



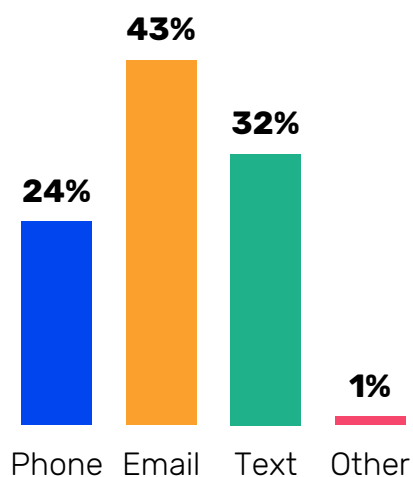
RCS Business Messaging: Why and How

A PRACTICAL GUIDE FOR BRANDS

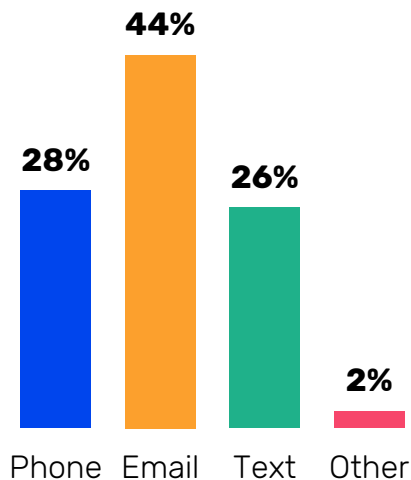


Consumers check their phones **150** times a day

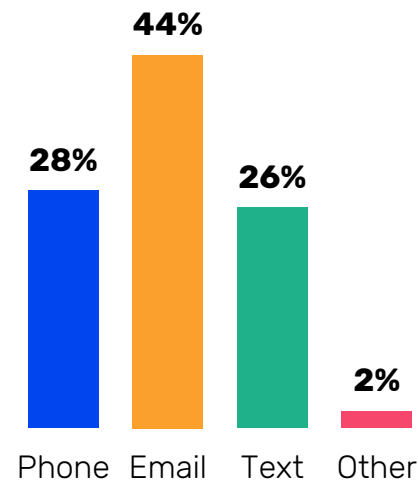
HOW BUSINESSES COMMUNICATE WITH CUSTOMERS



**Sending Service
Notifications**

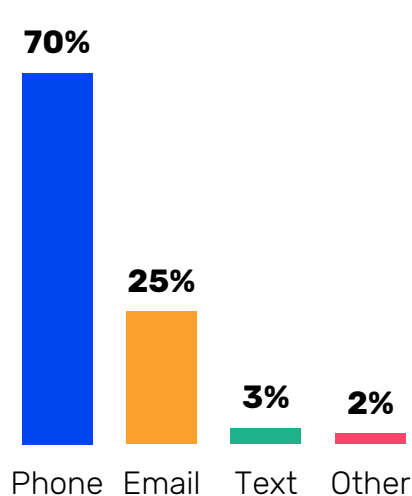


**Sending Appointments
or Reservation Reminders**

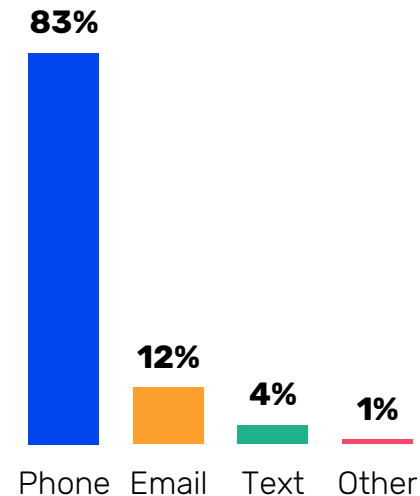


**Sending Promotions,
Discounts and Coupons**

HOW CONSUMERS COMMUNICATE WITH BUSINESSES



Contact Customer Service



Make Appointment or Reservation

A woman with long dark hair, wearing a cream-colored cable-knit beanie with a pom-pom and a red and black patterned sweater over a plaid shirt, is looking down at a smartphone. She is standing outdoors, and the background is filled with out-of-focus red lanterns hanging in rows.

