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## Vodafone RCS Messaging: A commercial reality

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# Vodafone's RCS Business Messaging | A commercial reality

Commercially live  
in 3 countries



Jul-18



Aug-18

Scaling handset  
support



- 100% coverage of Android base.



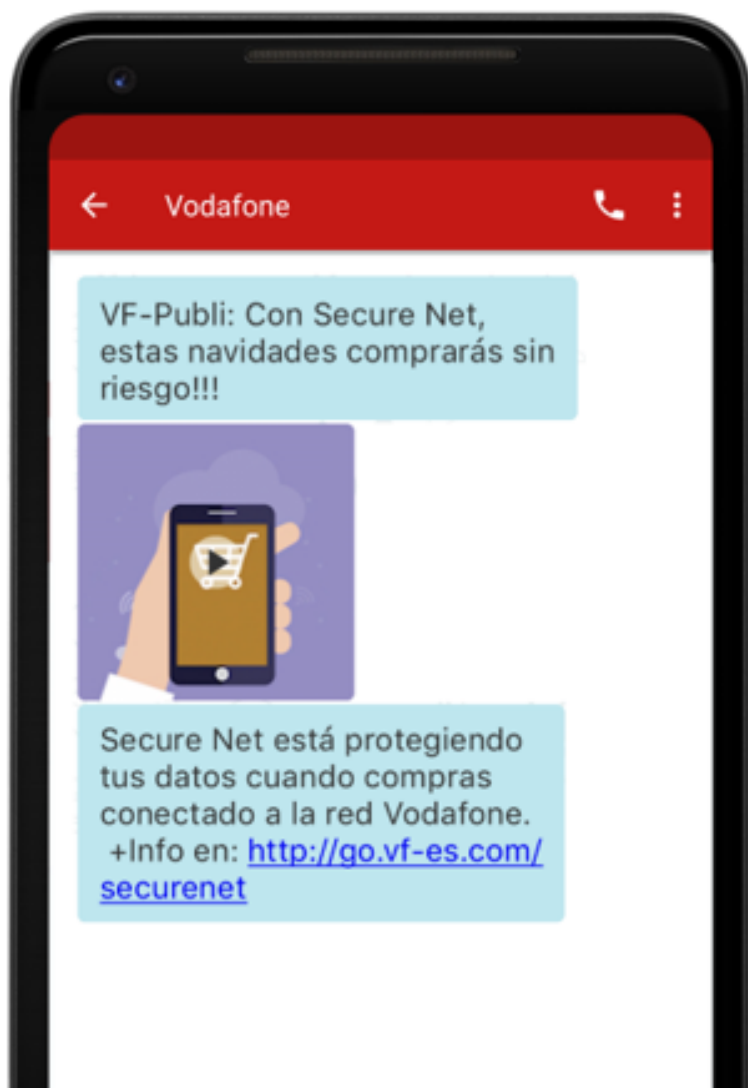
- UP 2.0 experience.

Generating  
value

- Brand and internal campaigns ongoing.
- Covering both UP1.0 and UP2.0.



# Vodafone RCS A2P Results Summary



RCS external campaigns run for FAI & Vodafone Italy.  
Rich receipt for **premium SMS** donation.

