

RCS Frequently Asked Questions

What is RCS?

RCS stands for Rich Communication Services. It is a next generation messaging protocol that operates similarly to SMS but allows for the transmission of much more engaging content through extra features and functionality that traditional SMS does not support.

Why RCS?

RCS offers a feature-rich modern messaging experience that drives improved business results for communications strategies of enterprise brands. In addition to all the features of SMS, RCS provides support for gif, video, audio, rich cards, chatbot experiences, suggested replies, calendar events and business branding! These, along with the other features of RCS, allow for a more conversational user experience through rich media and provide better insights into the deliverability and reading of the messages themselves.

Can I send RCS messages to anyone?

You can use TeleSign's RCS API to deliver messages to anyone with an RCS enabled phone on a supported carrier in a supported country.

What happens if I try to send it to someone who does not have an RCS enabled device or supported carrier?

TeleSign's RCS API will respond and inform you that the number you've attempted to deliver towards does not currently support RCS. A message can then be sent via our SMS API to ensure successful communication with the end user via the SMS channel.

In the future, TeleSign plans to offer an automatic failover to SMS in instances of an RCS failure.

What type of connection do I need to set up with TeleSign to send RCS messages?

TeleSign's RCS Messaging is available via a simple REST API.

Where can I send RCS messages?

Currently, TeleSign's RCS API is supported in the United States, Canada, Mexico, UK, France and Brazil.

Which use cases can RCS Support?

RCS can do everything SMS can do and much more. Some sample use cases would be...

- Verifying your end users through one time passcodes and being able to leverage advantaged delivery metrics and read receipts.
- Sending Alerts, Reminders, and Notifications that include branding and customizations to ensure your users know exactly who they are interacting with
- Drive personal and engaging conversations through the use of pictures, gifts, video, chatbots and more

What is the pricing model for using RCS?

Carriers are still working to align on the best business model for RCS. There have been various discussions around different types of models including per transaction, session based, revenue share, among others. For a limited time, RCS API may be available to beta customers at free of charge. Please contact us for more details.

What does this mean for SMS?

The GSMA and industry experts agree that SMS usage will be consistent going into the future even with the gradual adoption of RCS. SMS should continue to be a critical part of any company's messaging strategy in the near future.

What's next for RCS?

RCS will continue to expand as more carriers and handsets adopt the cutting-edge technology. There is even potential for Apple to eventually support RCS which could effectively make it a universal protocol.

We've only seen the tip of the iceberg of what RCS can do and we expect businesses to expand their use of rich content for an array of use cases that drive engagement with their users. As the world begins to interact with RCS, they will see that the possibilities are endless.

Our platform connects and protects online experiences with sophisticated customer identity and engagement solutions. Through APIs that deliver user verification, data insights, and communications, we solve today's unique customer challenges by bridging your business to the complex world of global telecommunications.

For more information, please visit www.telesign.com | @TeleSign