

# RCS

## Engage users with rich media experience.

Rich Communication Services (RCS) is the evolution of mobile messaging—increasing and improving the way customers and businesses communicate. It enables the sending of personalized messages for alerts, reminders, notifications, one-time passcodes (OTPs), and other automated messages directly from websites or applications. RCS unlocks additional power through branding, pictures, gifs, video, chatbots, and more while increasing customer conversion rates and engagement.



### Rich media

RCS increases engagement with high resolution photos, gifs, pdf files, and video messages. It also solves Multimedia Messaging Service (MMS) incompatibility once and for all.



### Better metrics

Accurately measure campaign efficacy through true delivery receipts and drive informed change to optimize customer communications.



### Trusted messages

RCS offers a fully branded messaging experience, including brand name, customizable colors, logos, contact information, and a verified business checkmark. This makes it a trusted method of communication.



### More conversational

RCS includes suggested replies, suggested actions, and the introduction of AI for a more engaging messaging experience. Drive customer satisfaction and reduce customer support costs through Chatbot interfaces.



### Message templates

Pre-define the campaign you want to run for simpler message requests and multifaceted consumer-to-business communication.



### High quality, direct-to-carrier routes

Connect directly with carriers around the world for optimized speed, reliability and high deliverability.



### Advanced phone number cleansing

Properly formats phone number entered by end-user for more reliable and secure message delivery.



### Verification

Verify your customers with confidence, through streamlined multi-factor authentication (MFA). Deliver secure, time-based OTPs for an added layer of security.

## Benefits



### Increase click-through rates

Brands have seen up to an 800%\* lift in click through rates on alerts, reminders, and notifications through RCS correspondence.

\*Source: GSMA



### Increase engagement

Customers are 60% more likely to respond or interact with RCS messaging.



### Capture an emerging market

90% of smartphone users will be using RCS by 2023—get on the forefront now.

## How it works



Integrate RCS seamlessly into your communications platform with Telesign's developer-friendly Messaging API. Enhance mobile messaging with multimedia support, live chats, and secure communication, simplifying the customer journey and reducing friction at every stage.

1. Developers use the Telesign Messaging API to develop an app in the language of their choice for sending and receiving messages and content.
2. The Messaging API request for RCS channel is submitted to the Telesign communications platform. The RCS message is sent to your customer.
3. The Messaging API returns a delivery status response within seconds.

Telesign provides Continuous Trust™ to leading global enterprises by connecting, protecting, and defending their digital identities. Telesign verifies over five billion unique phone numbers a month, representing half of the world's mobile users, and provides insights into the remaining billions. The company's powerful machine learning and extensive data science deliver identity risk recommendations with a unique combination of speed, accuracy, and global reach. Telesign solutions provide fraud protection, secure communications, and enable the digital economy by helping companies and customers to engage with confidence.

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