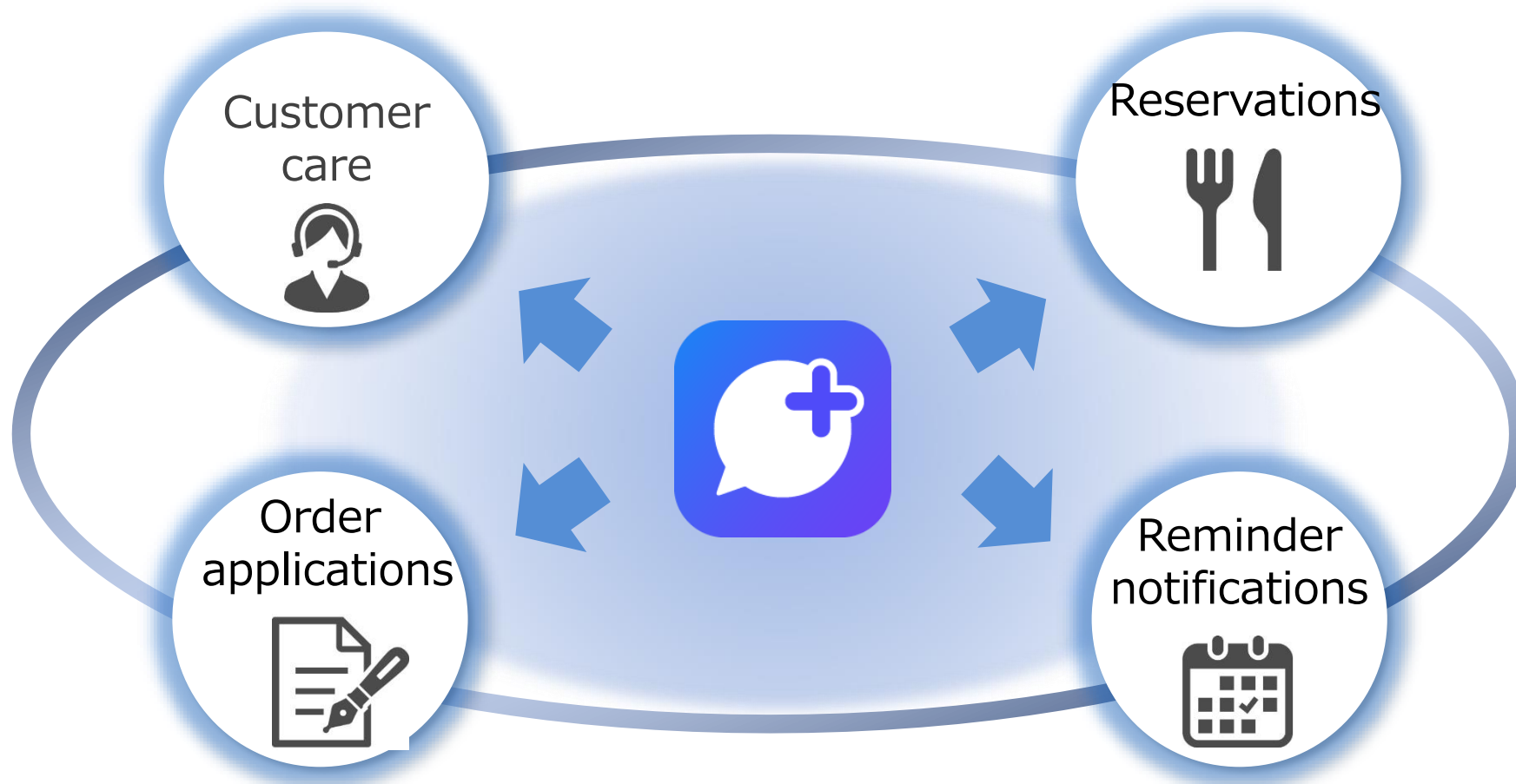
Reason for use

- Authentication by MSN
- Opening rate is higher than postal service, e-mail
- Cheaper than postage, call