69%-75%

of consumers want to
contact businesses via text



SMS

98% open rate

90% read within 3 seconds

In average: 90 seconds to respond

Poor UI: text-only



Email

21% open rate

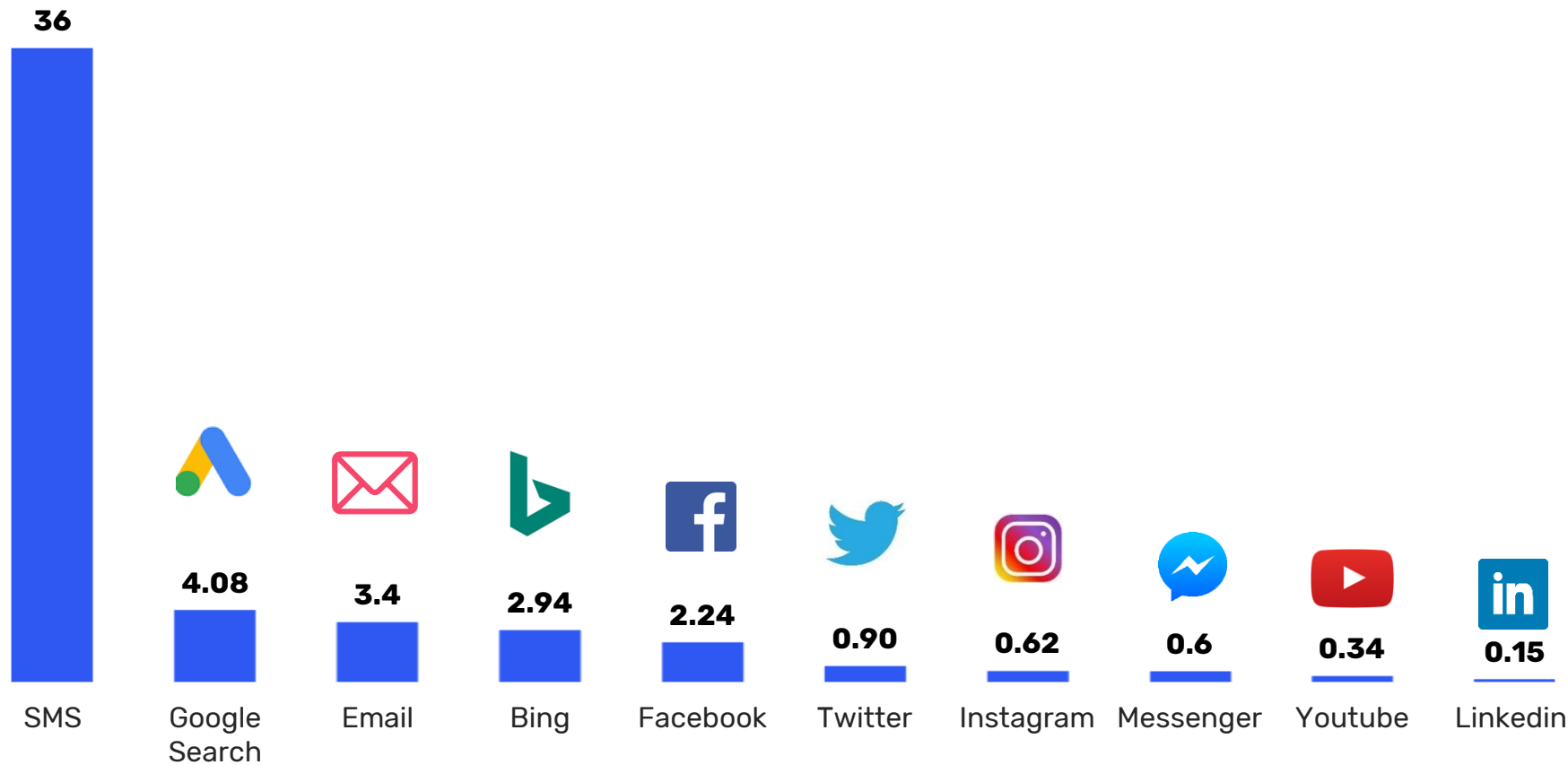
50% of emails are **SPAM**

In average: 90 minutes to respond

Better UI/UX



CLICK RATE (%)



From SMS to RCS Business Messaging

SMS Business Messaging

Text only

One way

Lack of engagement metrics

Mostly used for OTP codes



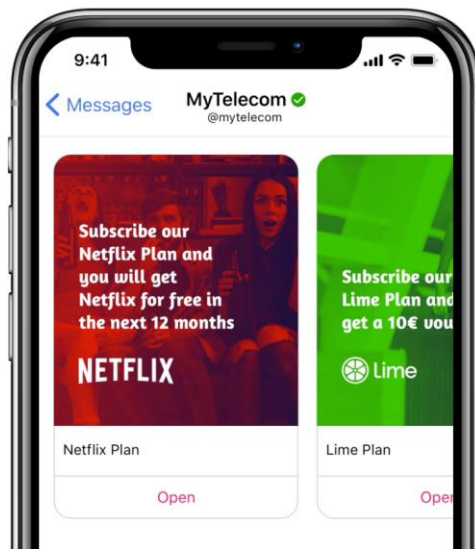
RCS Business Messaging

Rich media: images, videos, maps, buttons,...

Two way conversations

Easier to collect engagement metrics

Ability to develop "Chat Apps"



WHY SHOULD YOU CONSIDER +MESSAGE INSTEAD OF AN OTT APP?



