



GROWTH

SIMPLIFYING TECH SOLUTIONS



RCS Messaging

**-The next evolution
of SMS**



Introducing RCS Business Messaging



RCS -Rich Communication Service

RCS is a messaging protocol for Google/ Android / IOS 18+ users, which is experienced within the native messaging app of Android & IOS phones.

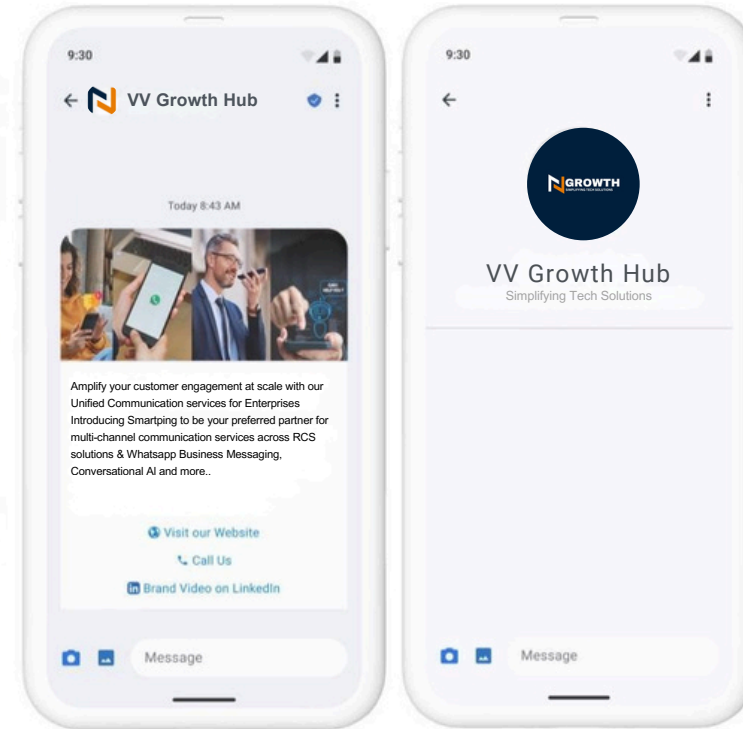
RCS Messaging Pre-requisites

- Android devices running version 5.0 or later
- Google Messages app in Mobile Handset
- Data Connection –Mobile/ Wi-Fi
- RCS Chat enabled for selected SIM

Trusted Branding
Display Name and Logo

Richer Media
Images, videos and GIFs in any color improve customer experience and brand awareness

Better Metrics
Data including client-based DLRS and read receipts



Customer safety and peace of mind
With verified sender information

Time-saving actions
Suggesting actions for URL, Maps, Calendar and dialer

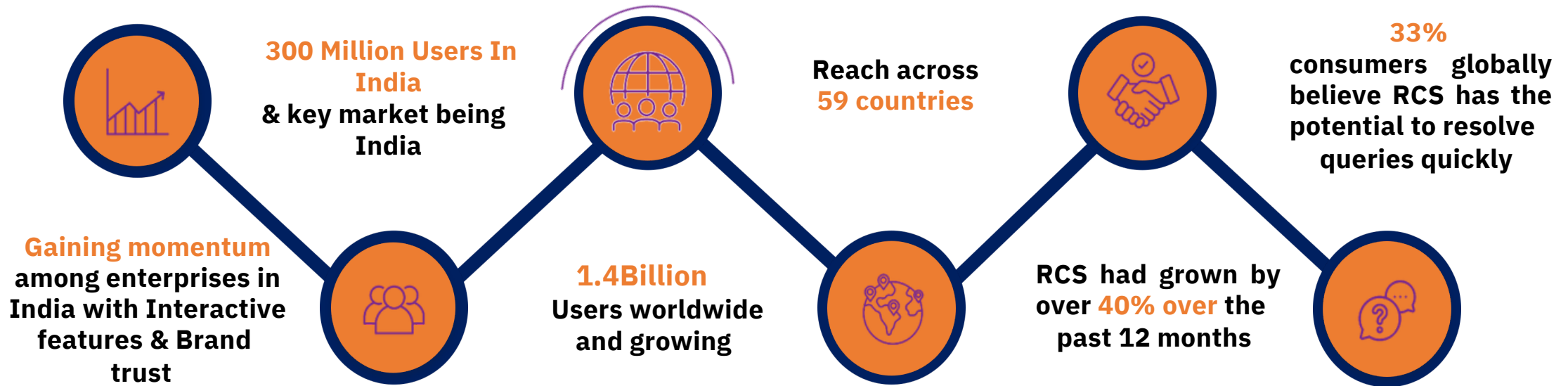
Ease of replying
Suggested replies customised by brands





