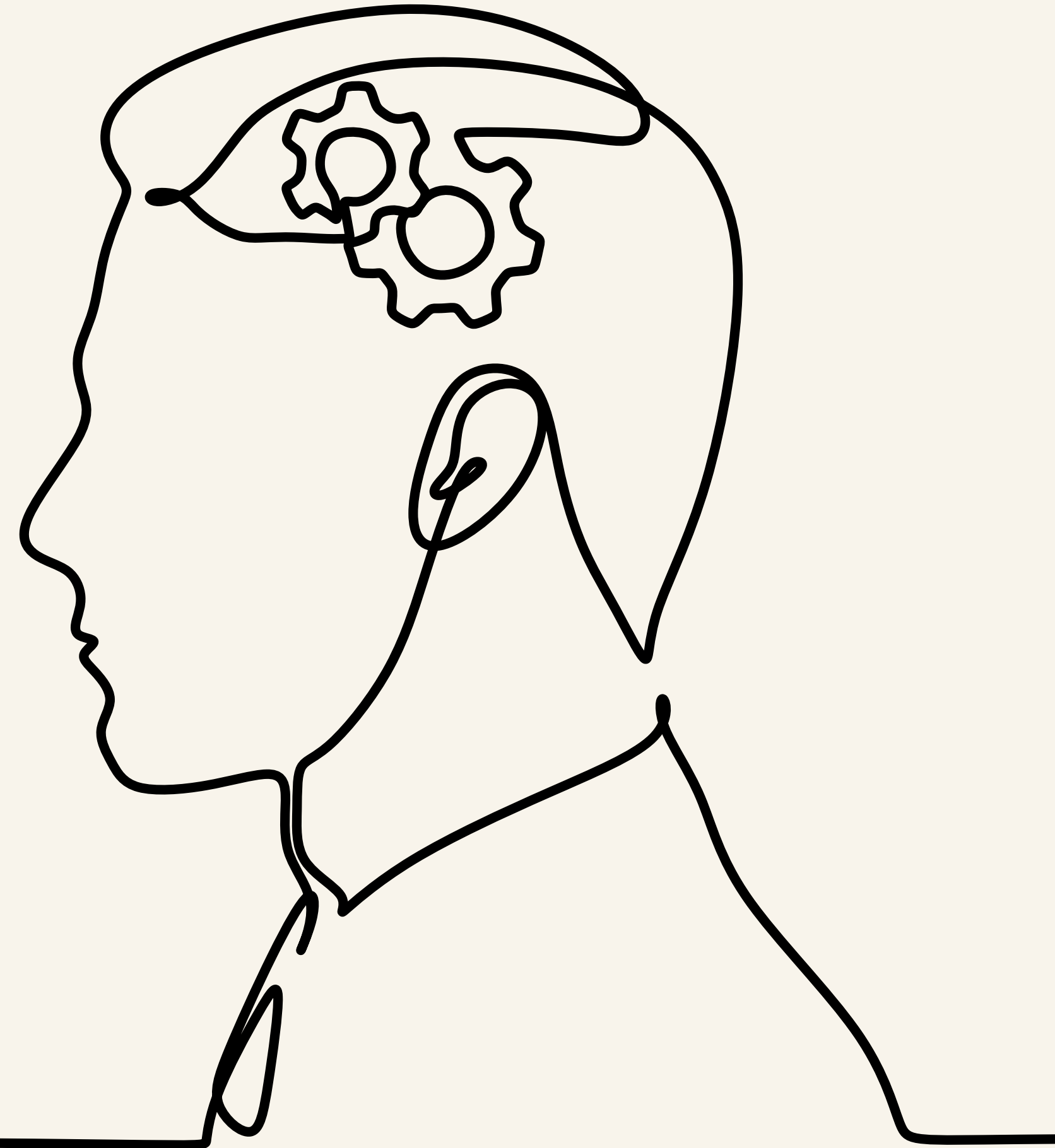


WHAT IS RICH COMMUNICATION SERVICES?

RCS is the next-generation messaging protocol designed to upgrade traditional SMS with rich media, interactivity, and enhanced communication features. As a GSMA standard, RCS is built to unify the messaging experience across devices and carriers — delivering a consistent, app-like experience through the native messaging platform.