RCS Business Messaging in Japan

Consumers engage directly with multiple brands by two-way communication from +message platform





“Official Account” service for Brands & Chatbots

Trust & Security

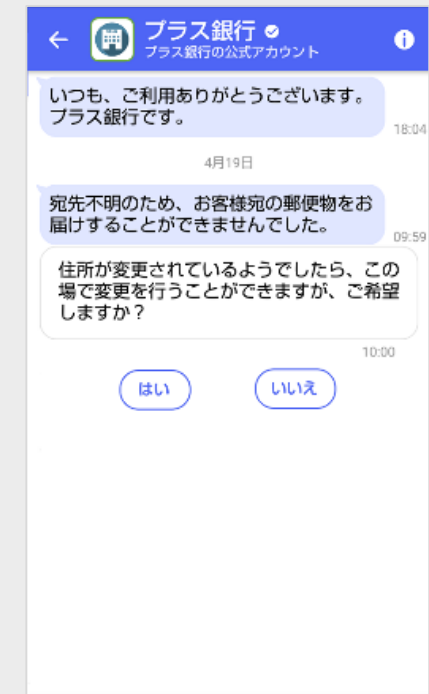
Brands & Chatbots are verified & authenticated by MNOs



Verified Marks

Convenient

Rich Cards, Carousels, Suggested Chip List



DOCOMO launched 2 own services Accounts in Oct. 2019

Customer Care



10,000+

in 2weeks
After Launch

IR News



10,000+

+message To be the National Communication Infrastructure !