RCS Business Messaging drives results– Engage and Convert

RCS Messaging has potential to enrich customer engagement through interactive media, establish trust through verified senders, and ultimately drive business growth





RCS –Next generation benefits for brands and consumers over SMS



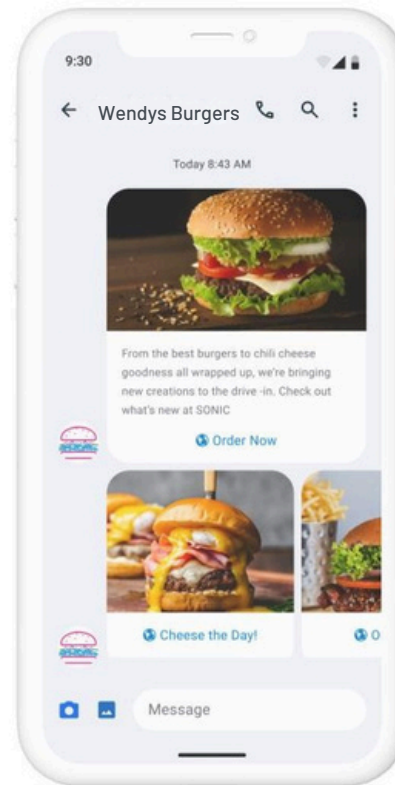
75% of consumers prefer to engage with a brand through private messaging over traditional channels.

However, SMS only offers one-way communication, no visuals and is limited to 160 characters

SMS



RCS



With RCS, you can send rich, contextually relevant content straight to your customer's messages app on android



RCS Features comparison over SMS

Messaging

Branding & Verified Sender

Link Previews

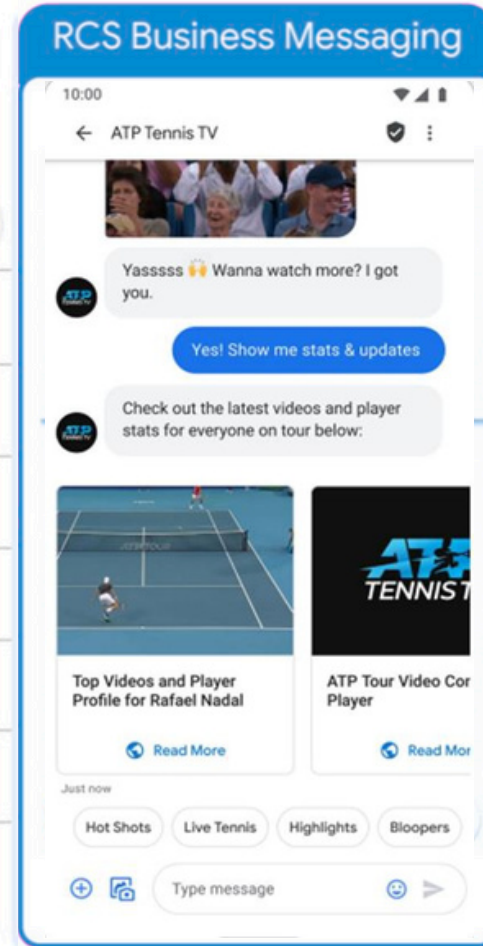
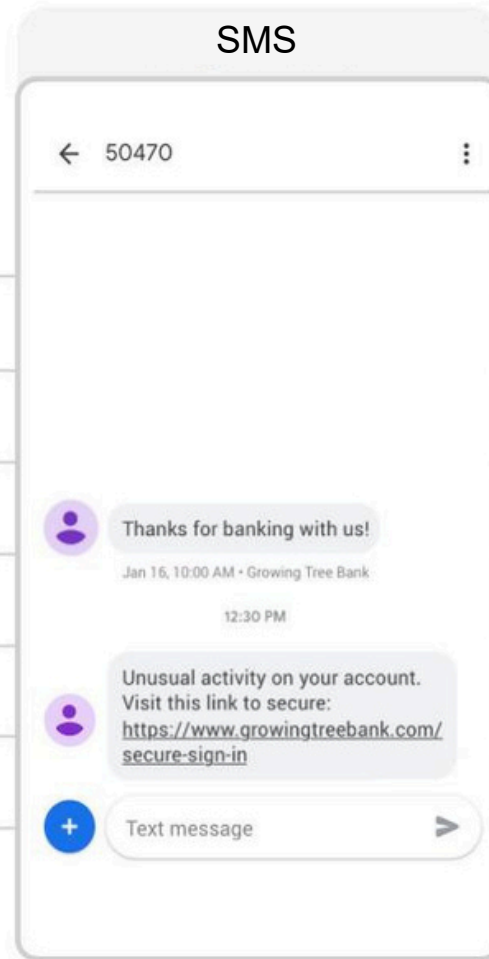
Engage Metrics

