



RCS BUSINESS MESSAGING

Mobile 360 Series

Bogota 11.1.17

Commerce Goes Conversational



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The Future of How Brands Connect With Customers is Here

What do **brands** want?

What do **customers** want?

Engaged customers
resulting in a transaction



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What do **brands** want?

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Frictionless
interactions with the
brands they love



The Intersection is Conversational Commerce

Engaged customers
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3C Clients are Joining the Conversation



Walgreens



IHG®

ANN TAYLOR



CONDÉ NAST

The Power of Messaging for Businesses





Globally, SMS is Still King

6.7B Users
Worldwide¹

98% Open
Rate²

90s Average
Response Time³

Highest Daily
Active Users

Carrier-Protected
From Spam

1:1, Two-way
Engagements

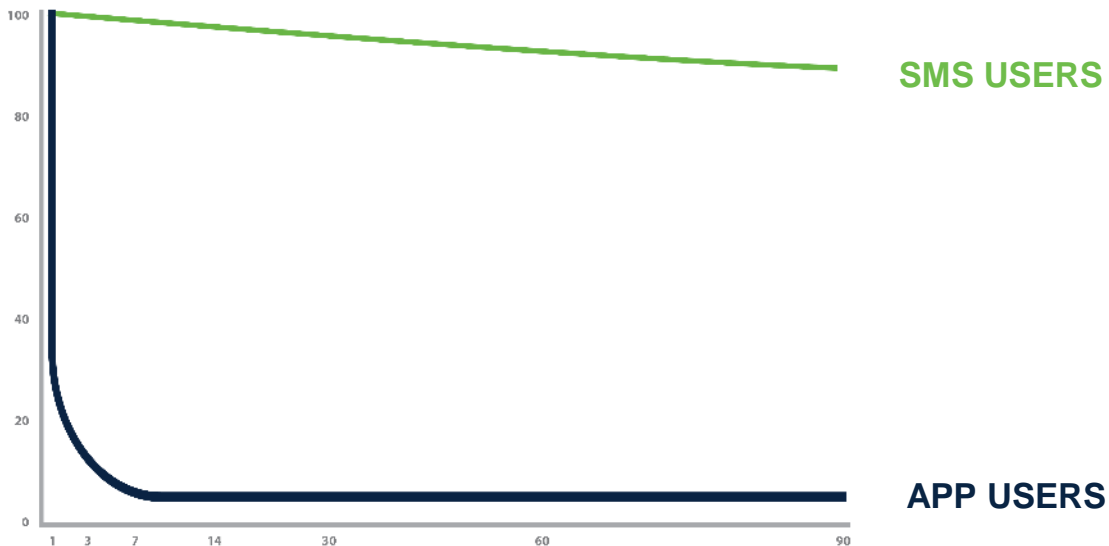
1. "Message Wars 2." OnDevice. 2015.
2. "The Messaging App Report". Business Insider. 2015.
3. CTIA



SMS Retains 90% of Users After 90 Days, Only 5% for Apps

Over 90% of SMS users remain active after 90 days¹

The average app loses 77% of its users in the first 3 days and 95% after 90 days²



1. Data from average 3C client opt-out rates
2. Bolton, David. "The Average App Loses 77% Of Its Users..." Web. 3 Nov. 2016.



And as Powerful as SMS is, It Still Has Its Limits

No Branding

No Read Receipts

**Hotel: Confirmation and
check-in notice**

Hotelier: Conf# 33182736
555 West New York Blvd. NY,
NY 12345
15Nov – 19Nov
212-987-3512

Hotelier: It's time to check in
for your upcoming stay.
Confirm at: r.3C.com/confirm

