RCS ACCELERATING TOWARDS BETTER CUSTOMER EXPERIENCES

MAVENIR

mavenir.com

LESSONS LEARNT FROM DEPLOYMENT

Telefonica

MAVENIR

Launching 3 Markets

- Germany, Spain and United Kingdom
- P2P Service launch with:
  - Samsung Messages
  - Android Messages
- Cloud deployment from Mavenir's data center in Frankfurt
- P2P Interconnection with:
  - Vodafone Group
  - Google Jibe Cloud
  - Deutsche Telekom Germany

Key Challenges

- Time-to-market

- Huge ecosystem play and complex project:
  – Integration of RCS Core with the device client
  – Interconnection to other MNOs
 – MaaP onboarding

- Organizational alignment

Key Considerations for **YOUR** RCS Deployment

- Deployment Model

- Ecosystem Player Engagement

  - Google, Samsung, MNOs, Aggregators, Technology Enablers, GSMA, etc.

- Scale

- Commercial Acceleration

- Time to Market and Expectations

- Executive level support

Market Availability and Timelines

- Telefonica Germany
  - P2P live 27th January
  - A2P Q3 2020

- Telefonica Spain
  - P2P live 3rd February
  - A2P Q3 2020

- Telefonica UK
  - P2P and A2P End Q2 2020

- Brands lined up in pipeline for A2P launch
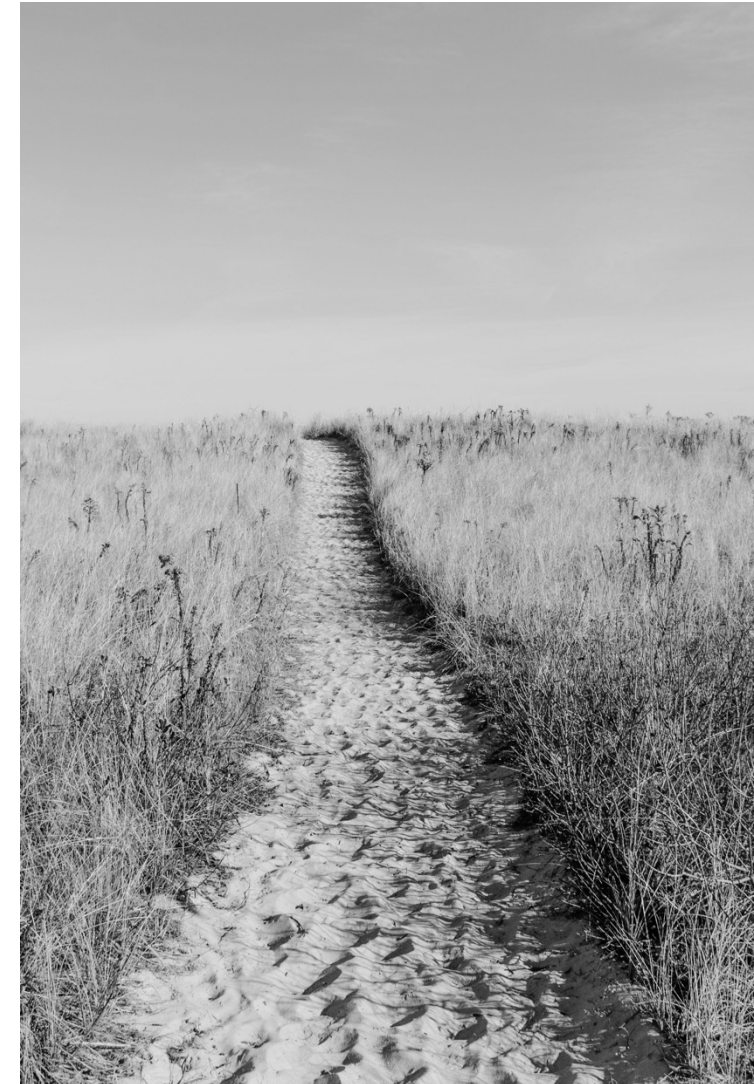
Life after technical enablement…

- Building RCS into Telefonica brand communication channels

- Scaling the RCS user base

- Nailing Go To Market
  - Channel evangelisation
  - Sales proposition for various channels
  - Commercial models