Chips & Carousels

Deliver & Read Receipts

Quick Actions

24hr Pricing



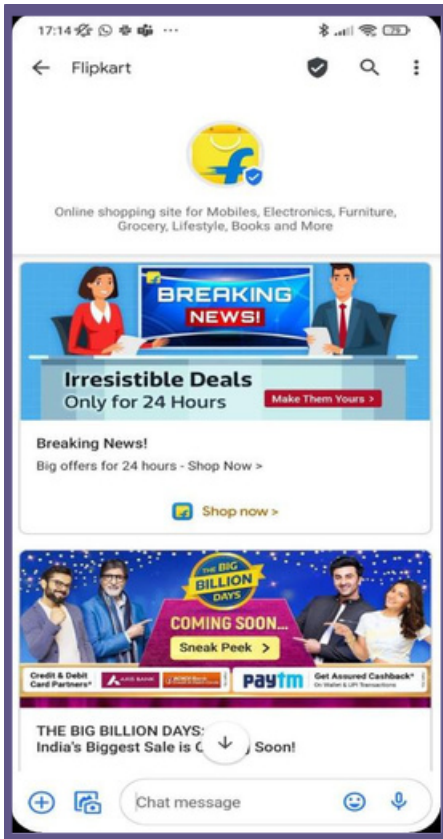


RCS messaging category -Different Agent (Sender)

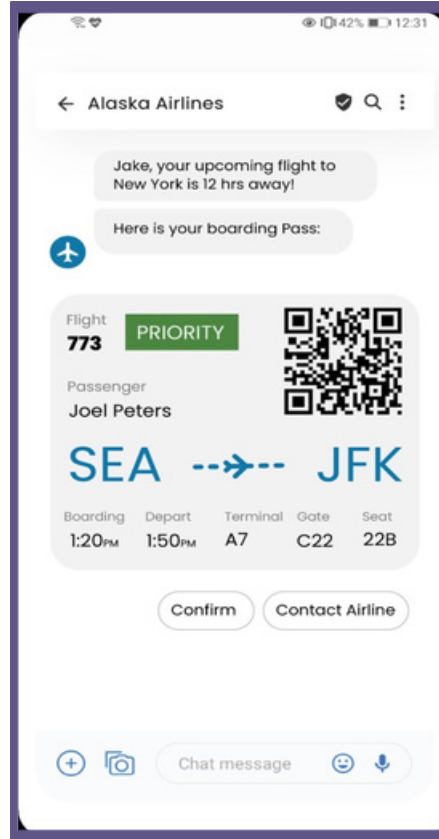


Message sender is called RBM Agent :- Separate RBM Agents for OTP, Transactional and Promotional Category

