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RICH COMMUNICATION SERVICES: THE FUTURE OF MESSAGING

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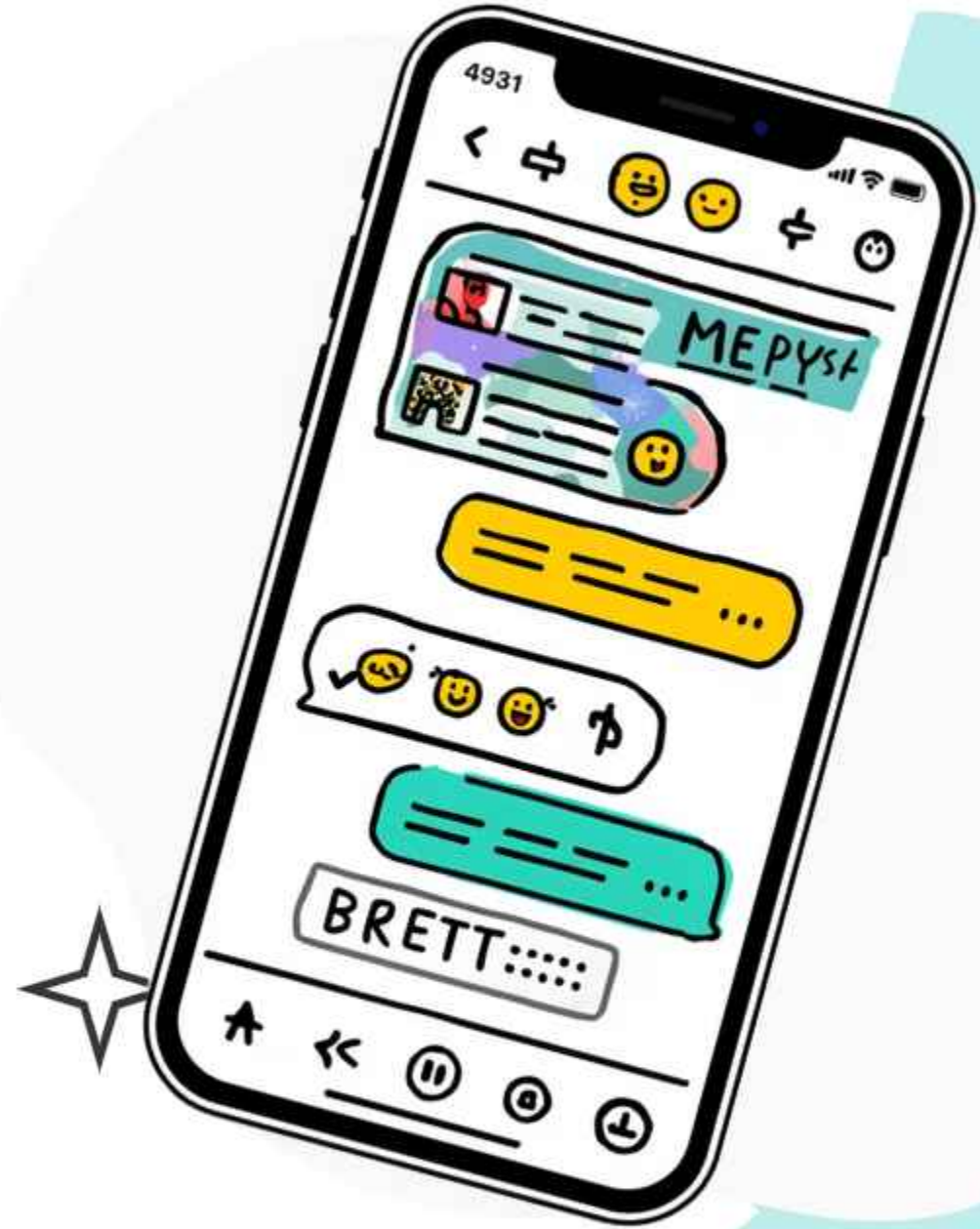
WHAT IS RCS?