for Various
Brands



for Various
Solutions



for Various
Consumers



National Communication Infrastructure

Japan MaaP/UP2.X implementations

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

Chatbot Directory

Contact List



Chatbot Store



Deep Links

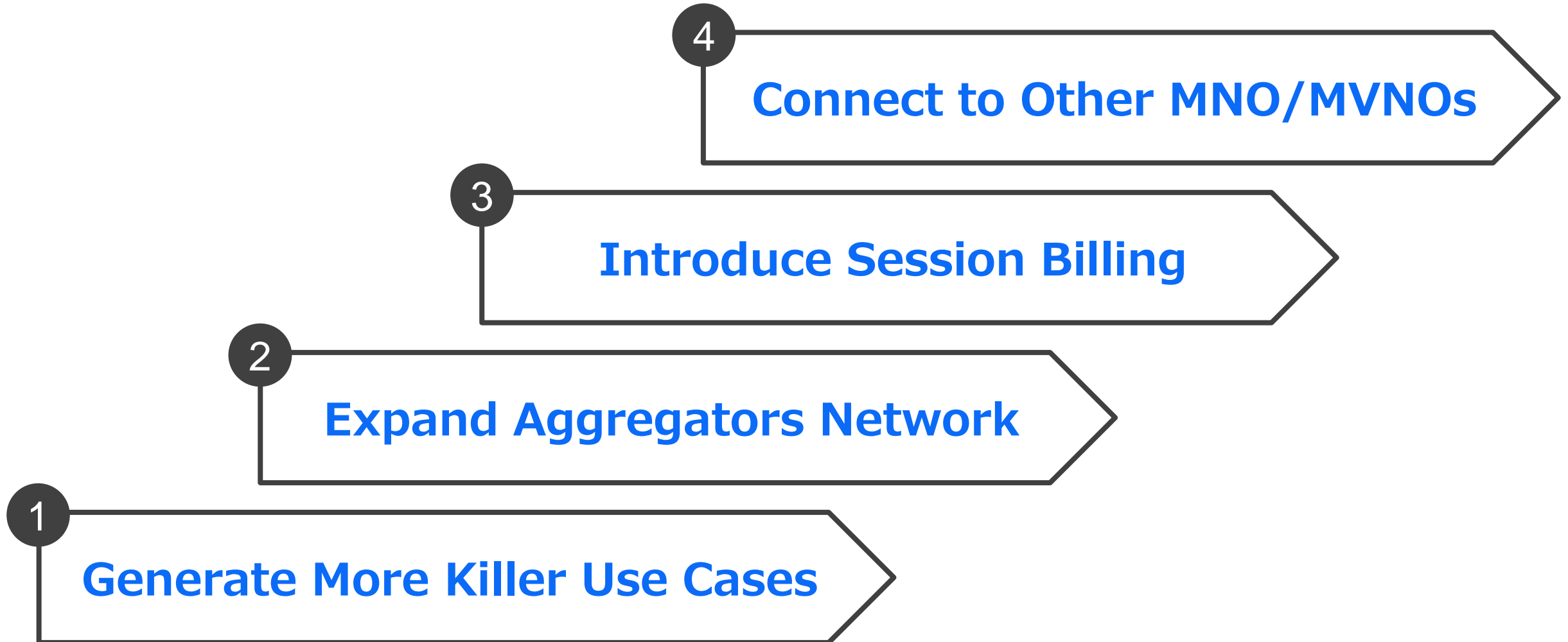
Web
banners



QR
codes



4 Key Measures to Boost RCS Business Messaging in Japan



Part 3 : Commercial MaaP/RBM Use Cases & Biz Schemes.



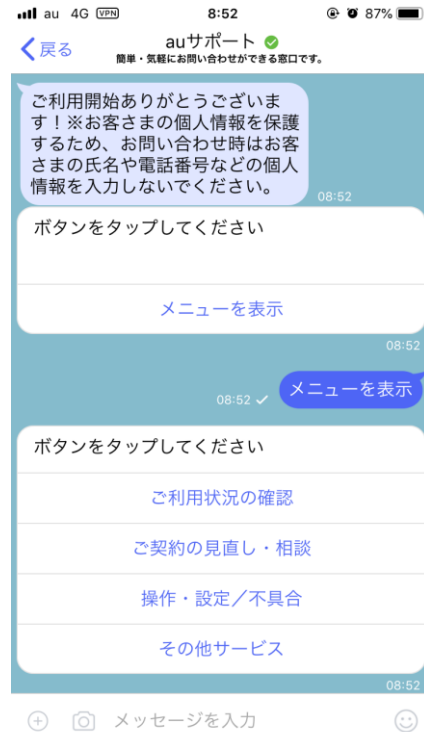
Yumiko KANAYAMA

MaaP/RBM services in Japan.

KDDI launched in May.

Docomo in Oct., SoftBank in Nov.

In-App. Subscription/Opt-in



Rich Cards & Carousels



KDDI Accounts/Chatbots:

Introduction for KDDI own-services/bots.
Other brands expected.

Customer Care



Automatic KYC using MSN.

Personal assistance & support.

Real person/operator to help YOU.

+message Information



Informational
account for
+message
service.