- Continued ecosystem collaboration to make this work

THE IMPORTANCE OF THE PERSONAL TOUCH

HUMAN IN THE LOOP (HIL)
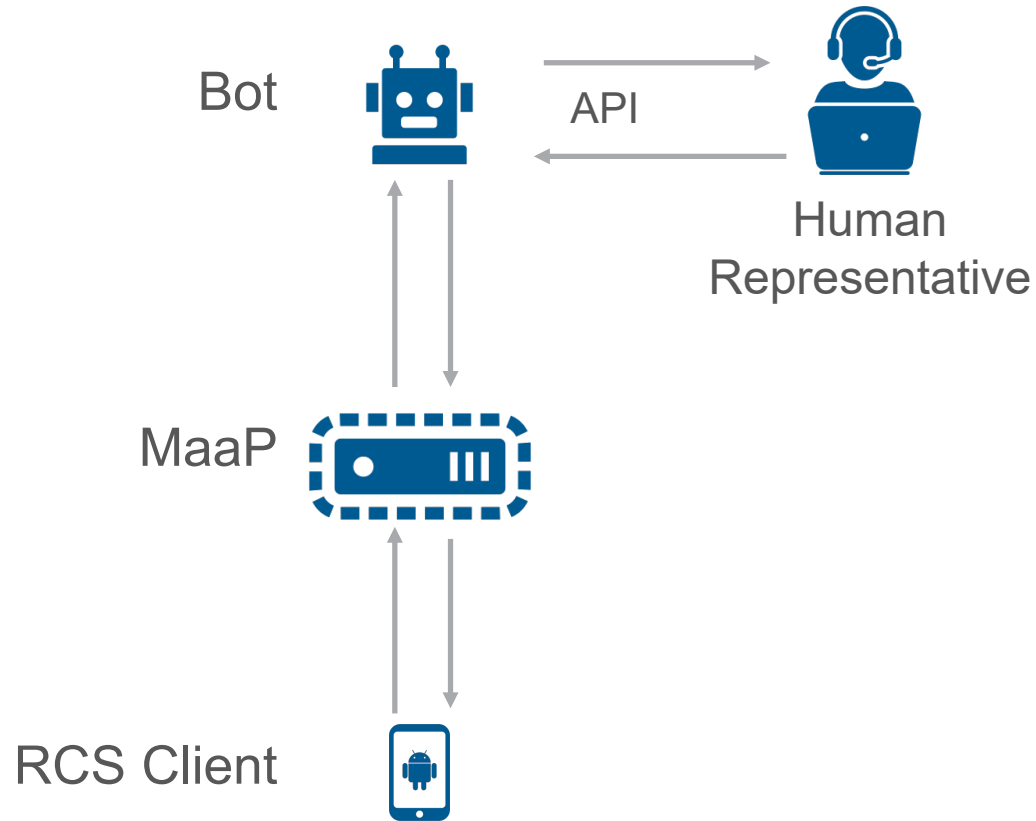
The Need for Human in the Loop

A chatbot-only customer engagement experience can alienate customers

54% of US online consumers believe that interacting with a chatbot will have a negative impact on their quality of life[1]
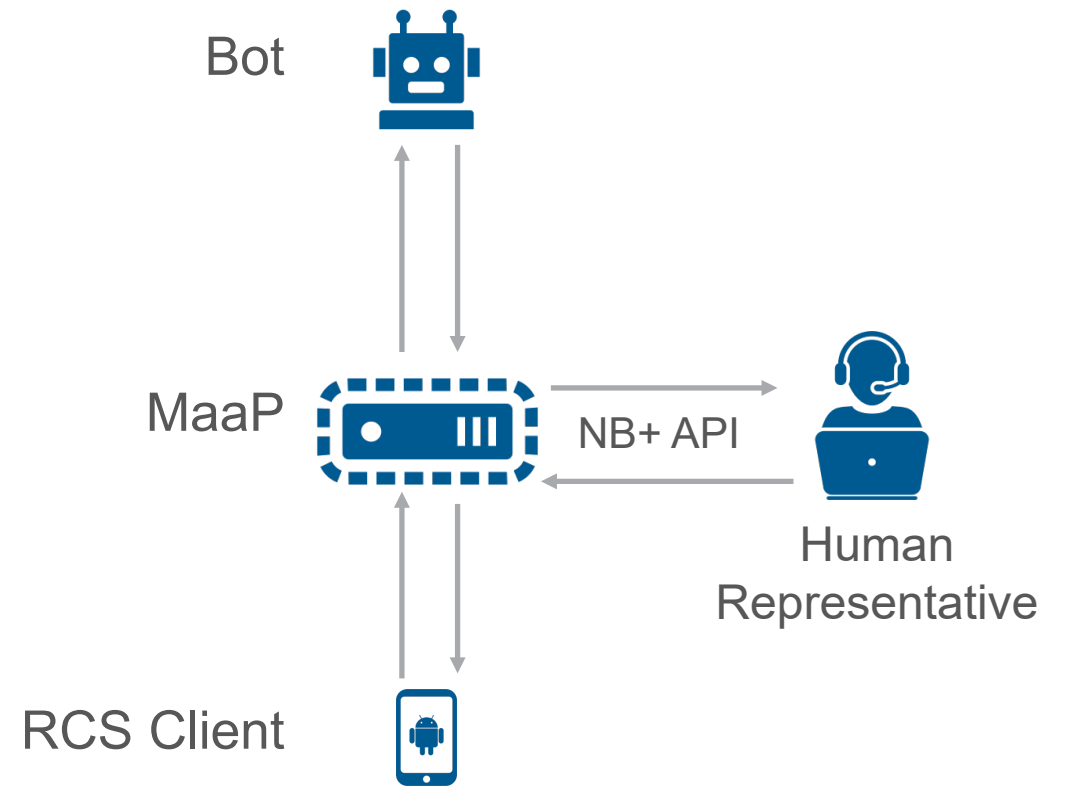
75% of customers expect personalized interactions[2]

