RCS
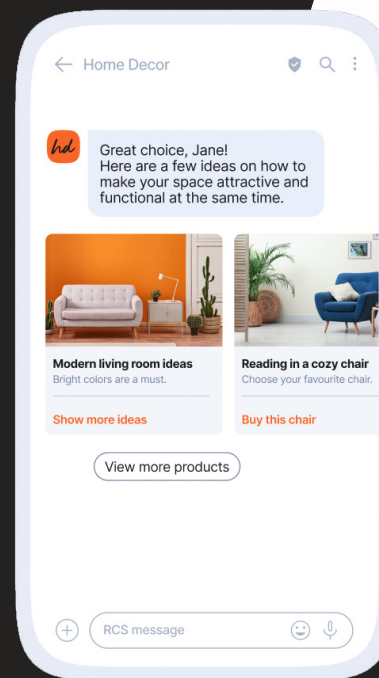
A New Era of Customer Engagement

EBOOK

infobip
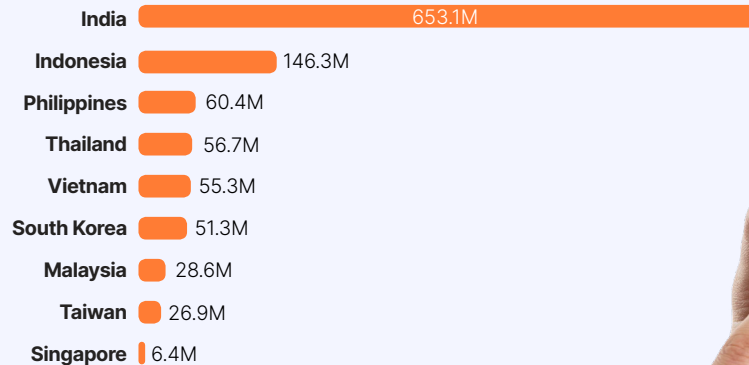
RCS: Transforming customer interactions

Rich communication services (RCS) for business messaging, combined with the global reach of smartphones, are set to transform customer engagement for brands. Using a phone's native messaging app and carrier network to deliver feature-rich content, RCS for business messaging provides secure interactive experiences through seamless integration of rich media content.

The global user base of Android and iOS smartphones has reached a massive 5 billion. With Android — and now iOS — supporting RCS, their cross-platform reach presents a significant opportunity for brands to send messages that will land directly on their customers' phones, overcoming mobile app fatigue.

Real-world cross-industry case studies on page 6 demonstrate the power of rich communications. High open rates, instant delivery, and wide market reach help support customer acquisition and retention as well as increase sales and reduce support costs.

Wide reach

With 5.1 billion smartphones running Android and iOS, RCS has the potential to reach a wide global user base.

Country	Users
India	653.1M
Indonesia	146.3M
Philippines	60.4M
Thailand	56.7M
Vietnam	55.3M
South Korea	51.3M
Malaysia	28.6M
Taiwan	26.9M
Singapore	6.4M

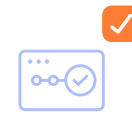**Global 5.1B**

Source: IDC Mobile Phone Tracker, 2024

Unlocking the power of rich conversations

Boost customer trust

Use of verified brand logos, colors, and fonts, adding legitimacy to messages sent.

Enhanced functionality

Deliver personalized, dynamic, and responsive interactions with seamless integration of rich media content and interactive features.

Data-driven personalization

Advanced analytic tools provide data-driven insights into customer behavior, preferences, and purchasing patterns for targeted campaigns.

AI integration capabilities

AI-powered chatbots within RCS enable conversational AI and enhance customer support efficiency through automated workflows.