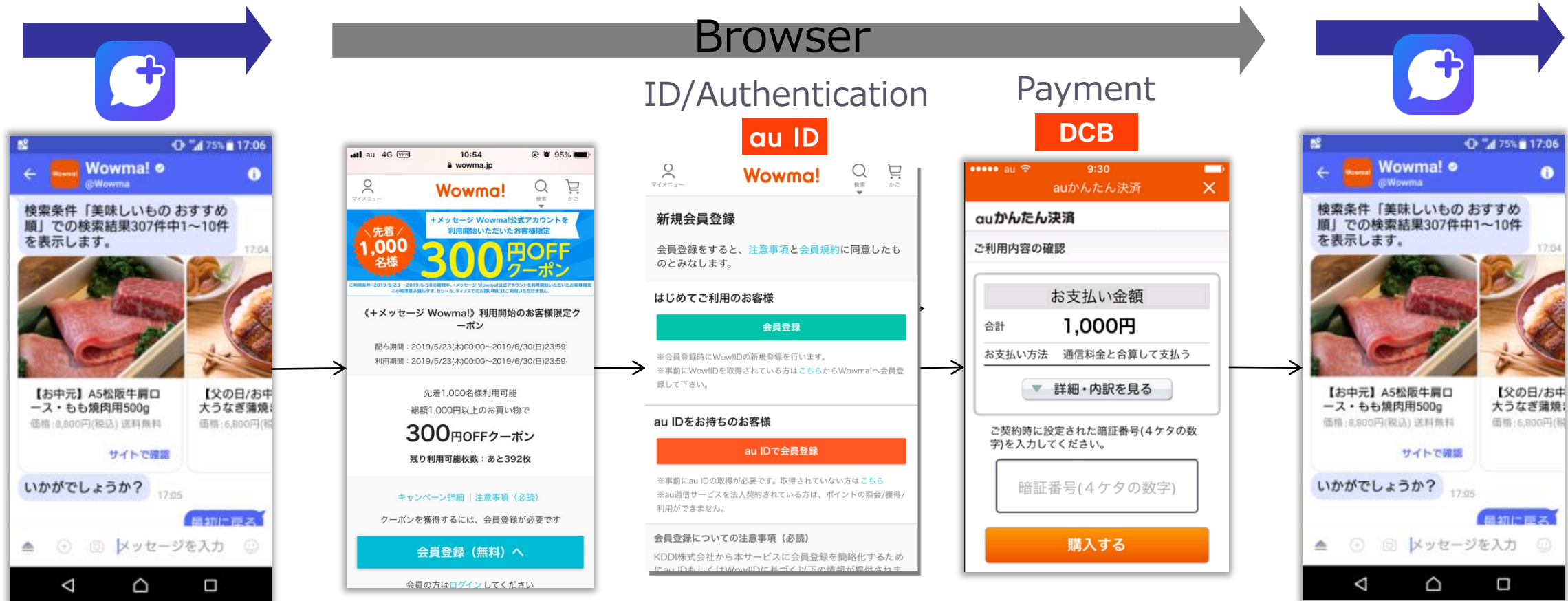
Campaigns.
How to use/FAQs.

KDDI Accounts/Chatbots:

E-Commerce bots.

UX of Conversational Commerce.

ID/Authentication & Payment via browser.