63% of consumers are favorable to chatbots if there is an option to escalate to a live representative[1]

1 - Forrester, Don't believe the chatbot hype, 2019
2 - Microsoft State of Customer Service 2019
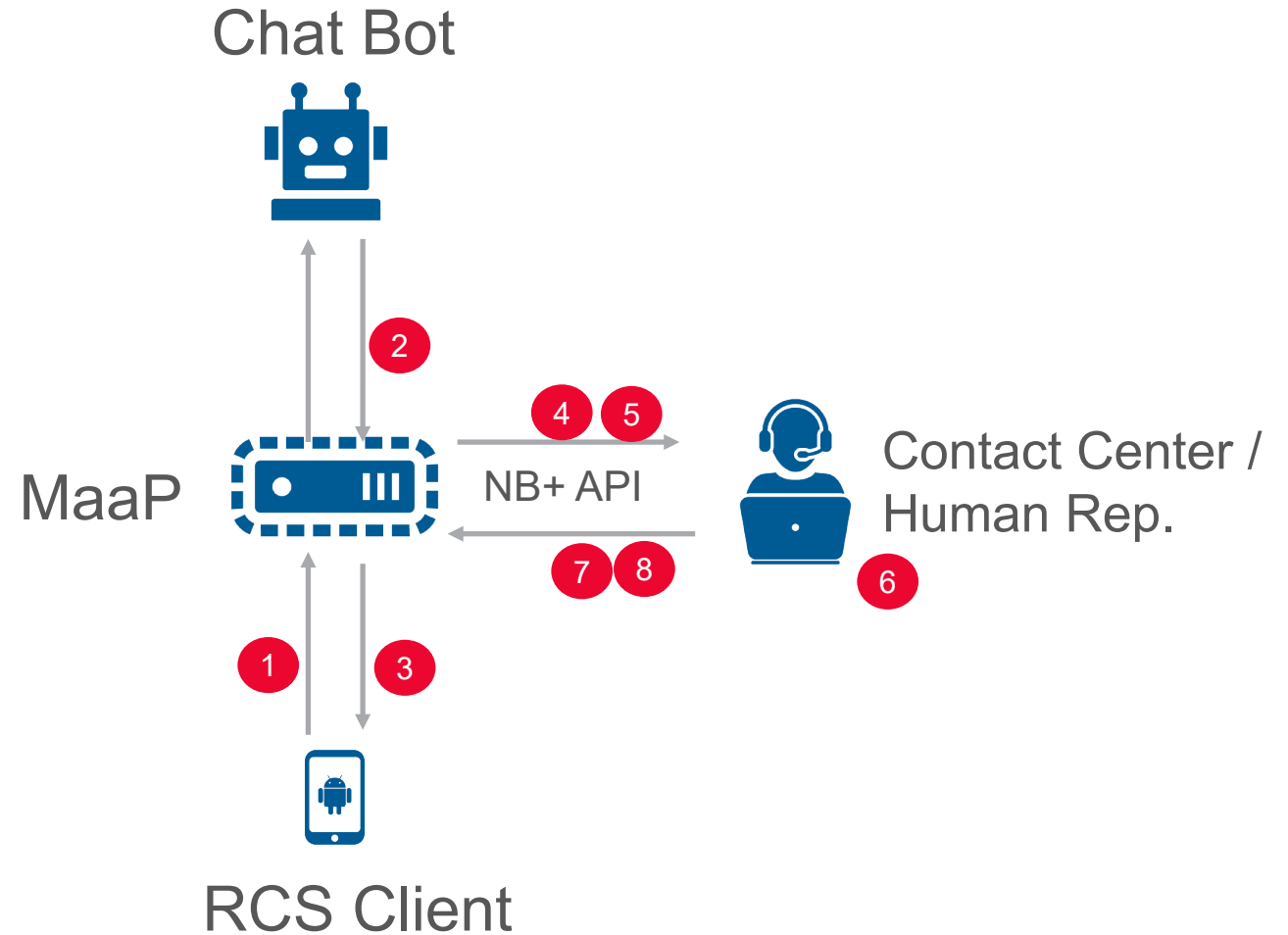
MAVENIR