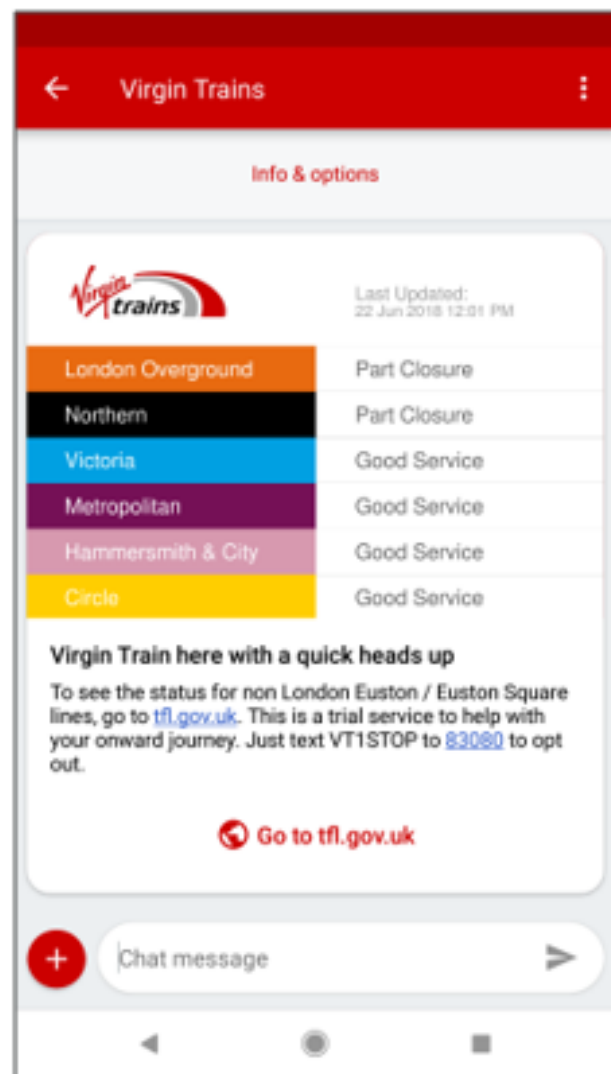
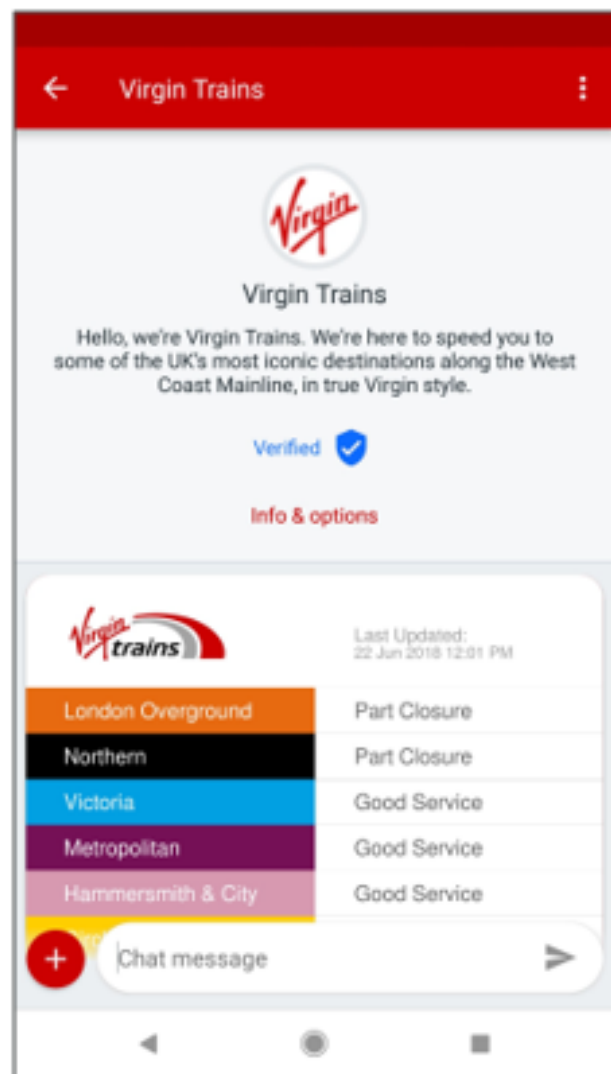
- Click-through rate uplift up to **7x** that of comparable SMS campaigns

39 separate **RCS CVM marketing campaigns** run for Vodafone Spain since December 2017, for products such as V-Pet, V-Bag & Vodafone TV.