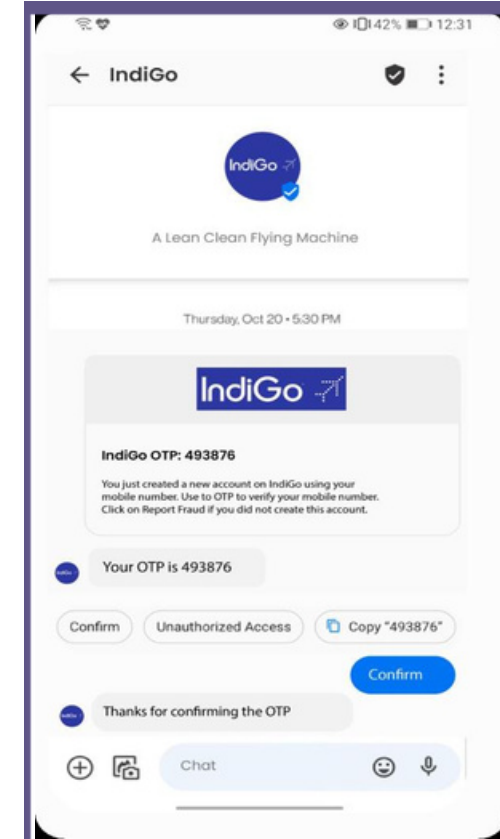
Promotional Brand Offers / Deals



Transactional Brand Updates



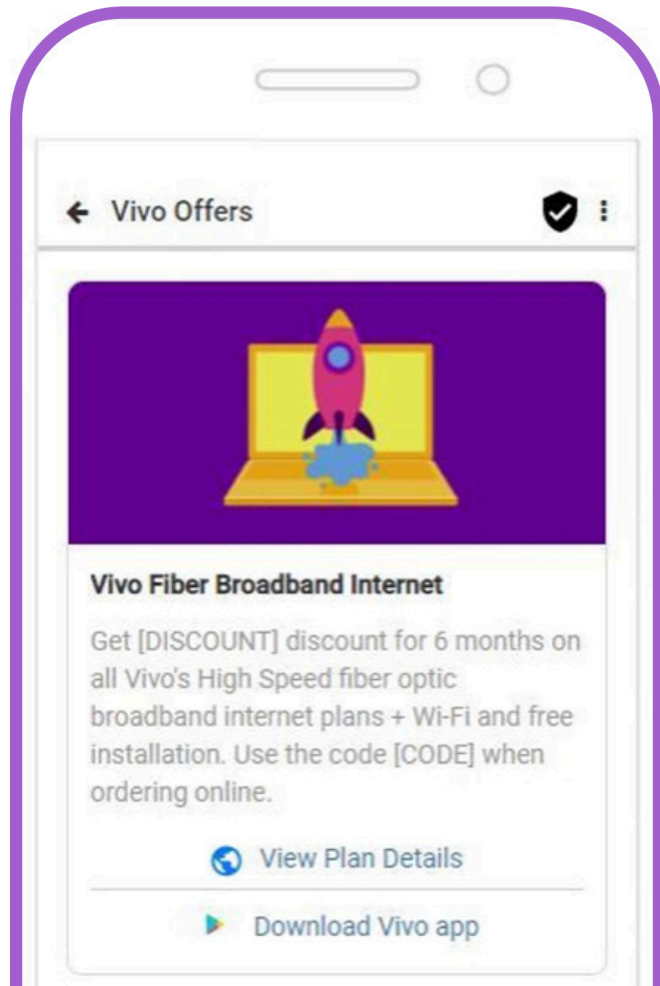
OTP Brand OTP



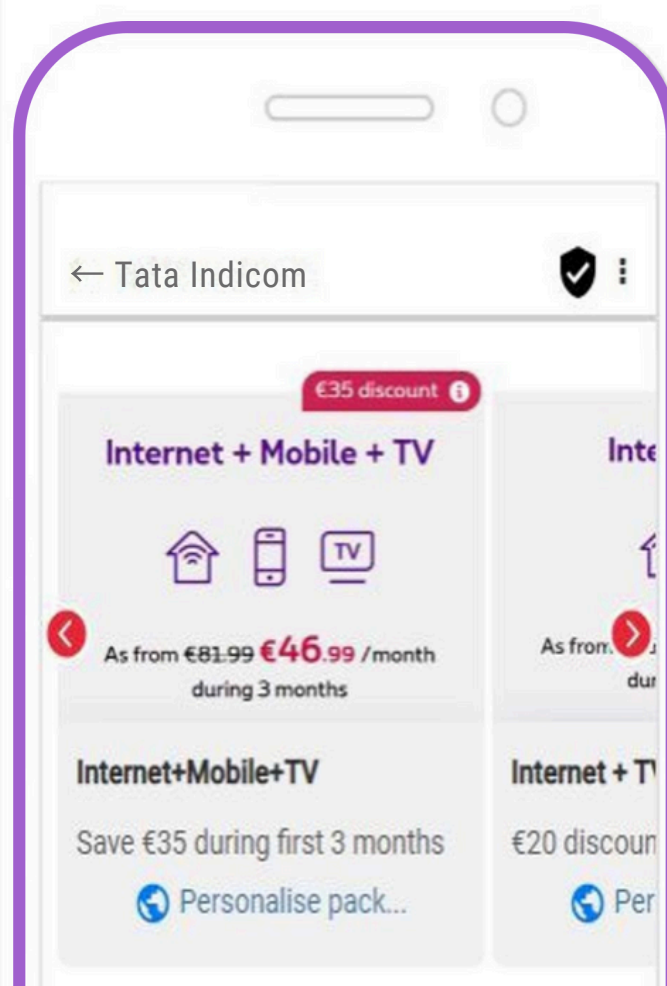


RCS-Message template types