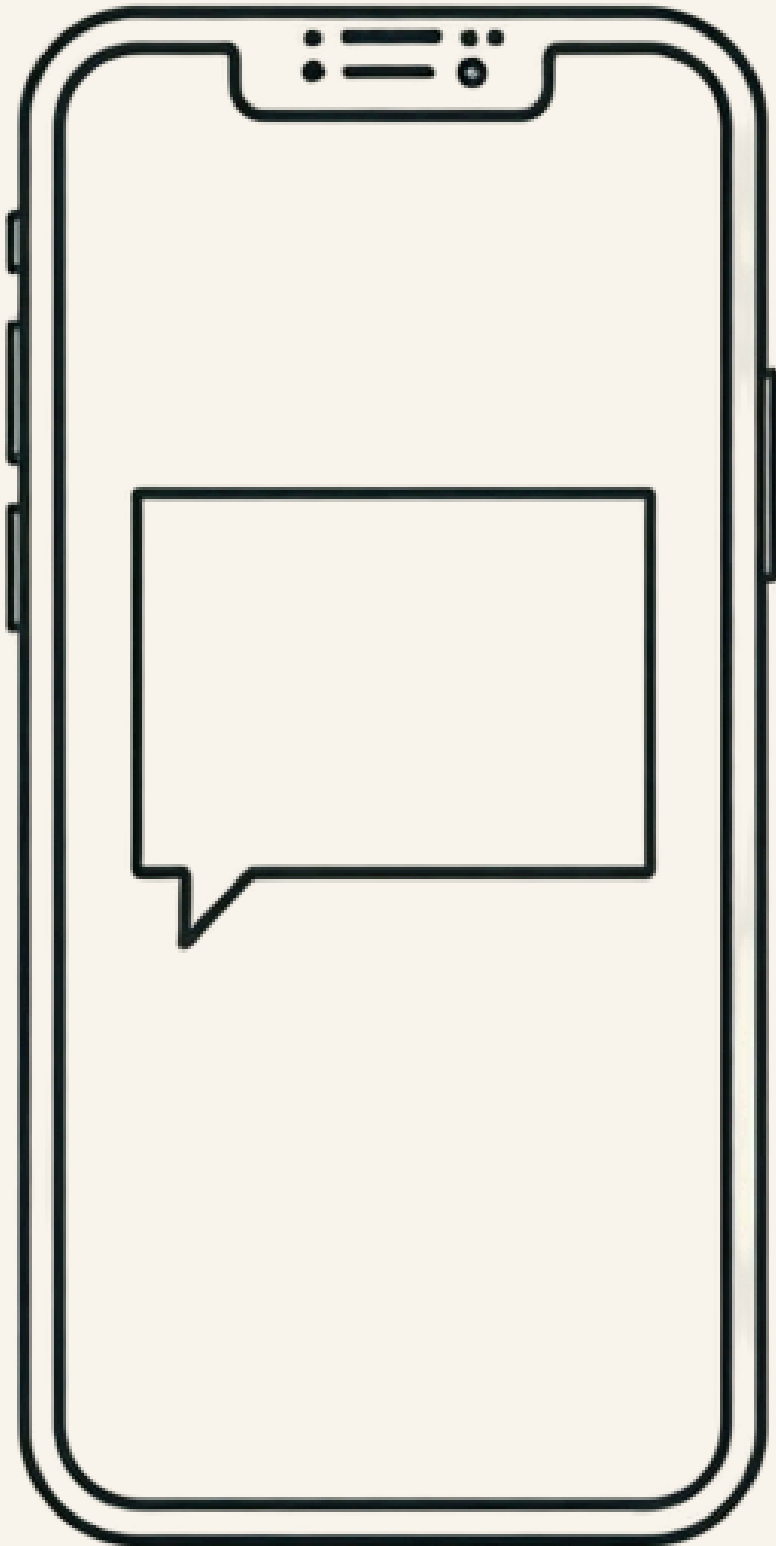


KEY FEATURES OF RCS

Rich media sharing: images, videos, audio, and files exchanged seamlessly within native messaging apps. Read receipts and typing indicators enabling real-time interaction awareness between users and businesses.

Group chat support with advanced controls for managing participants and conversations.

Business messaging: branded and interactive messages including carousels, suggested replies, and rich call-to-action buttons.