Real Person / Agent Integration Options

Bot Integrated Into Agent Environment

Bot independent from the Agent Environment

High Level Use Case

1. RCS User interacts with a Chatbot onboarded on MaaP platform
2. Bot Presents the User with an option to chat with a human representative
3. User Selects option to chat with a real person
4. Bot will call the API to route all subsequent messages to the representative
5. Conversation history between Bot and representative is delivered via MaaP Agent API
6. Representative continues the conversation
7. Representative can call the API to route all subsequent messages back to the Bot
8. Conversation history will again be shared over the API

Chat Bot

MaaP

NB+ API

Contact Center / Human Rep.

RCS Client

MAVENIR

Technical Overview

- API Overview
    - API extension to Mavenir Northbound + API
    - API contains link to .JSON text file containing Prior Conversation History
- Multiple Contact Center / Agent Solutions can be integrated
    - Bot onboarding chooses which Solution to use
- Integration to 3rd party CRM / Inventory is not part of the solution (done at CC/Agent solution level)

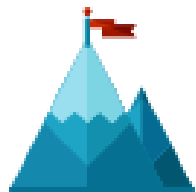# COMBINING THE POWER OF RCS, CHATBOTS AND DATA REWARDS CAMPAIGNS

aquto

By Mavenir

MAVENIR

aquto
By Mavenir

From Boston, MA
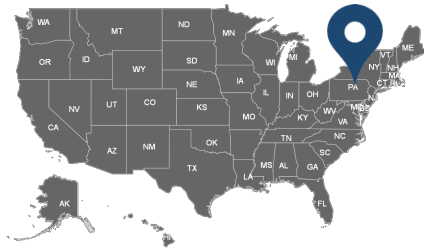
Founded

Acquired by **MAVENIR** in 2018

2012

Our mission:

Make the Mobile Internet more accessible for everybody.
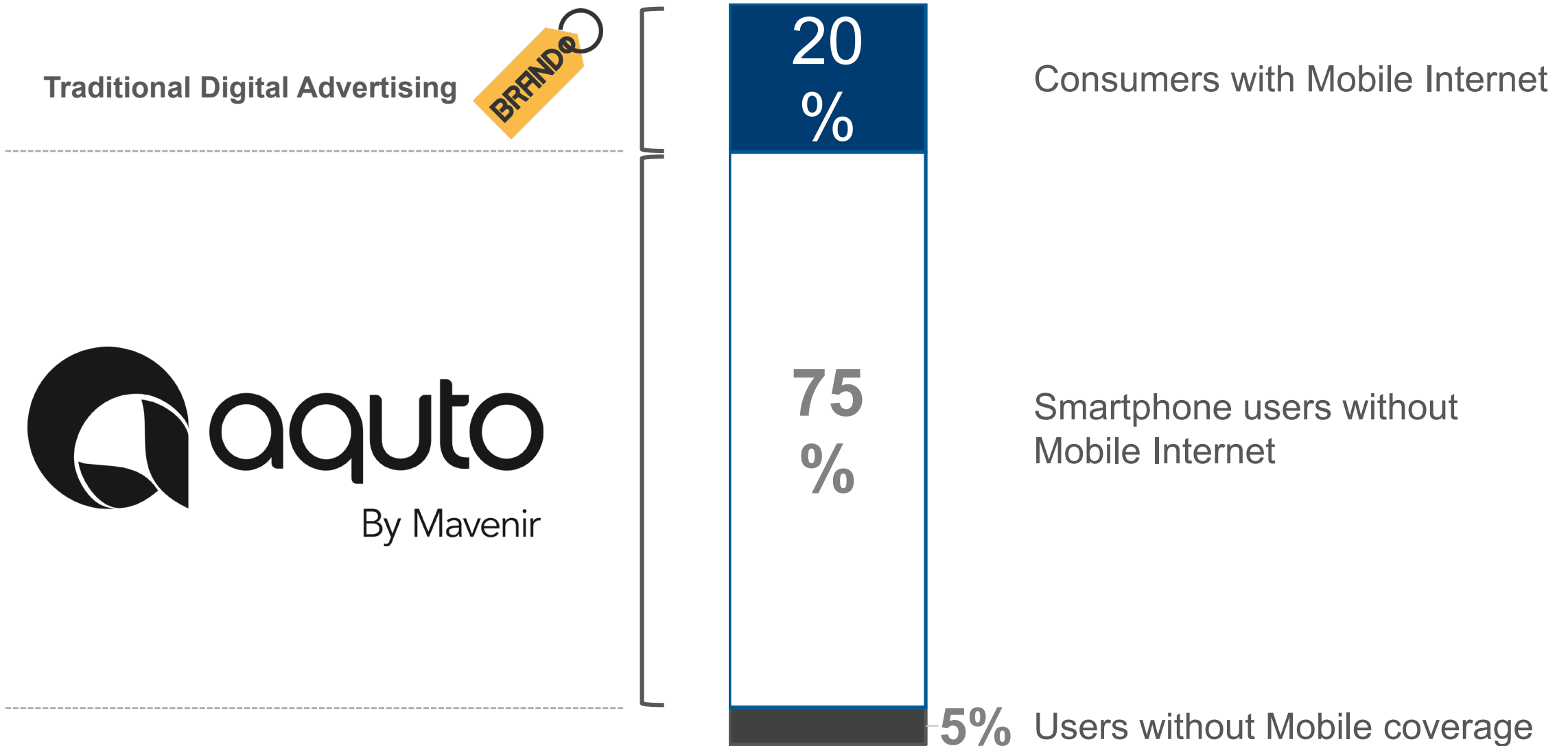
aquto
By Mavenir