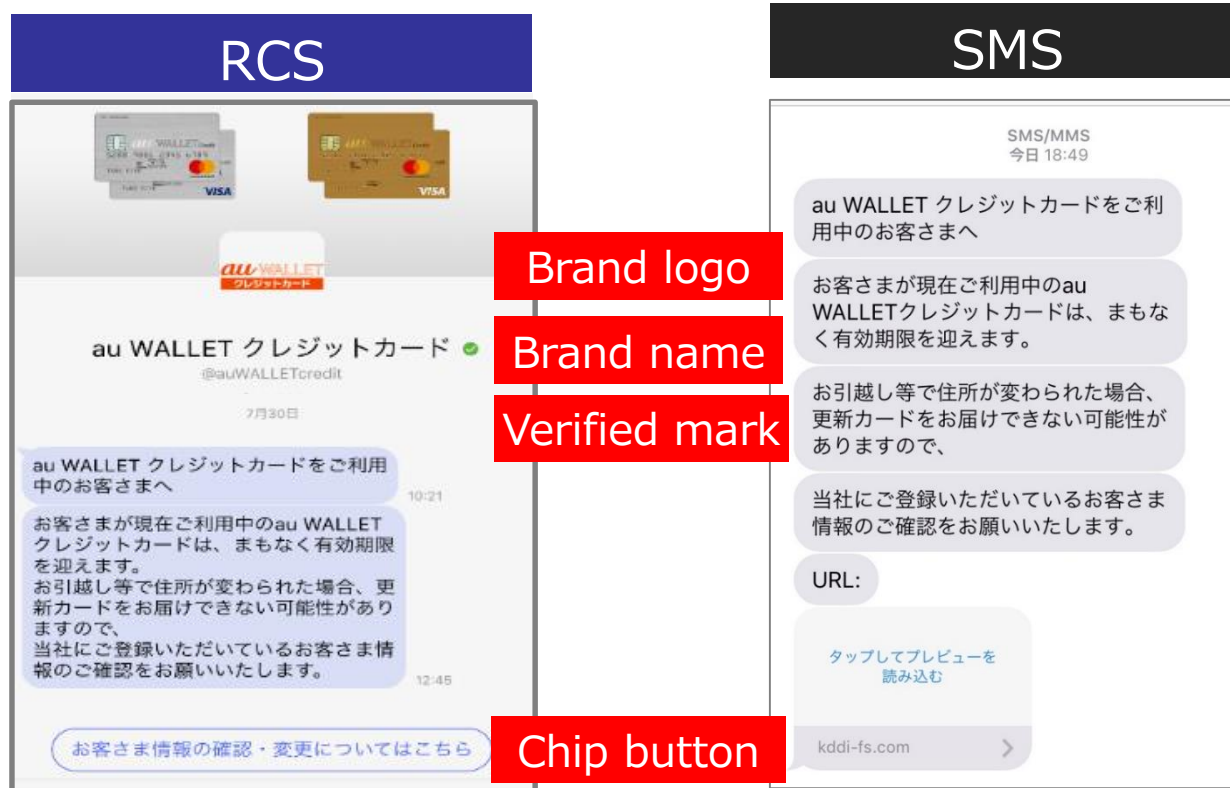


Findings: A2P use cases.

Open rate of RCS is **85%+**.

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

Important Notification:
Address check for Credit Card holders.



Nudge Notification:
Asking & luring for Customer Care.



Findings: Campaign application.

Entry rate of application is very high compared to Web sites.

MNO campaign.

Apply for giveaway points via RCS chatbot.



CVR 95%+

TV campaign.

Entry via TV Data Broadcasting using Deep Link.



CVR 50%+

Findings: Questionnaire via RCS Bots

No need to build web-sites or LPs for questionnaires.

User ID is inherently unique = MSNs.

Quick & Easy to answer questionnaires using RCS Bots.

Questionnaire examples.

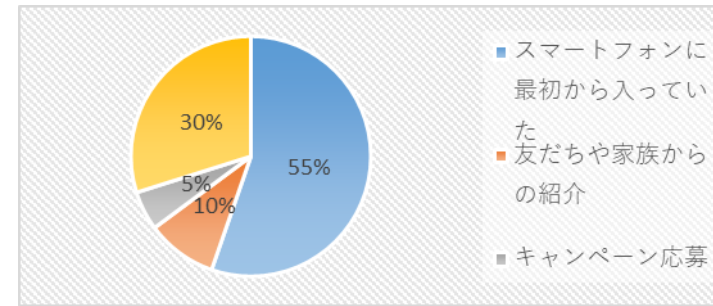
Q1: +メッセージを使い始めた主なきっかけを教えてください (1/7問)

- スマートフォンに最初から入っていた
- 友だちや家族からの紹介
- キャンペーン応募
- auからのお知らせ

Q2: 誰と最も多く+メッセージを利用されていますか? (2/7問)

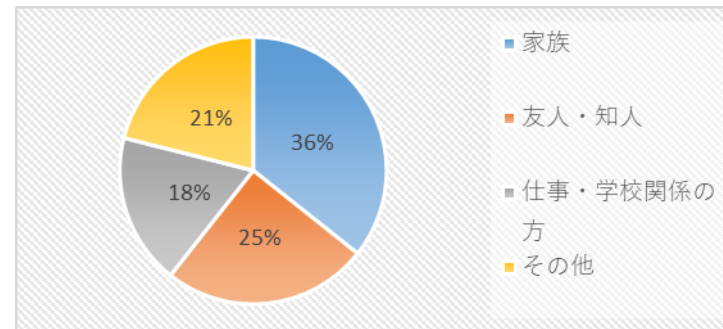
- 家族
- 友人・知人
- 仕事・学校関係の方
- その他

Answer rate is **40%+**
vs normal web 10-15%.



Q: What was the trigger to use +Message for the first time?

A: Pre-loaded = 55%,
Recommended = 10%....