- **Click-through rate** uplift up to **13x** that of comparable SMS campaigns
- **Activation rate** uplift up to **8x** that of comparable SMS campaigns



# Virgin Trains is the 1st commercial UP2.0 campaign



Customers arriving into London Euston receive updates about their onward tube journey



OpenMarket



# First commercial campaigns in Italy have started



Rich receipt sent to users following premium SMS donation

Objective: ActionAid will increase engagement with donating customer



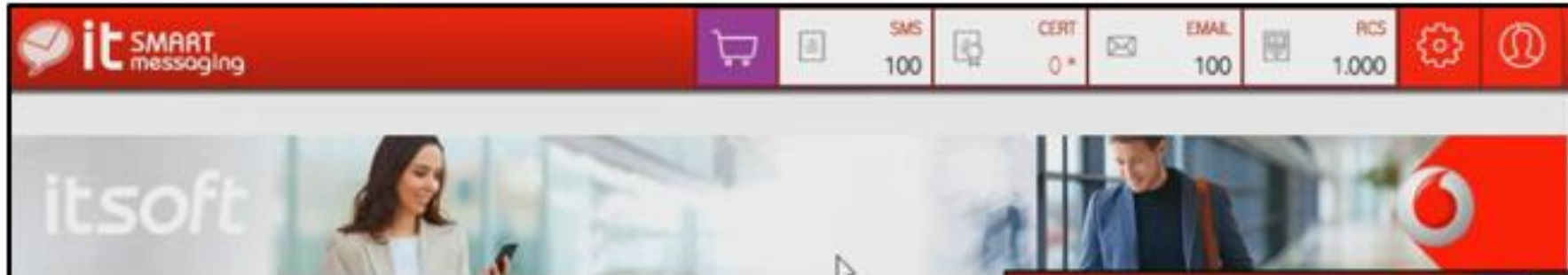
SMS experience



RCS (UP1.0) experience



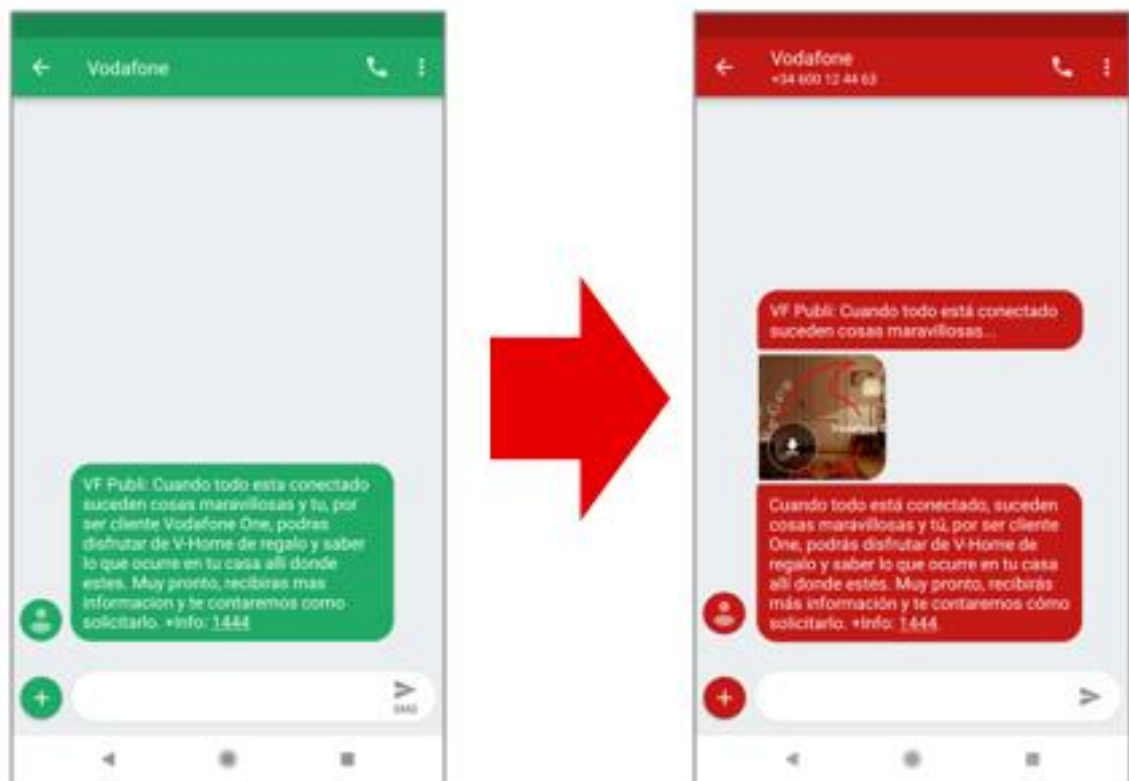
# Vodafone Spain offers a tool for Small & Medium Businesses