Limited Formatting

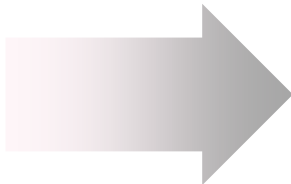
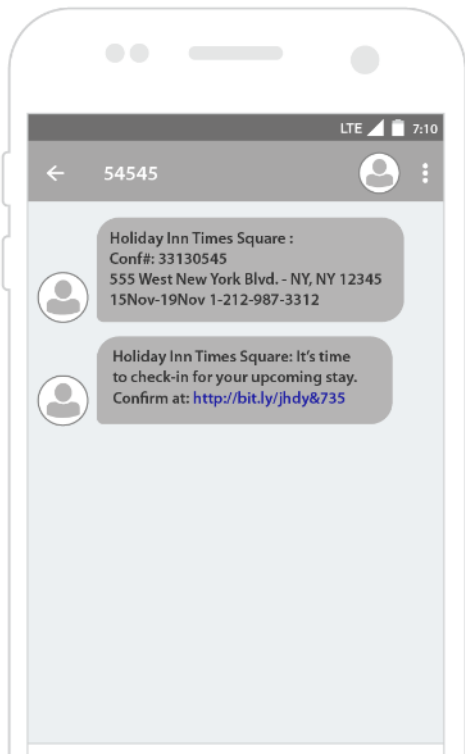
Limited Interaction

Business messaging is about to change *drastically*.

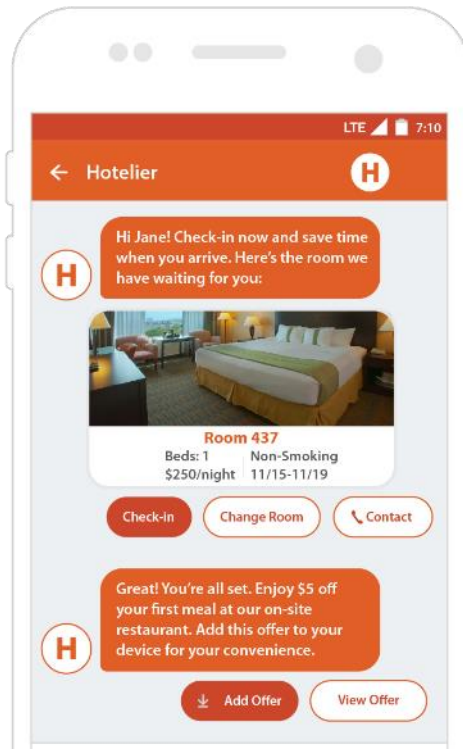


It Is All About To Change With Rich Communication Services (RCS)

Today's Experience with SMS



Tomorrow's Experience with RCS





A Closer Look at RCS

Custom Branding

Include name, logo, and colors in messaging.

Suggested Replies

Guide customer interactions with single-tap replies.

Seamless Experience

Integrate multiple transactions into one interface.

Verified Sender

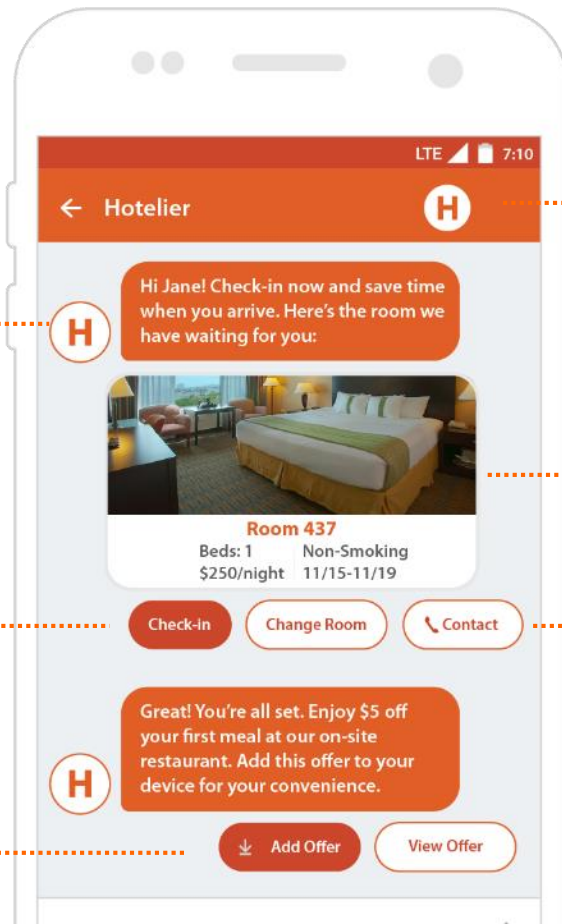
Provide assurance and peace of mind to customers.

