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RCS Business Messaging Lifecycle Stages

The Path to a Successful Deployment

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The Challenge of Launching RCS Business Messaging

Complex solution with many actors

- Brands, aggregators, consumers, developers, enablers, handset vendors, mobile OS vendors, OEMs

Tailwinds from SMS A2P momentum but many questions:

- How to protect SMS revenue? Will RCS cannibalize it?
- How to expand reach? MNO interconnection? OTT app or native?

Uncharted Territory for MNOs

- P2A, Chatbots, Conversational Commerce
- Pricing models? Spam Management? Security?

What are the right steps to take to involve the right players?

The Staged Approach to Launch RCS Business Messaging

Assess the RBM Market Opportunity

STAGE 1



STAGE 2

Kickstart the RBM Ecosystem



Trial, Experiment & Validate RBM

STAGE 3



STAGE 4

Launch RBM Commercially



Sustain and Grow RBM

STAGE 5



The Staged Approach to Launch RCS Business Messaging

STAGE 1



- Evaluate business messaging revenue at risk (A2P+P2A)
- Assess RCS-ready smartphone penetration
- Assess additional revenue streams
  - chatbots, digital goods, digital ads, mobile payments, other RCS enabled use cases
- Align internal stakeholders
  - Consumer, enterprise, wholesale, and CTO/Strategy/innovation groups; also OEM/ODM/OS vendors
- Evaluate country-wide launch options
  - Consortium/JV, 3rd party service vendor, Japanese Model (independent but agreed timelines and interop)



The Staged Approach to Launch RCS Business Messaging

STAGE 2



Kickstart the RBM Ecosystem

- Identify and select RBM platform vendor
- Identify and enroll messaging partners
  - Aggregators, content providers, enablers, chatbots, developers
- Enroll lighthouse innovation brands
- Identify and Select Interconnection Providers
- Define client strategy for non-native RCS phones
  - OTT App (e.g.: iPhone)
- Foster brand meetings/events to share leadership/vision
- Review business models
  - Pricing, legal/regulatory obligations, privacy, data sovereignty, legal interception compliance, etc.
- Define brand and chatbot vetting process
  - Approvals, anti-spam enforcement policies, etc.
- Educate/train brands (leverage ecosystem partners)
  - Differences from social media messaging (reach, clean/trusted channel)
  - Best practices to obtain buy-in from consumers

The Staged Approach to Launch RCS Business Messaging

STAGE 3



- Identify and upgrade SMS A2P campaigns to RBM
- Develop chatbots/conversational marketing (or customer service) engagements
  - Drink your own champagne! Start with your own customer service and marketing promotions, as well as Enterprise marketing campaigns
  - Onboard pioneering brands
- Validate pricing models and create new ones
- Do A/B testing (SMS/RBM) and compare performance based on:
  - Click-through, response, conversion
- Promote results to all ecosystem – Share the news!



The Staged Approach to Launch RCS Business Messaging

STAGE 4



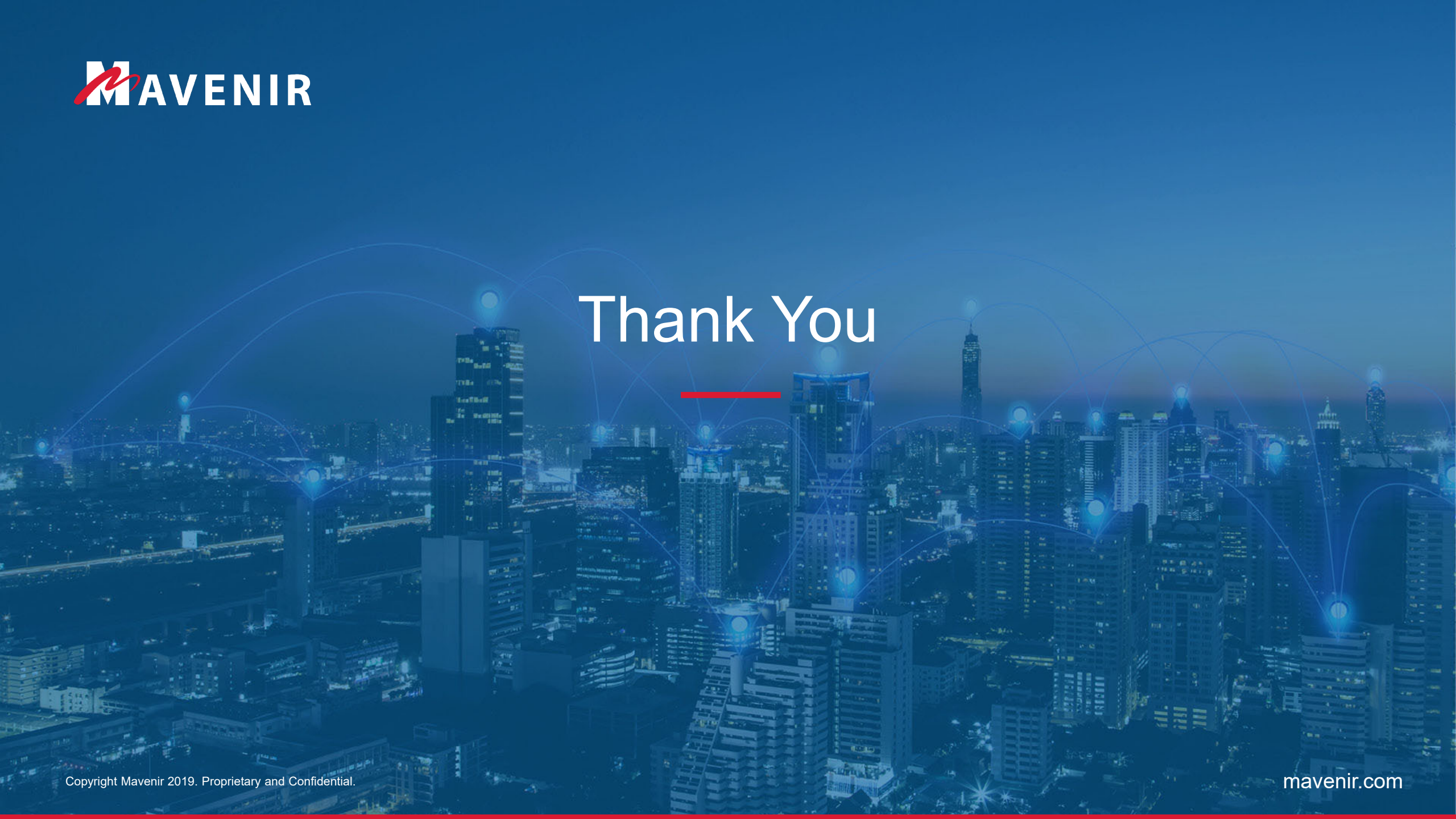
- Refine pricing models based on learnings from stage 3 and publish to brands and partners
- Enroll a critical mass of brands by promoting the results of stage 3 to them
- Launch a marketing campaign to educate subscribers about the new “advanced messaging” on their device
- Launch a marketing campaign to educate brands about best practices and rules
  - Spam behaviors, security (aliasing, brand/bot vetting), trust practices, loyalty/reward programs (data, points, vouchers) for early adopters
- Launch your commercial service
- Track Adoption, end-user behavior, price performance

The Staged Approach to Launch RCS Business Messaging

STAGE 5



- Optimize Solutions based on feedback and learnings
- Add new features/services to the solution
- Articulate/develop/adapt new pricing models
- Collect key statistics and performance indicators
- Share the success factors to grow the brand investment



Thank You

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