# Vodafone Spain CVM Campaigns | Case study

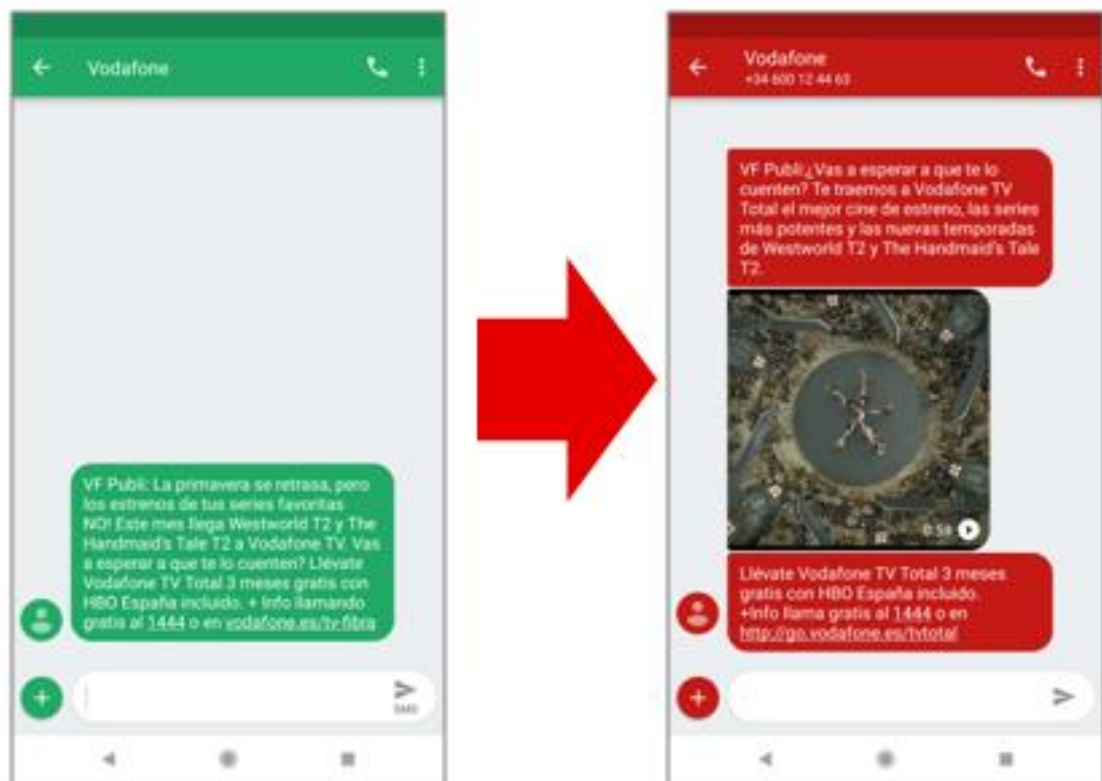


Click-through Rate Uplift x 7



CVM16: IoT: V-Home

Click-through Rate Uplift x 14  
Activation Rate Uplift x 3



CVM13: Vodafone TV



## Vodafone RCS Business Messaging | Learnings and next steps

- The early signs of **customer engagement uplift** presented at MWC in February have now been **confirmed**.
- The **opportunity for brands, messaging partners and mobile operators** is there, however, it requires the RCS ecosystem to **act fast**.
- In terms of the next steps, the RCS ecosystem shall work in **partnership to realise the full potential of the RCS ecosystem**:
  - A2P global reach
  - Federated bot search and enhanced brand verification
  - Fast-track feedback into GSMA RCS specifications



**Thank you**