LINE



WeChat



WhatsApp



Facebook Messenger



NTT
docomo

KDDI

 **SoftBank**

TRUST RESPECT FOR PRIVACY



NEW PARADIGMS WITH +MESSAGE?

Conversational Marketing
Conversational Commerce
Conversational Reservations
(Automated) Customer Service

WHAT CONSUMERS EXPECT?

GOOD USER EXPERIENCE

RELIABLE SERVICE

TRUST + RESPECT FOR PRIVACY





**DON'T SPAM THE USERS WITH
UNSOLICITED MESSAGES**



QUESTIONS YOU MIGHT HAVE IN YOUR MIND:

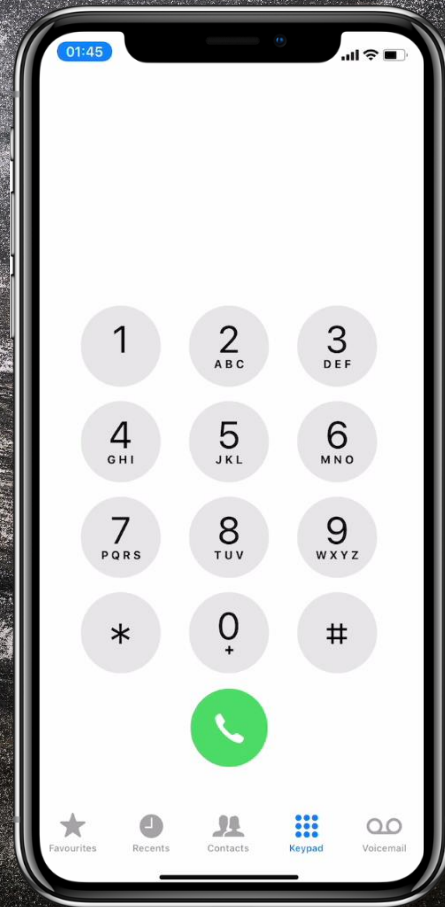
- 1- How can I connect to the +Message Platform from the 3 Mobile Carriers?
- 2- How to assure Authenticity and User-Privacy?
- 3- What are the guidelines for using +Message?
- 4- Are there local Aggregators that can help me?
- 5- How to address 100% of my customers?

- 6- How can I divert phone calls to Message Conversations?**
- 7- How can I build "Conversational Apps"? Is there a Builder? An SDK?**
- 8- Can I use +Message to improve my Customer Service?**
- 9- Can I make use of AI Technology to automate some of the Conversations?**
- 10- Is there a platform I can use for Testing?**

QUESTIONS YOU MIGHT HAVE IN YOUR MIND:

**How can I divert phone calls
to Message Conversations?**





DISCOVERY ON A PHONE CALL

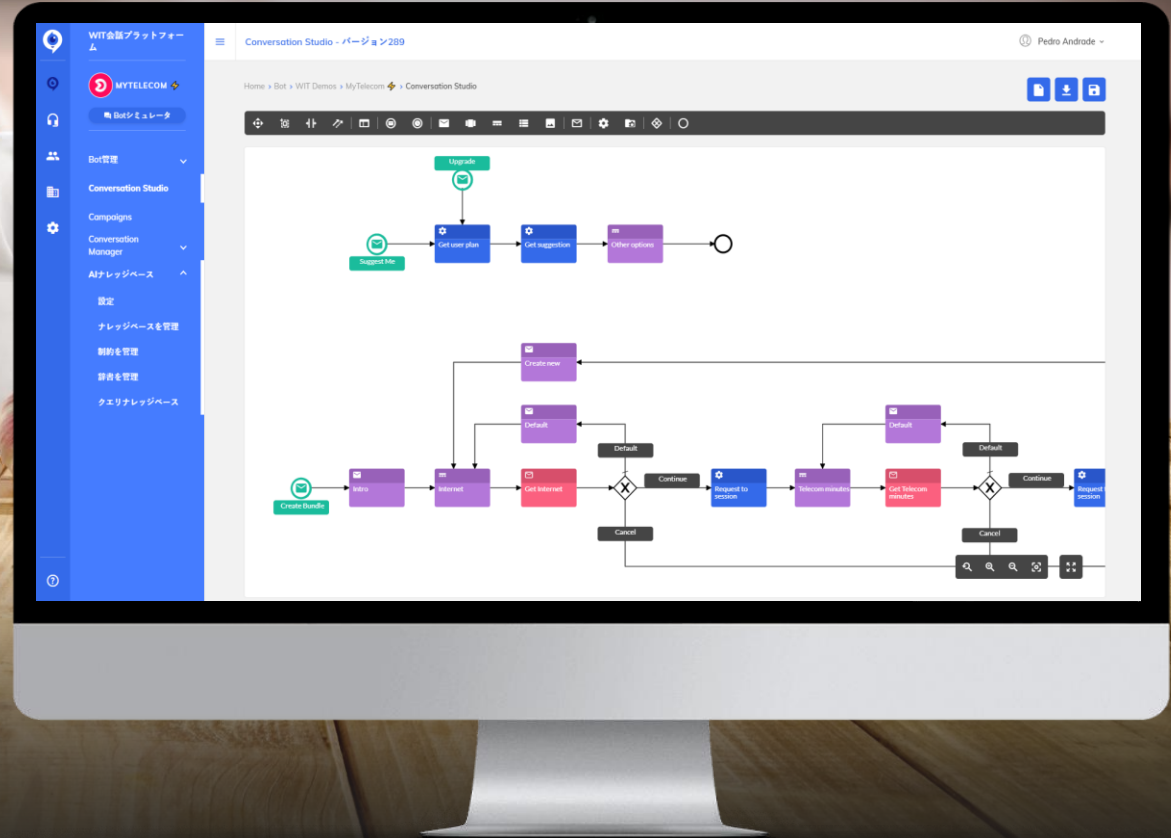
convert users from the voice
channel to chat, using
Call-to-Message