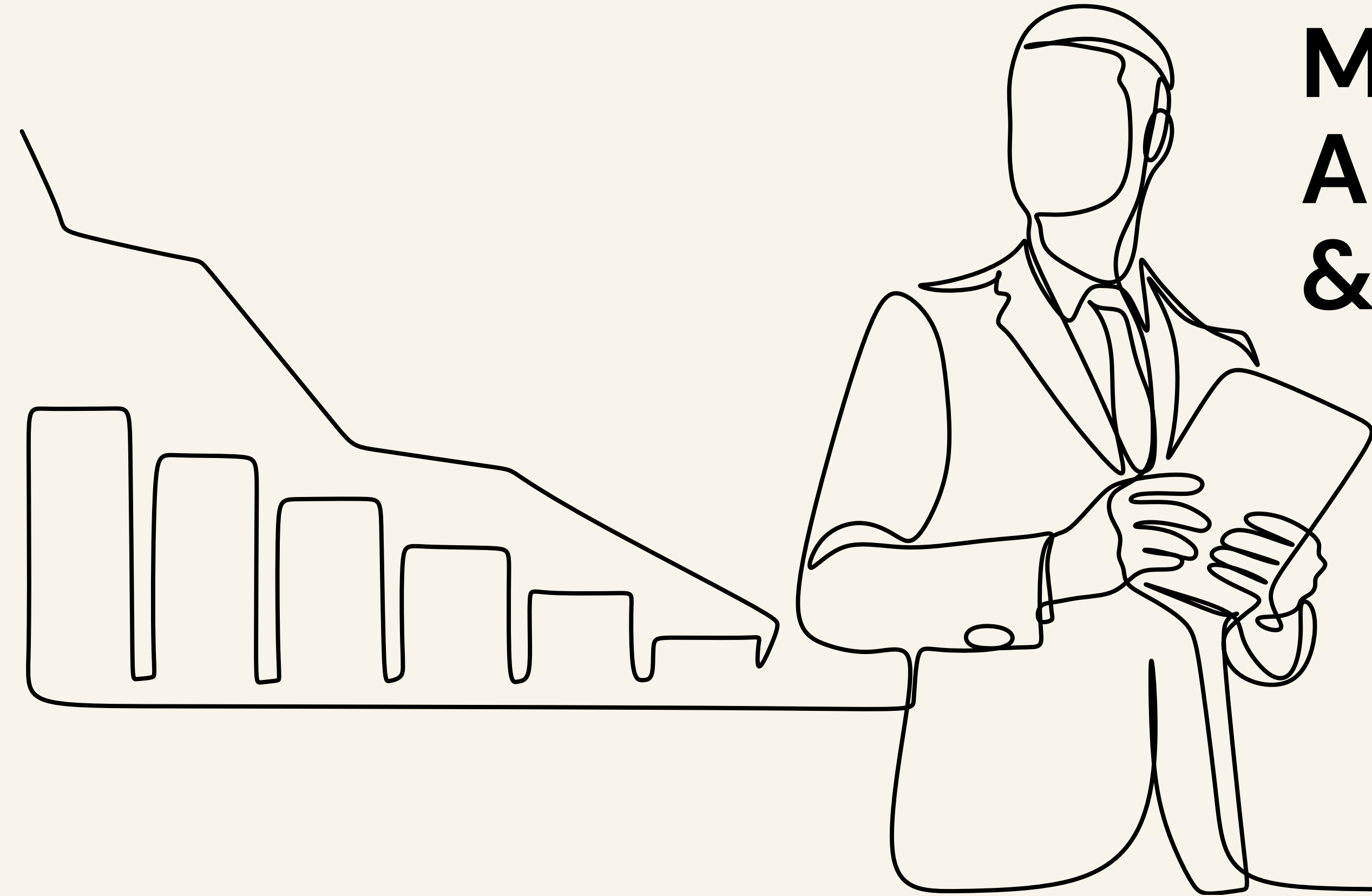


RCS VS TRADITIONAL SMS

SMS/MMS: Text-only or limited multimedia, no read receipts, no typing indicators, limited interactivity, no branding support.

RCS: Rich media sharing, real-time read receipts, typing indicators, group chat, branded business messaging, interactive carousels, and deep business integration.