Rich Media

Enhance engagements with images, GIFs, videos, and more.

Voice Call out

Ensure customer satisfaction with every interaction.





The Value of RCS For Brands



Leverages Existing Investments

Existing business processes can be extended to RCS.



Ubiquitous Reach

Leverage the native app 6.7B consumers already use



Brands Own the Conversation

No 3rd-party stands between brands and consumers.



The Value of RCS For Consumers



Intuitive Interface

Interacting with messaging apps is familiar and natural.



Enhanced Functionality

Perform web and app-like tasks via messaging client.



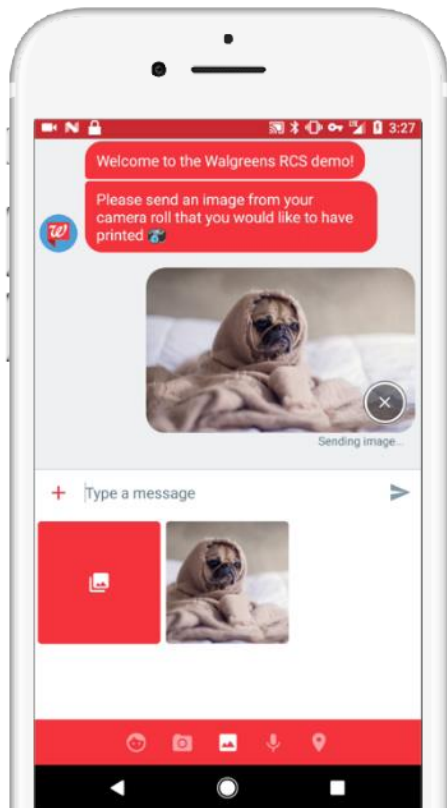
No App Installs or Updates

Leverage the native messaging app pre-installed on handsets.

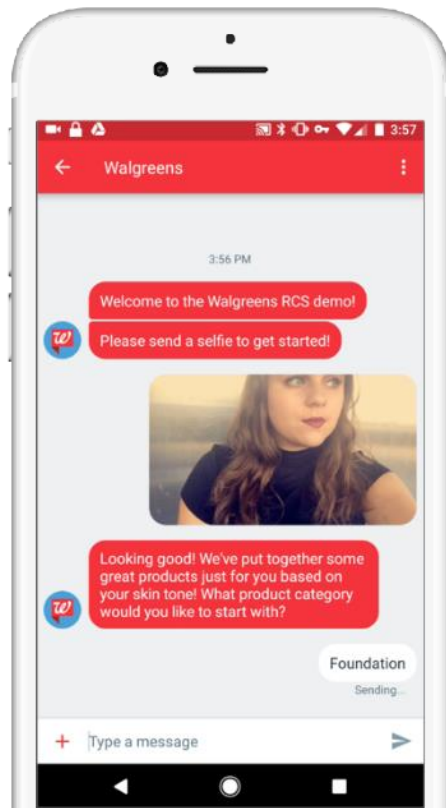


3C + Walgreens at MWC Barcelona

Photo Print Ordering Demo



Beauty Product Finder Demo





3C + Best Buy at MWC Americas



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Text **DEMO** to **34343***
to test drive 3C's products and services.

By texting DEMO to 34343, 3C will send you text messages providing information and examples about its products and services. You will receive recurring messages according to your choice selections. Msg&data rates may apply. See: 3Csms.mobi/3Cdemo for terms and conditions and 3C.com/privacy for privacy policy.