Data Rewards
Value Exchange between consumers and brands

The Aquto technology allows **brands** to reward **consumers** with mobile internet when they complete a **call-to-action** like

▶ Watch a full video

☁ Install a Mobile App

👆 Engage inside an App or Mobile site

🚫 Complete and offline action

In LATAM Consumers Lack Mobile Data

Traditional Digital Advertising

BRAND

aquto
By Mavenir

20% — Consumers with Mobile Internet

75% — Smartphone users without Mobile Internet

5% — Users without Mobile coverage

GSMA Intelligence - Closing the coverage gap Digital Inclusion in Latin America 2016

MAVENIR

LATAM reach

Mexico

Centro America

Guatemala
Costa Rica
Panama
El Salvador
Nicaragua

Colombia

Peru

Brazil

Argentina

MAVENIR

# Data Reward Chatbots for Voucher Redemption Campaigns

- User goes to a portal and enters their phone number to claim their data reward
- Platform checks data rewards eligibility, and capability of device
- If the client is RCS capable, chatbot conversation is initiated
- If the client is not RCS chatbot capable, then user continues with normal web experience

# Voucher Code Request – Reward Given

- Chatbot verifies correct code

- Chatbot sends confirmation message that the data reward has been credited

- User receives data reward

- Benefits:
  - Customer engagement is much more interactive and responsive
  - Improved conversions
  - Enables customers to feel closer to the brand, increasing brand affinity/loyalty
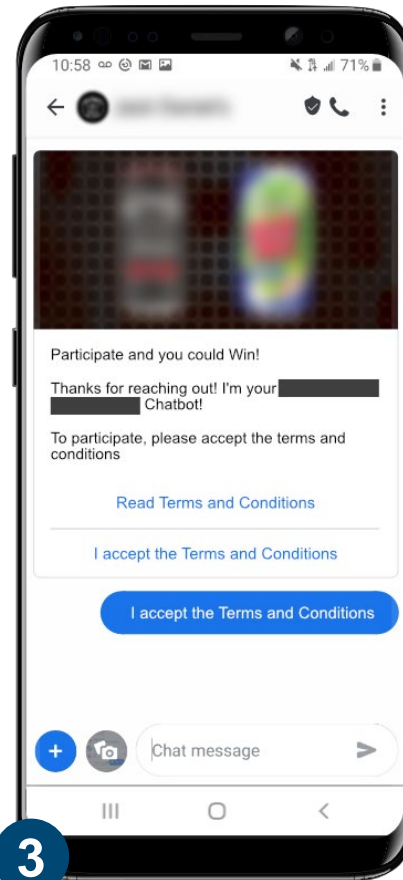
Data Reward Chatbot for Opt-in Campaigns
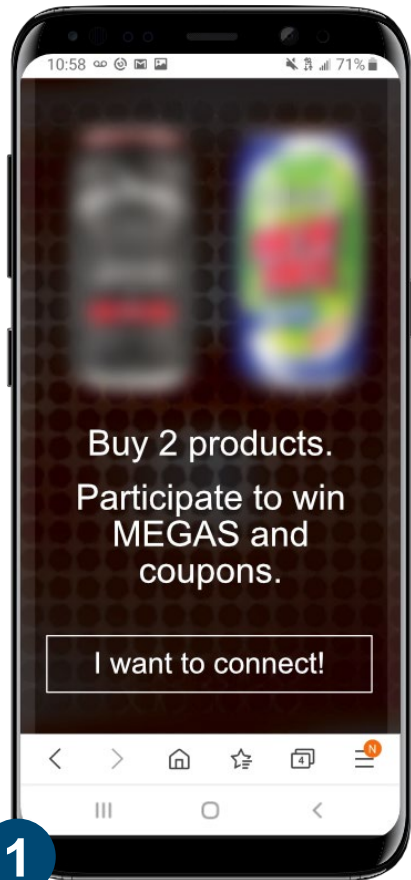
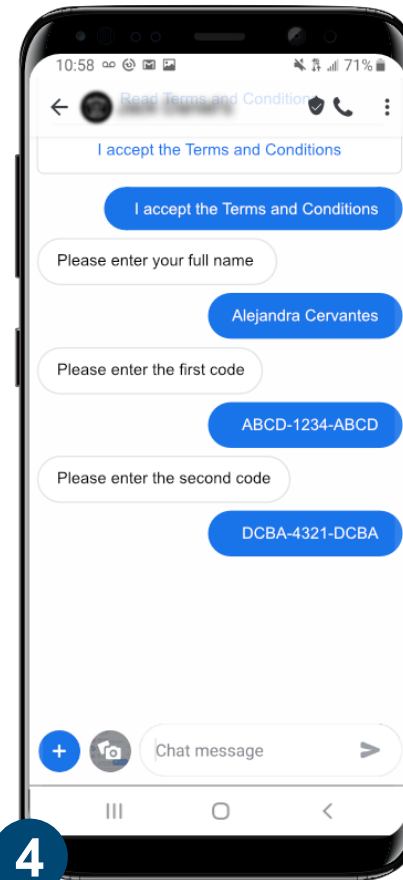