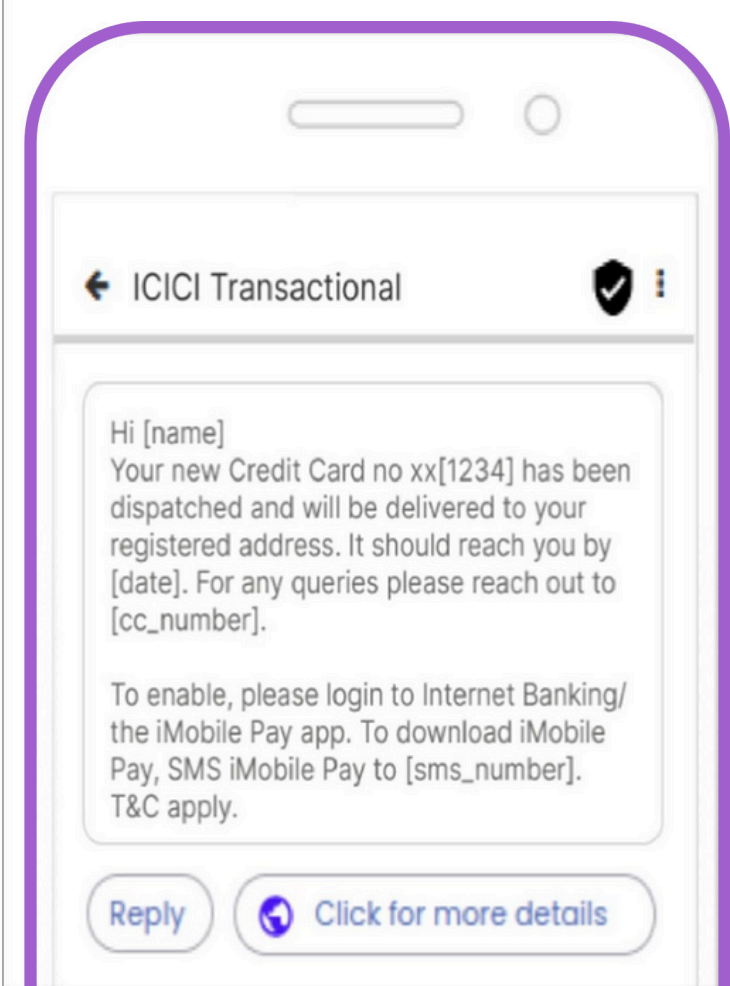
Rich Card



Rich Card Carousel



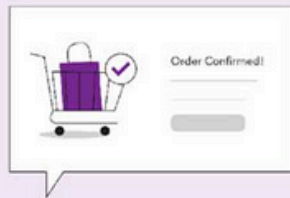
Text Message





RCS Messaging-Sample Use Cases

Here are some examples of how RCS Messaging helps brands to engage their customers