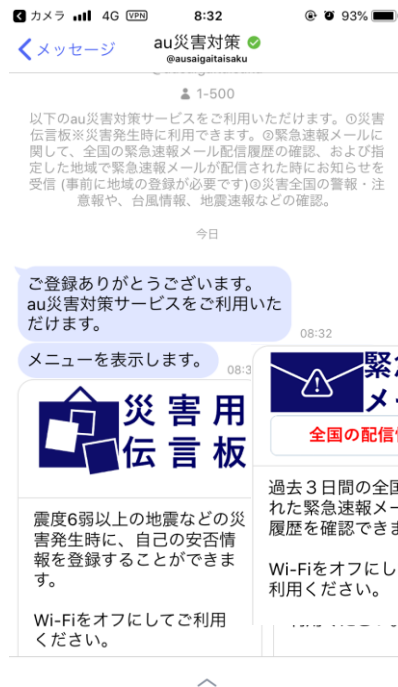
Q: From & To whom do you use +Message the most?

A: Family = 36%,
Friends = 25%....

KDDI Accounts/Chatbots: New Use Cases 1

Disaster relief information & notifications.
No need for specific app.

Disaster relief info/notif. account



Just launched
on 4th Dec.

全国の緊急速報メールの履歴を確認可能

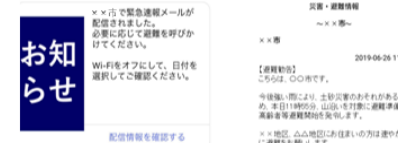


配信履歴を確認する、から対象の地域を選んでいくことで、過去3日間に全国各地で配信された、緊急速報メールが確認できます。

登録した地域の緊急速報メール
の情報が届く



【事前設定】登録エリア災害避難情報から、地域を登録します。



登録した地域で緊急速報メールが配信された時にお知らせを受信します。

各種災害情報の確認ができる



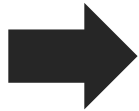
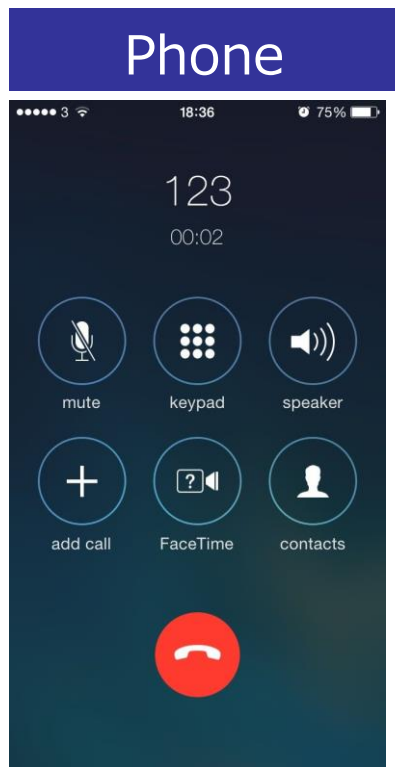
災害伝言板が立ち上がっている際にご利用頂けます。



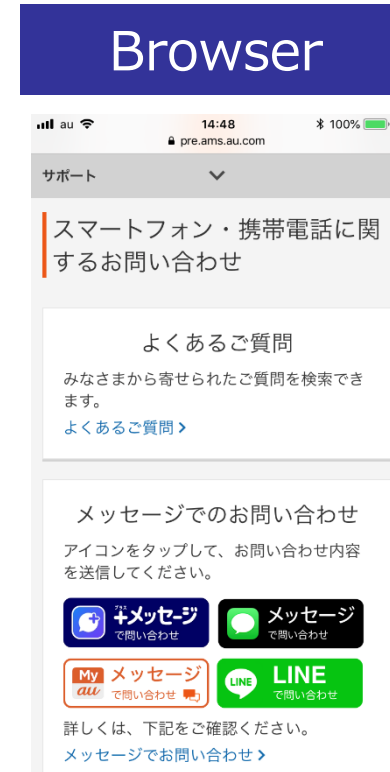
台風や地震などの災害情報が確認頂けます。

KDDI Accounts/Chatbots: New Use Cases 2

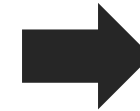
Entry points added for Customer Care account via IVR.
SMS sent to notify the Landing Page for Customer Care account.
User choose the channel/app. to communicate with.