QUESTIONS YOU MIGHT HAVE IN YOUR MIND:

**How can I build
"Conversational Apps"?
Is there a Builder?
An SDK?**



Conversation Studio



QUESTIONS YOU MIGHT HAVE IN YOUR MIND:

**Can I use +Message
to improve my
Customer Service?**





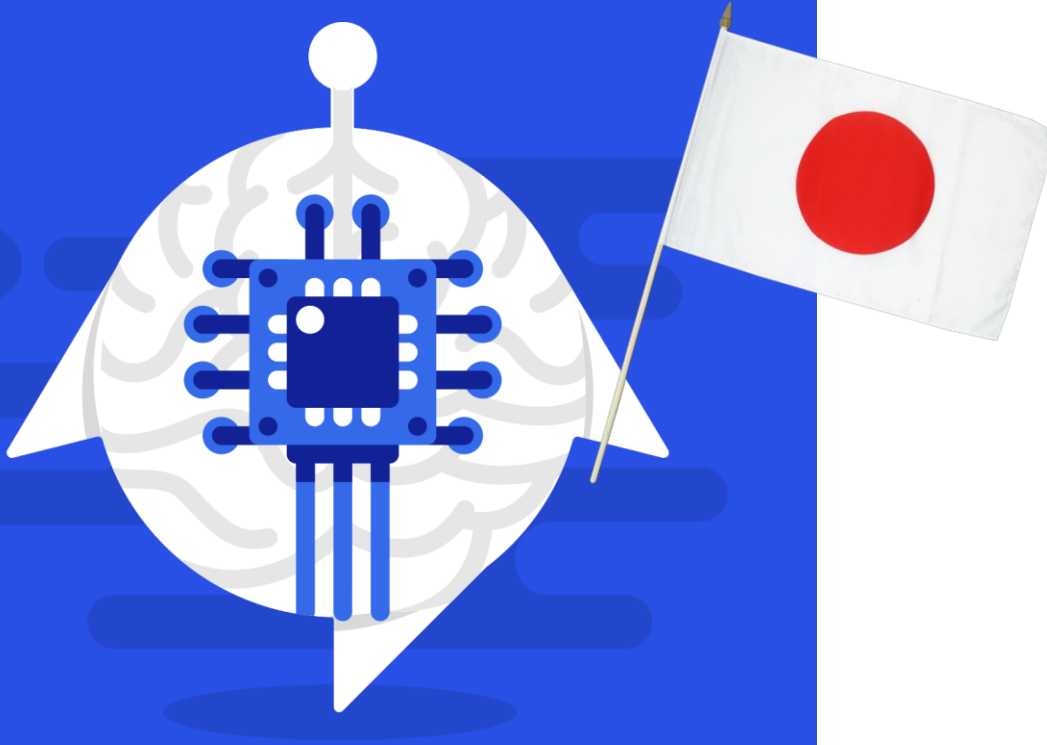
Customer Service

QUESTIONS YOU MIGHT HAVE IN YOUR MIND:

**Can I use AI Technology
to automate some of the
Conversations?**



Artificial Intelligence



Knowledge Base



Language Recognition



Sentiment



Intents and Entities

QUESTIONS YOU MIGHT HAVE IN YOUR MIND:

**Is there a platform
I can use for testing?**



Enroll now and start testing with a trial account



WIT会話プラットフォームにサ
インインします

下に情報を入力

電子メール

user

パスワード

サインイン

パスワードを忘れた場合

Send e-mail to:

wcp.support@wit-software.com





ご清聴ありがとうございました。