infobip

A trusted voice in the battle against phishing

By leveraging RCS as an engagement channel, brands can prevent their customers from falling prey to malicious communication. Verified sender IDs and brand logos in rich messaging provide a visual confirmation to help customers recognize authentic messages, thereby reducing phishing risks and boosting customer engagement.
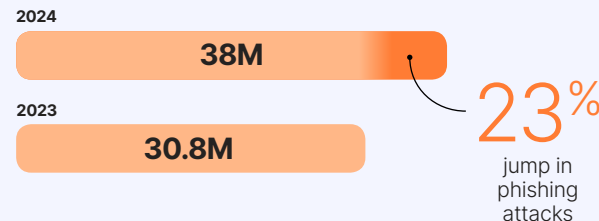
RCS allows customization of the appearance and branding of messages, reinforcing legitimacy and reducing potential attacks.
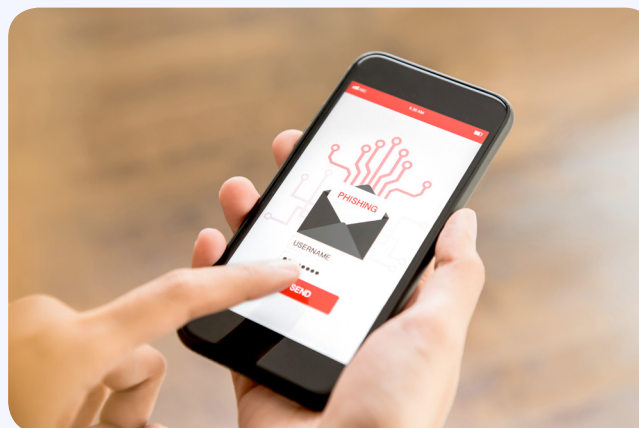
Rise in phishing attacks

Between January through October 2024, Kaspersky blocked more than 38 million phishing attacks related to online shopping, payment systems, and banks. Of these, 44% involved using banking services as bait.

2024
38M

2023
30.8M

23% jump in phishing attacks

Source: Kaspersky Online Shopping Threat Report 2024

Countries with the most phishing attempts

🇺🇸	1	UNITED STATES
🇬🇧	2	UNITED KINGDOM
🇮🇳	3	INDIA
🇨🇦	4	CANADA
🇩🇪	5	GERMANY
🇷🇺	6	RUSSIA
🇵🇱	7	POLAND
🇫🇷	8	FRANCE
🇦🇺	9	AUSTRALIA
🇯🇵	10	JAPAN

India, Australia, and Japan were among the top 10 countries targeted for phishing scams, according to Zscaler's ThreatLabz Phishing Report 2024.

The cloud security platform provider analyzed two billion blocked phishing transactions between January and December 2023.

United States, the most targeted country, faced high phishing rates due to its large population of Internet users, high volume of online financial transactions, and advanced digital infrastructure.

Source: Zscaler ThreatLabz Phishing Report 2024

A data-driven future for personalization at scale

Brand marketers are realizing that by integrating data from various touchpoints across customer-facing functions, they can gain deep insights into customer behaviors, preferences, and journeys.

By 2027, companies will spend more than US$150 billion on AI-related infrastructure, platforms, software, and services to support their ability to compete on highly personalized customer experiences.[1]

The business impact of personalization at scale?

Highly personalized interactions perform 30%+ better than those with low or no personalization, according to IDC research. This includes open rates, conversions, cart value, churn rates, and lifetime value.[1]

With unified data and identity resolution capabilities, brands can recognize customers across multiple channels and devices in real time, ensuring consistent and tailored messaging throughout the customer journey. The impact of this level of personalization and relevance cannot be overstated.

Highly personalized interactions outperform low or non-personalized ones by

30%+

The drive to automate

The shift toward automation and data-centric strategies enables brands to make more informed decisions, optimize processes, and deliver personalized customer experiences.

IDC PREDICTION

By 2026, 75% of large enterprises will have fully automated their data management processes, leading to a 50% increase in operational efficiency and significantly improved decision-making capabilities.[2]

Customer experience squared

Adopting mobile and device-centric strategies is crucial for meeting customers where they spend most of their time — on their smartphones and other devices. Brands can provide seamless, personalized experiences to boost customer engagement.

IDC PREDICTION

By 2029, 60% of G2000 firms will shift KPIs being measured from siloed metrics (e.g., sales and profit) to experience-oriented metrics (e.g., customer journey analytics and omnichannel engagement), ensuring enhanced customer value and connected experiences.[2]

How RCS elevates the customer journey

The secure and integrated nature of RCS enables seamless movement for customers between stages, and allows brands to deliver relevant, personalized communication at every stage to create a two-way, frictionless customer engagement.