Rich Communication Services (RCS) is the evolution of SMS, enabling richer and more engaging messaging experiences. RCS supports multimedia sharing, group chat, read receipts, typing indicators, and seamless cross-device connectivity – all without requiring a separate app install.



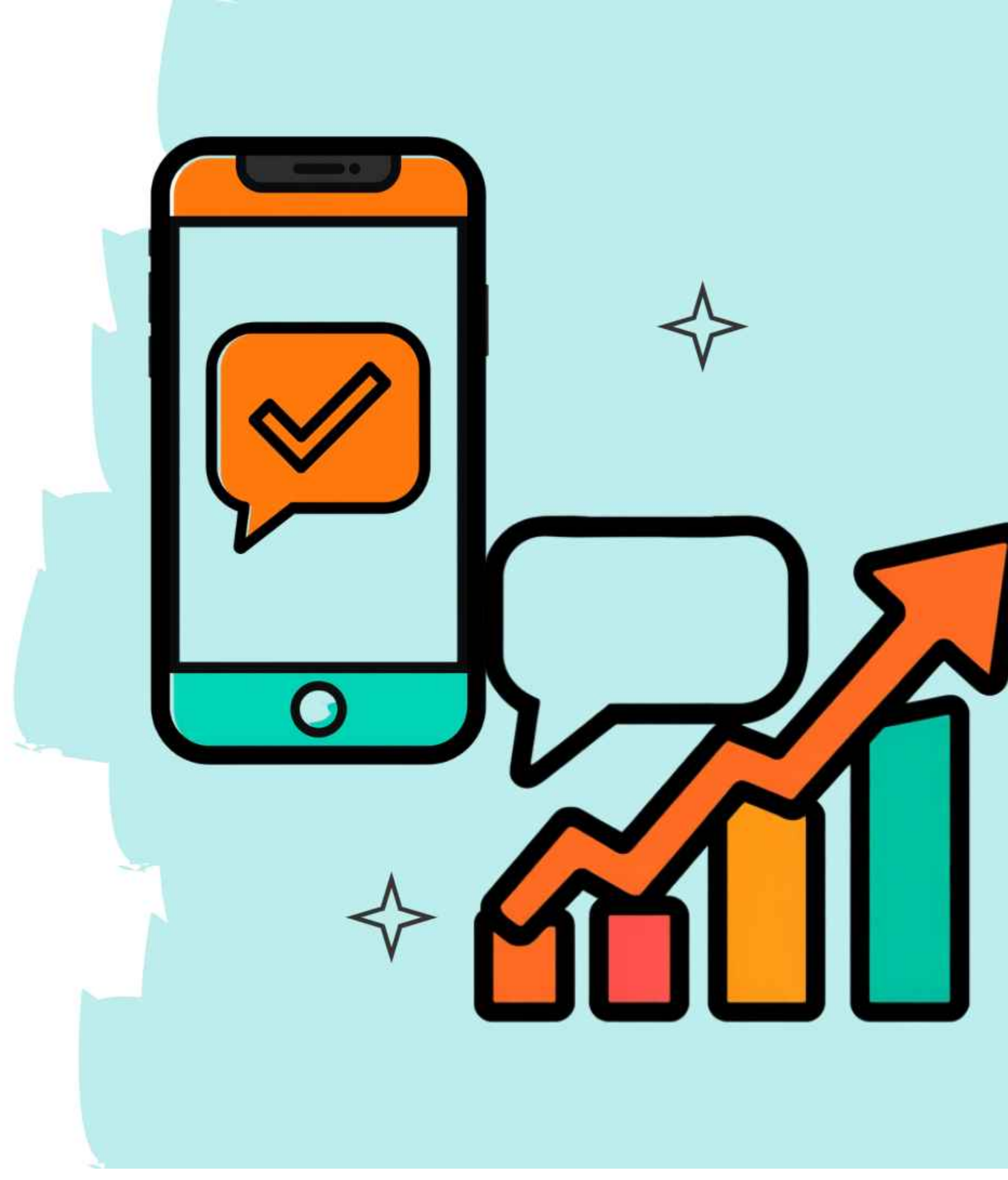
KEY FEATURES OF RCS

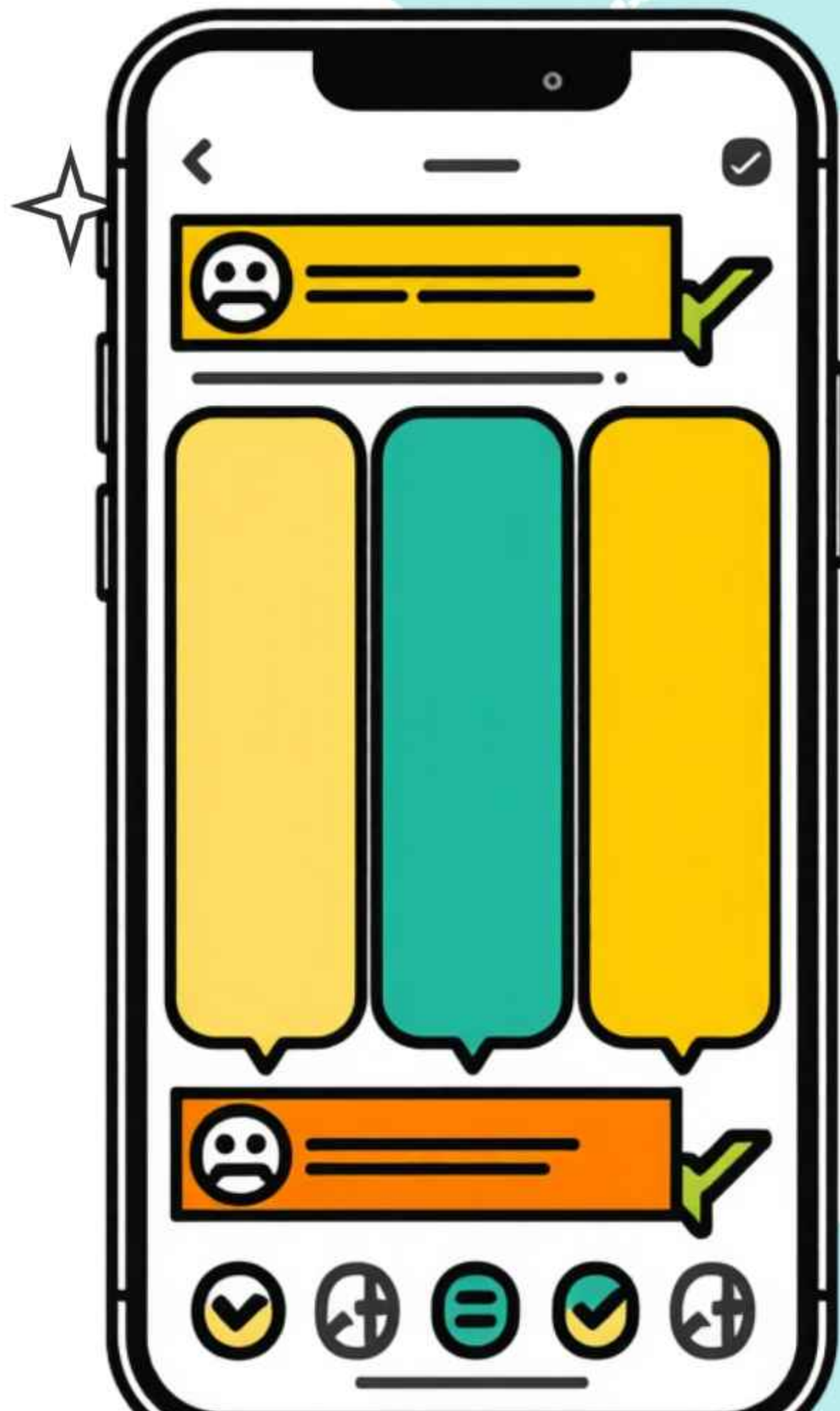
Rich media sharing (images, videos, audio) • Group chats with advanced controls • Read receipts and typing indicators • Business messaging with chatbots and payments • Seamless cross-device support



WHY RCS MATTERS: BENEFITS OVERVIEW

RCS drives higher engagement and richer brand experiences. Businesses see up to 50% higher engagement rates than traditional SMS, with improved delivery, read receipts, and unified messaging across carriers and devices.