1 — Advertising to customer with call to action.
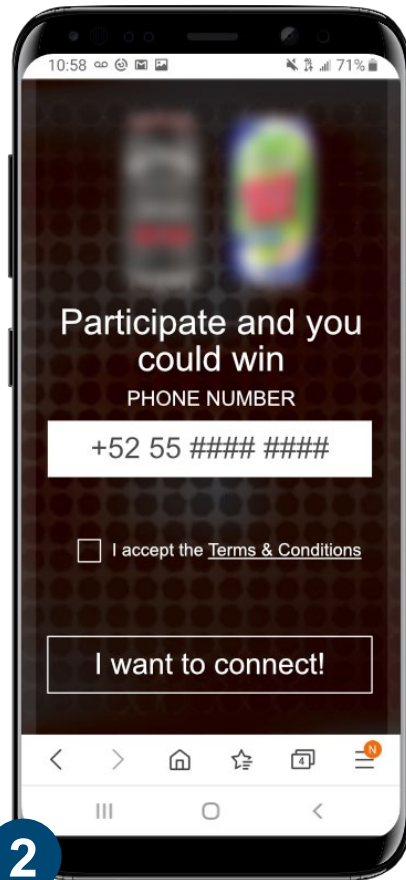
2 — User is directed to a landing page where the user is asked to enter their mobile number to check if the number is eligible for data rewards.
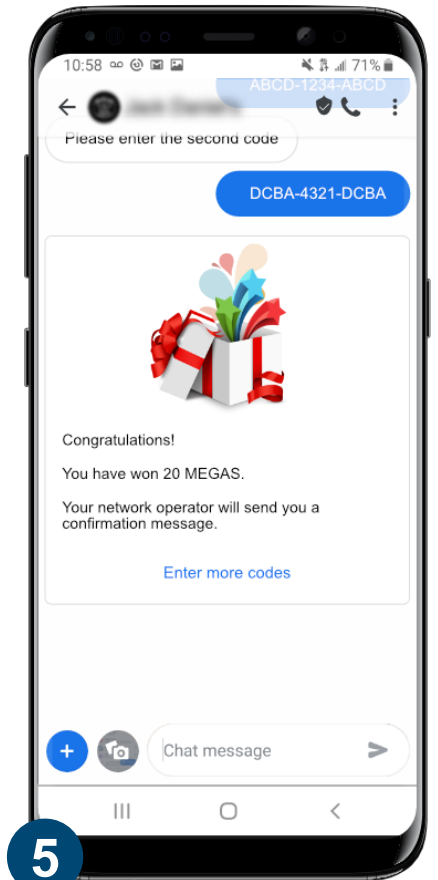
3 — When user clicks on button user is taken to the native messaging channel and chatbot interaction begins.