Awareness

Sending interactive promo video via RCS, with an option to register and add launch date to calendar.

Create innovative awareness campaigns with rich media, carousels, and interactive content to capture customer attention at the top of the funnel.

Consideration

Product comparison carousel, highlighting different models for sale.

Nurture leads with personalized product recommendations, and embedded call-to-action buttons.

Purchase

"Buy Now" button integrated in the message when the sale is live.

Streamline the purchase process, enabling secure transactions and delivery updates, directly within the messaging interface for a frictionless customer experience.

Support

Order confirmation and real-time order tracking, with SMS as a fallback option.

RCS chatbots and human agents for real-time, contextual customer support, and receive instant feedback, all within the native messaging app.

Loyalty

Provide information about upcoming events, and gather feedback on customer experience within the app.
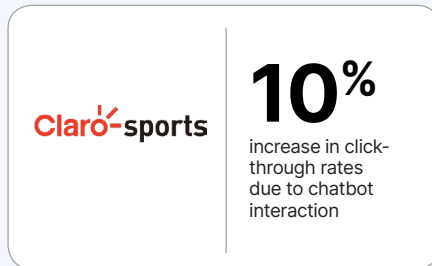

Foster long-term customer relationships by delivering personalized loyalty programs, strengthen brand affinity, and retain customers.
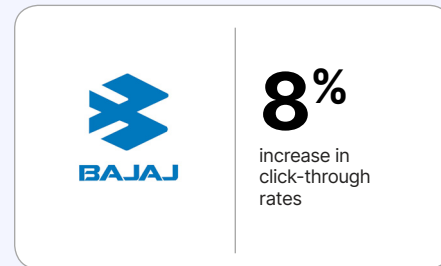
Real-world impact of rich communications

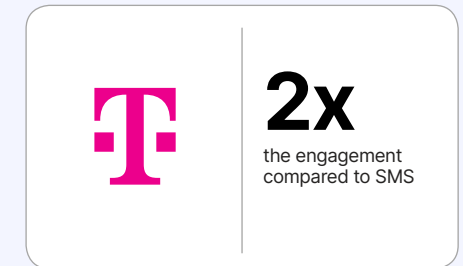## Higher click-through rates

Media
Claro Sports

Claro sports

10% increase in click-through rates due to chatbot interaction

Automotive manufacturing
Bajaj Auto

BAJAJ

8% increase in click-through rates

Enhanced engagement

Online marketing
Digitaleo

Digitaleo

17x more engagement than SMS

Telecom
Telekom Deutschland

T

2x the engagement compared to SMS

Improved conversion rates

Online travel
EaseMyTrip

EaseMyTrip.com

2.7% higher conversion rate

10x more surveys filled
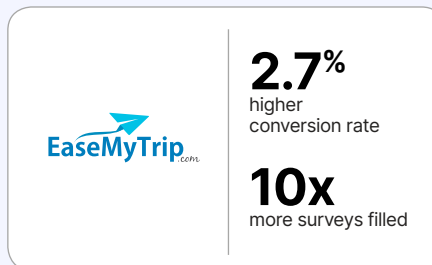
Insurance
Covéa Group Life Insurance

covéa

11% conversion rate using RCS, compared with email's 0.05%

Better CX and delivery rate

Telecom
Virgin Mobile (now Virgin Media O2)

Virgin media   O2

93% delivery rate and engaged customers, higher compared to email
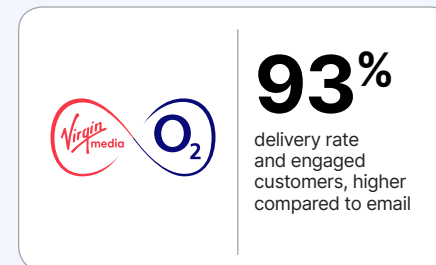
Cost effectiveness

Bikesharing
nextbike

90% SMS delivery rate and cost reductions with RCS

Source: Infobip
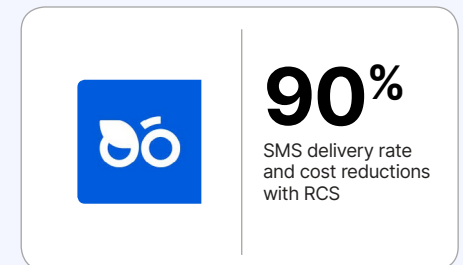
Case Study

BankBazaar boosts click-through rate and customer engagement

To capture attention and drive higher conversions, BankBazaar leveraged RCS to enhance its messaging strategy and customer engagement.