Purchase Confirmation



Order Updates



Password Recovery



Product Recommendation



Monthly Newsletter



Discount Offer



Launch Announcement



Nurture Campaign



Mandatory opt-in	Template approvals	Delivered during Business hours	Message limits
<p>Users opt-in to receive messages on their mobile</p> <p>Opt-in for SMS qualifies</p> <p>All agent categories</p>	<p>Only approved template messages can be sent outside of a conversation</p> <p>Ensure relevance</p> <p>All agent categories</p>	<p>Conversations can be initiated only during standard working hours</p> <p>10 AM 9 PM</p> <p>Promotional agents only</p>	<p>Maximum 4 business initiated (A2P) messages per month per user per brand</p> <p>Reduces number of opt-outs</p> <p>Promotional agents only</p>

Reference Link : [Click Here](#)

Above information is subject to change from Google



Campaign Management

1. Simple interface to create templates and submit for approval
2. Campaign dashboard to send or schedule campaigns
3. Inbuilt promotional message checks like opt-out, business hours etc.

Template Approvals

1. Brand submits template
2. Vi RBM admin verifies template for conformity to RBM policies, content matching the agent type
3. Brand is informed about approval (or rejection with reasons)
4. Approx turnaround time of 24 hours

The image displays two screenshots of the NGROWTH web application interface. The top screenshot shows the 'Campaign Schedule Management' page. It features a navigation bar with 'NGROWTH' and links for 'My Billing', 'My Bots', 'My Brands', 'Pricing', 'API', and 'My Campaigns'. The main content area includes a 'Campaign Status: NA' and 'Campaign ID: NA' section. Below this are input fields for 'Campaign Name*' (containing 'Welcome Campaign'), 'Bot Name' (containing 'BotStore'), 'Template Name' (containing 'business_advertisement'), and 'Timezone' (a dropdown menu set to '(GMT+5:30) Asia/Kolkata'). There is also an 'Upload list of phone numbers*' section with a 'Choose File' button and a note 'Maximum file size : 20 M'. A 'Preview of Conversation' window shows a mobile interface with a 'BotStore' header and a checkmark. The bottom screenshot shows the 'Add Template' page. It has the same navigation bar. The main content area includes a 'Bot message type:' field with an info icon and a note: 'As your bot is of type "", please ensure that you create a template of the same type. For details, hover on the 'info' icon above.' Below this are fields for 'Template Name*' (containing 'Summer Offer' with a note '8 characters left'), 'Template Type*' (a dropdown menu set to 'Rich Card Stand Alone'), and 'Select Card Orientation*' (a dropdown menu set to 'VERTICAL'). A 'Preview of Conversation' window shows a mobile interface with a 'hvv' header and a rich card featuring a woman's image and the word 'SPECIAL'.



Campaign Performance and User Engagement

Campaign Metrics

1. Summary of number of messages sent, delivered and read
2. Detailed report of messages sent, delivered and read and action taken by each recipient
3. Number of unique users who interacted with the campaign
4. Click-thru details of each recipient

Campaign Engagement Dashboard

[← Campaign Management](#)

Campaign Name: **CAMP1001** Bot Name: **Barclays** Campaign Run date & time: **28/09/2021 07:12 PM**
Template Name: **Loan Promotion** Campaign Schedule: **Immediate** Campaign End date & time: **29/09/2021 11:44 AM**

Uploaded Numbers: **40,000** [Download File](#) Invalid MSISDNs: **1,000** Opted-out MSISDNs: **104**
Valid MSISDNs: **37,000** Duplicate MSISDNs: **2,000**

Campaign Status: **Completed** Campaign reached 100% completion Report Last updated on: **23 March 2022 at 12:54:22**
Campaign created on: **27/09/2021 11:32 AM** Timezone: **IST (+5:30) Indian St.**

RCS Messages Sent: 37,000

Delivered
34,500 (93.2%)



Read
22,748 (62%)



RCS User Responses Received:

3,500

User Interactions

▶ Button 1	105
▶ Button 2	65
▶ Button 3	58

640

Number of Unique Users
(who interacted with the Campaign)

8 minute(s)

Average Interaction Time
(per User)



Thank **you!**

Get in touch with us today at

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