MARKET ADOPTION & GROWTH



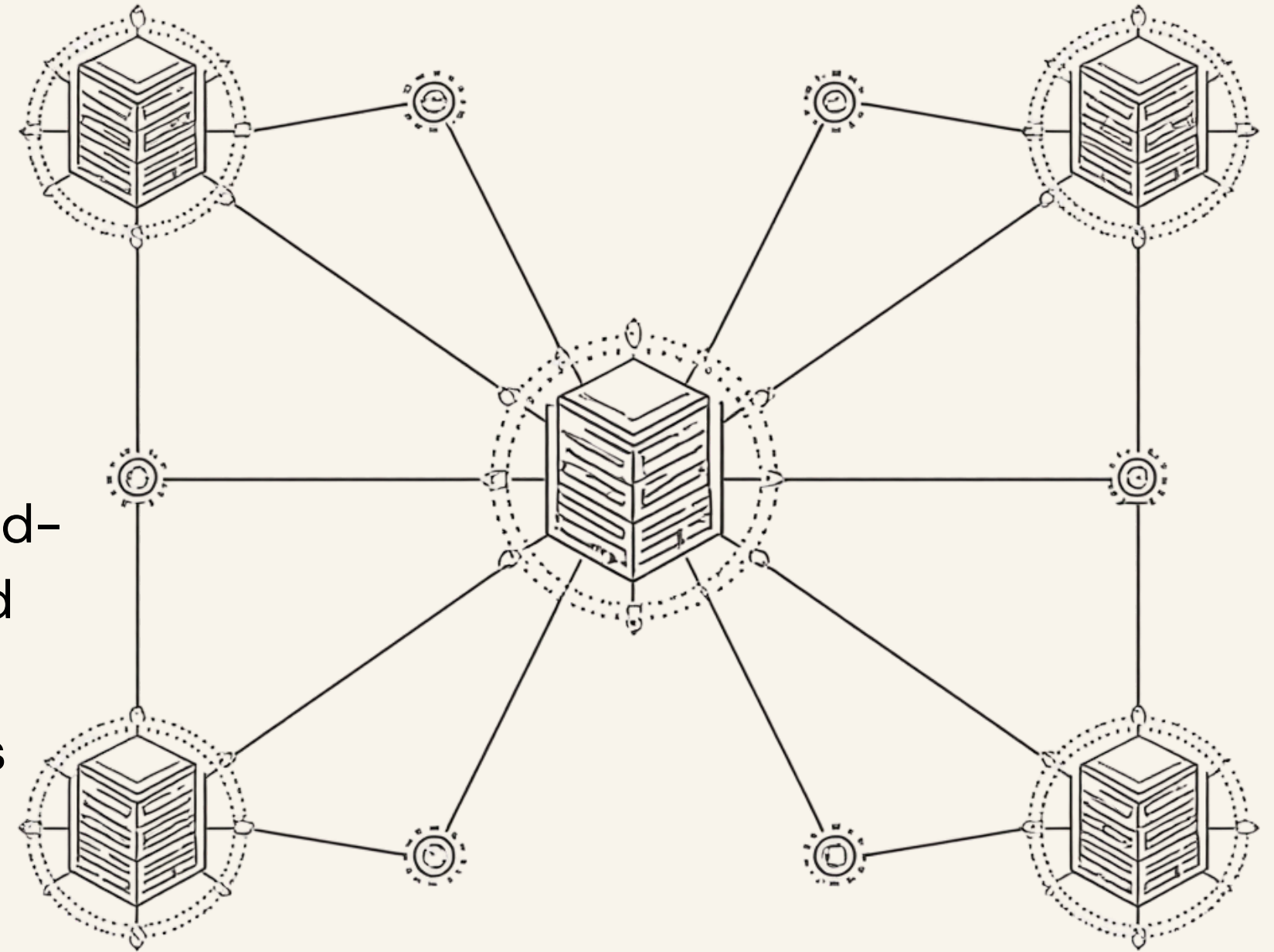


BUSINESS BENEFITS OF RCS

- Higher engagement rates through interactive and rich messaging experiences
- Improved customer experience with branded, visually compelling communication
- Reduced reliance on third-party apps by reaching users via native messaging
- Enhanced analytics and campaign tracking for measurable ROI

TECHNICAL & IMPLEMENTATION CONSIDERATIONS

Carrier and device support ecosystem required for end-to-end RCS delivery. Integration with existing CRM and marketing platforms is essential. Security and privacy compliance must align with regional regulations. Costs related to deployment, infrastructure, and messaging traffic should be carefully evaluated.



FUTURE TRENDS & OPPORTUNITIES

Conversational commerce powered by RCS is set to redefine how businesses engage customers.

AI-driven personalization will enable smarter, context-aware messaging at scale. Emerging markets are accelerating adoption, unlocking new audiences through native messaging experiences.



SUMMARY & RECOMMENDATIONS

RCS offers a superior messaging experience, bridging the gap between traditional SMS and modern apps. Businesses should evaluate RCS for customer engagement enhancement and improved communication strategies.

Collaborate with carriers and platform providers to enable RCS capabilities. Monitor evolving standards and emerging technologies to maintain a competitive advantage in enterprise messaging.



THANK YOU

QUESTIONS?

We welcome your questions and feedback

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