URL



deeplink



[Coming soon]
RCS Direct if capable

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.

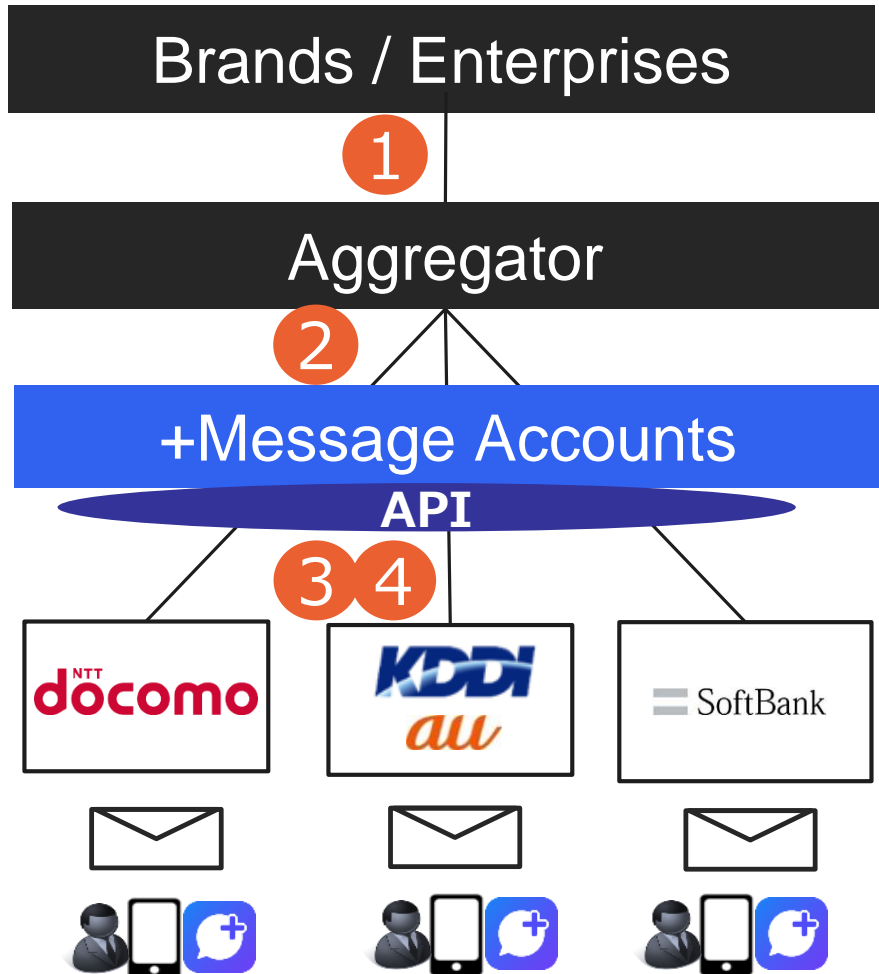
+ Disaster relief

Evacuation notice, disaster info



+message Biz Schemes.

Provide “One-Stop” solution/contact to the Brands via Aggs,
which act as a key-role to connect/deliver to 3 carriers.



Current Scheme:

- ① Brands apply for Account to Aggregator.
- ② Aggregator applies to 3 carriers on behalf of a Brand.
- ③ Brand Account is examined by each carriers.
- ④ Brand Account is verified & notified to Aggregator and Brand.

+message/RCS use cases.

RCS could be used as replacement/instead of ...

Phone

More engaged

Direct Mail

More cost effective
& efficient.

Email

More read & clean.

Apps

More easy to
implement & use.

プラス
+メッセージ

+message