4 — Chatbot will ask the user to provide the required information (e.g. name, address, etc.) and enter the codes

5 — The chatbot will provide the reward the user will win immediately and receive and SMS with the confirmation.
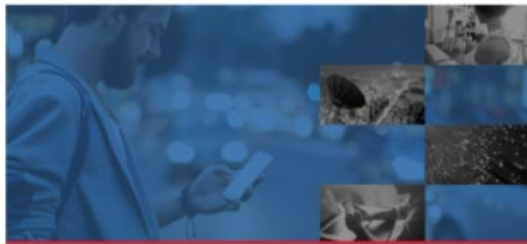
Summary

- Traditional A2P use cases are driven by enterprise CRM teams, or marketing teams who have an existing opt-in list of mobile #s.

- Aquto's approach with data rewards enables brands to grow their opt-in base
  - Consumers are reluctant to enter their mobile number, but will do so in order to receive the data reward
  - Using the mobile number, can initiate the A2P chatbot session with the consumer

- Brand will have a persistent brand chatbot on the users' messaging channel

- Brand can reach out to the consumer/user via the messaging channel using chatbots for future campaigns

- RCS campaigns in LATAM are outperforming SMS campaigns by 5 X

More Information?

[Contact Us](#)

Whitepaper

[RCS & AI for
Revenue Generation](#)

Solution Brief

[Aquto Sponsored
Data Platform](#)

THANK YOU

MAVENIR

mavenir.com

Question(s)

Answer

- What will brands do to register their bots?

- Will they need to work with each and every operator worldwide to be compliant with each operators' T&Cs?

- Similar for Telefonica group, what is the plan for the chatbot registration process for each group operator and how will the chatbot directory work?

- Do you onboard an aggregator once for all operators at a time or do they have to connect operator per operator?

Brands will need to onboard their chatbot for each Telefonica European Obs, and sign up to the corresponding T&Cs.

In the case that the brand needs to deliver traffic to a full country RCS customer base, Telefonica can support the brand onboarding their chatbot in each 3rd Party MaaP.

Chatbot directory depends on the client, in Samsung it is already enabled and in it is Android M is not.

Question(s)

Answer

- Where does iPhone fall in your RCS Interconnect with other RCS clients?

- How Telefonica is dealing with the RCS on iPhones challenge?

- Jenny mentioned " Ecosystem player Engagement" . How about experience on UE vendors engagement and perhaps specially non-Android phones ?

- Have you asked Apple for RCS support? If so, what was the response?

Today there is no interconnection for iPhone. We expect interconnection in the future.

RCS is raised on senior meetings between Telefonica and Apple. Apple is aware of Telefonica´s interest in growing RCS, and expectation for collaborating going forward.

We believe Apple is more likely to move to RCS when they see more substantial market traction from telcos.

Telefonica is working with all players across RCS – MNOs, OEMs, technology providers, customer engagement players, aggregators, etc.

Question(s)

Answer

- Why is Telefonica O2 UK launching P2P and A2P at the same time?

Telefonica UK has delayed P2P launch essentially due to back end system interlock workings and alignment with MVNOs.

Now due to the maturity of the platform and with efforts around A2P platform, the objective is to launch with both P2P and A2P, and get RCS out to enterprises and brands.

Question(s)

- How is the enterprise market reacting to the RCS evangelisation? Do they show signals to onboard?

Telefonica A2P launch in the three EU operators is scheduled for Q3 2020.

Once this milestone is reached, Telefonica RCS teams will make sure that enterprise clients can easily onboard and terminate traffic in our RCS customer base.

Generally some ecosystem players are more bought into RCS than others.

Question(s)

Answer

- What will be charging model for the A2P RCS?

Event and session based

Question(s)

Answer

- How are differentiating your RCS and RBM offering compared to Google Android Messages push for the same? We are seeing some adaptation of Android messages App by consumers though the same if offered by operator already

At Telefonica we believe in a native client, therefore support Android Messages and Samsung Messages.

In terms of differentiating the RCS and RBM offering we will be trying to ensure minimal fragmentation to brands and enterprise, and therefore it will be more about alignment rather than differentiation.

We are aware we will need to handhold brands with RCS initially and we look forward to doing this with partners and directly to bring RCS to life.

Question(s)

Answer

- Once A2P is becoming more "chatbot oriented" and Whatsapp, FB Messenger and Telegram allowing chatbots very low or not cost, is it planned to monetize with "aaS" resources as NLP, chatbot creation frameworks, or customer-analytics as telco offered VAS to be the preferred channel for corporates?

Bot building support will be important to support brands. At Telefonica we are assessing our role here.

Question(s)

Answer

- How large share of revenues in RCS does Telefonica expect to come from middlemen (such as CPaaS/UCaaS/CCaaS players) and how much is expected to come from direct enterprise-relationships? How active will Telefonica be in pushing this towards enterprises?