RCS VS SMS AND OTT MESSAGING

SMS: universal but limited to text, no read receipts, no multimedia. OTT apps (WhatsApp, iMessage): rich features but require app installation and proprietary ecosystems. RCS: combines the universal reach of SMS with rich, interactive features – no app install required.



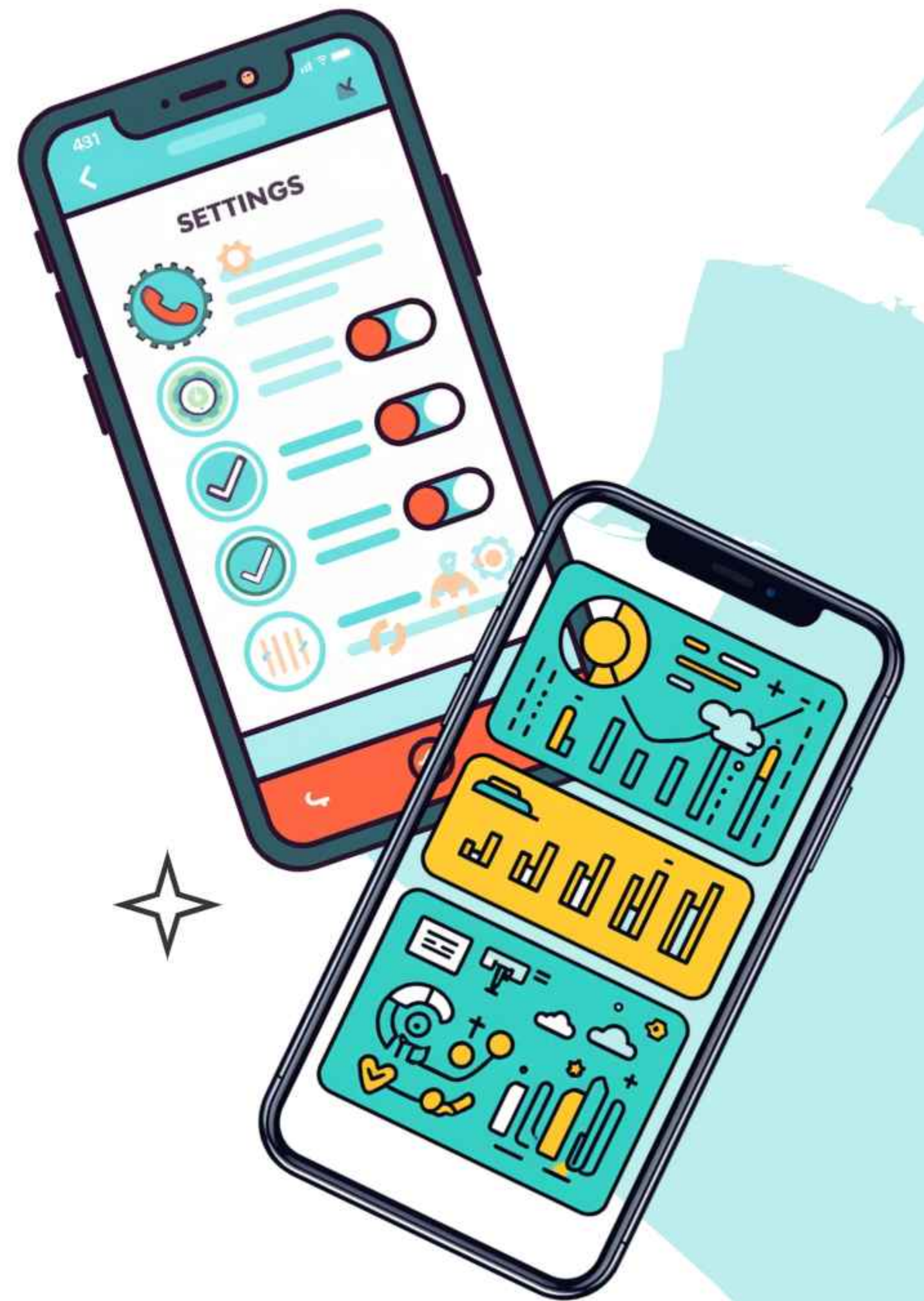
BUSINESS USE CASES FOR RCS

- Customer support with live chat & quick replies ·
- Interactive marketing campaigns & promotions ·
- Appointment reminders with action buttons ·
- Secure payment & transaction notifications ·
- Product showcases with rich media



IMPLEMENTATION CONSIDERATIONS

Carrier and device support variability across networks. Integration with existing CRM and messaging platforms. User opt-in and privacy compliance requirements. Costs, pricing models, and ROI planning. Analytics and message tracking capabilities.



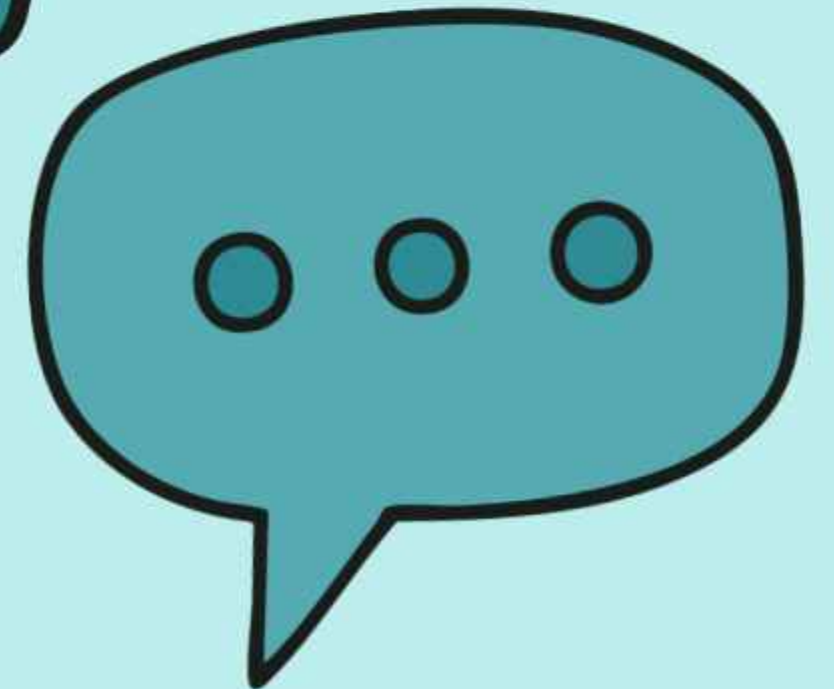
MARKET ADOPTION & FUTURE OUTLOOK

Over 70% of Android devices globally support RCS as of 2024. Key milestones: RCS protocol launch → major carrier adoption worldwide → leading brand deployments → upcoming universal standard updates and expanded iOS support on the horizon.



SUMMARY AND NEXT STEPS

RCS offers a powerful upgrade from SMS with rich, interactive messaging. Businesses can leverage RCS to boost engagement and customer satisfaction. Assess your readiness and plan integration with existing communication platforms. Monitor evolving standards and market adoption trends to stay ahead.



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THANK YOU FOR YOUR ATTENTION!

We hope this overview of Rich Communication Services has been insightful. Questions and discussion are welcome – feel free to reach out for more information on RCS implementation, strategy, or next steps for your organization.



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