The click-through rate (CTR) for the 70 million RCS messages sent was about 80% higher than previous SMS campaigns.

As BankBazaar took more advantage of RCS capabilities, including the use of GIFs, its CTR jumped even higher to an impressive 130%.

Read the story **here**.

130% higher CTR

"At BankBazaar, we're continuously looking for new and engaging communication channels, which would be as effective as SMS and as attractive as email. Our results with RCS Messaging were incredibly impressive — customer response rate is twice as high as the comparable SMS campaigns. We're looking forward to now expanding RCS campaigns across all our products and consider RCS a new, more interactive and engaging way of reaching our customers."

Prashanthi A
Senior Manager, Campaign Manager at BankBazaar

Case Study

Rich messaging: A perfect fit in Niva Bupa's omnichannel strategy

Niva Bupa saw RCS as an opportunity to refresh its marketing efforts and position itself as an innovator in delivering personalized insurance customer service.

RCS' rich media capabilities and familiarity as a default messaging platform yielded the desired results for its customer engagement campaign.

Read the story **here**.

75%
ROI for RCS messages

31%
delivery rate for RCS messages

"The seamless integration with our CRM platform helped us start sending personalized and targeted messages in all regions within a few days. Thanks to the data-driven insights we receive for channels such as RCS, we're able to send captivating marketing messages that increase our acquisition and retention rates, while experiencing up to 75% in ROI."

Akshat Mishra
VP and Head of Growth Marketing at Niva Bupa

Getting started with RCS in your brand communication strategy

Implementing RCS business messaging as part of a broader omnichannel approach enables brands to deliver seamless, interactive experiences that increase customer engagement, conversion rates, and overall campaign effectiveness.

✓ Assess compatibility and audience

Evaluate your target audience's device compatibility with RCS and understand their preferences to ensure effective targeting.

✓ Select a partner

A trusted partner with strong automation, AI, and seamless integration capabilities with existing systems is critical for scaling omnichannel conversations and campaigns.

✓ Design and launch an omnichannel campaign

Utilize RCS for interactive features and SMS as a fallback to ensure message delivery. Consider social messaging apps for an optimal channel mix.

✓ Experiment and iterate

Conduct regular testing on different media, interactive features, and user responses to optimize RCS engagement.

Ready to explore RCS Business Messaging? Contact us ⟶

The Infobip Advantage

Global reach and local presence

- 9,700+ global connections
- Connect with over 7bn people and things
- Strong enterprise client base
- 70+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in line with their needs, local requirements, and based on proven global best practices.

Scalable, fast and flexible solutions

- Best-in-class delivery rates
- High speed and reliability
- Low latency
- In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

Remarkable customer experience

- Technical expertise
- Solutions consultancy
- Customer success management
- 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices, or solutions consultancy.

Own infrastructure

- Locally available services
- Compliance to local regulations
- 40 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.

Gartner
Gartner® Magic Quadrant™ for CPaaS, 2024
Infobip is named a Leader

JUNIPER RESEARCH
Juniper Research
RCS Business Messaging Leader 2024
CCaaS Leader 2022, 2023

OMDIA
Omdia Universe
CPaaS Leader 2022, 2023

IDC
IDC MarketScape
A CPaaS Leader 2021, 2023*

metrigy
Metrigy CPaaS MetriRank report
Ranked as a top CPaaS Provider 2023, 2024

Rocco
ROCCO
Rocco
Best Customer Engagement Platform 2020
Best A2P SMS Vendor 2018, 2019, 2020, 2021, 2022

TRUST IN ENTERPRISE MESSAGING

HIPAA COMPLIANT

mobile connect

*A Leader in the IDC MarketScape: Worldwide Communications Platforms as a Service 2023 Vendor Assessment (doc #US50607923, May 2023) and the IDC MarketScape: Worldwide Communications Platforms as a Service 2021 Vendor Assessment (doc #US46746221, May 2021)

www.infobip.com