Telefonica expects that most of the revenues from RCS will come "indirectly" via aggregator partners as in A2P SMS today however Telefonica has a strong enterprise "direct" base in some countries where the direct RCS revenues will be higher. Essentially revenues will be a mix of direct and indirect, and the weighting of this is dependent on the market.

Question(s)

Answer

- Are marketing promotions sent to just Telefonica customers or other networks?

  Own, and other networks, where required by the enterprise/brand.

- Does Telefonica P2P work with subscribers of other UK networks?

  Yes

Question(s)

Answer

- Beyond RBM what other monetization opportunities are you exploring?

Telefonica is looking at all RCS opportunities to monetize the service: A2P, P2A, chatbot directory bot, Chatbot discovery, etc.

But many of these have client dependencies.

Question(s)

Answer

- Is Telefonica deploying directories for content and brand discovery across their markets?

It is expected in the year 2021.

- Why aren't Telefonica creating their own client, like CCMI/ Japan etc?

Telefonica's focus was to adopt RCS as a carrier service and leverage the native clients implemented by the device manufacturers.

Question(s)   Answer

- Is the Japanese experience of an RCS national launching extendable to other countries like Spain, UK or Germany?

The model adopted in the Japanese market could be replicated in other countries, it is up to the MNOs in the country to coordinate a common launch policy.

In those markets, in particular, the carriers have decided to go to market with an OTT application, that requires user intervention and marketing campaigns focused on adoption of the app itself.

In Germany, Spain and the UK the launch will be with native clients and there is no common platform but there is cooperation between the main operators to have a common approach in areas like interconnection, spam protection, best practices and brand verification.

Question(s)

Answer

- How is the verification of a brand performed? How do you avoid SPAM?
- Is there a risk of susses: too much advertising would "pollute" the channel?

The messaging platform has mechanisms to manage the brand verification stages but currently the brand verification processes are still being defined.

All the players in the ecosystem are committed to protecting the RCS channel to ensure consumers can trust brands and undesired messages are not injected into the network.

Telefonica and Mavenir, as well as the other operators in our markets are collaborating with the Mobile Ecosystem Forum to implement best practices and processes for brand and chatbot verification, as well as a code of conduct for brands and aggregators that can be agreed by all parties and are fair and efficient at preserving the integrity of the RCS channel as a clean customer engagement channel.

Question(s)

Answer

- Do you have autopromotion RCS campaign examples and results for operator?

Vivo launched several campaigns with Google RBM. The results will be shared publicly soon but are very positive.

Question(s)

Answer

- Will enriched calling help with escalating to a user agent? Timeline for enriched calling deployment?

There are many mechanisms to implement call escalation to a user agent and the common denominator is that today's businesses would handle those calls in a contact center.

Enriched calling is not currently supported in all the RCS clients, so focusing the escalation with enriched calling can limit its reach.

The Human in the loop functionality presented in the webinar today provides a better approach at escalating the session to a customer service representative via the chat interface. And once the session is there, it is possible to provide options for the user to get connected via a simple voice call over the mobile network (such as a direct calling number or a callback to the user's mobile from the agent), leveraging the current contact center calling capabilities and without requiring custom integrations.

Question(s)

Answer

- Are you also relying on partners/aggregators to sign up brands? Or just direct relationships with brands?

Telefonica is opening the RCS channel to both direct brands as well as brands managed by partners or aggregators. Everyone is welcome.

Question(s)

Answer

- Do the messaging clients use dual IMS registration to register with Mavenir's cloud?

The current system supports both models, the Samsung native clients are doing single registration. Other clients that support only dual registration can also operate in the solution.

Question(s)

Answer

- Does Mavenir manage the interop with other carriers and google? Or is a hub provider used?

The interoperability is managed directly by Mavenir.

Question(s)

Answer

- Do you used this chatbot over UP1.X?

There are limitations to what can be done over UP 1.X but it is still possible to offer data rewards campaigns to users on UP1.X devices.

The bot flows just need to be customized to adapt to these devices.

Question(s)

Answer

- What is the benefits of rewards for the MNOs'? I can understand the need for the brands...and who pays for the data reward?

In the market where data rewards are successful, the MNO increases their mobile data revenue by selling additional data packages.

The consumer does not pay for the data packages, but the cost of the data is effectively paid for by the brands.

Question(s)

Answer

- Is Aquto solution a part of Mavenir platform?

The Aquto Monetization solution is a cloud offering from Mavenir that is separate from the Mavenir Business Messaging Platform.

It sits on top of the BMP to provide value added services over RCS, SMS, web or other customer engagement channels.