TeleSign

RCS

Rich Communication Services is the evolution of mobile messaging, increasing and improving the ways in which people and businesses communicate.

ABC AIR #675

LAX ✈ SFO

Depart
7:40 PM

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B28

Seat
3C

JOHN SMITH

PROVIDES BRANDS WITH THE OPPORTUNITY TO ENRICH USER ENGAGEMENT WITH ADVANCED FEATURES.

Rich Communication Services (RCS) is the next step in the evolution of sending 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 and video messages. It also solves 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

With branded messaging RCS include brand name, customizable colors and logos and a verified business checkmark.

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 cost via Chatbot interfaces.

MESSAGE TEMPLATES

Pre-define the campaign you want to run for simpler message requests.

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, which improves deliverability by more than 10% in most markets.

BENEFITS

INCREASE CLICK-THROUGH RATES

Brands have seen up to an 800%* lift of 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.

HomeAway®

"Telesign's global coverage is critical to our business. Their waterfall delivery process, superior global network, and traffic monitoring increased delivery rates and reduced call center volumes. We use several TeleSign products for our SMS customer communications…"

TJ SPINKS
POSTMASTER, HOMEAWAY

HOW IT WORKS
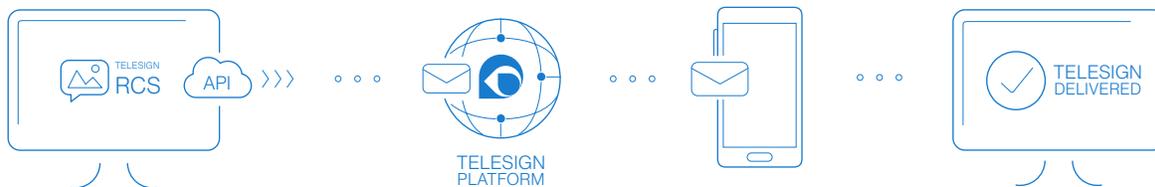
A common use case and method for leveraging TeleSign's PhoneID API plus our Contact Match add-on is to verify users and create valid customer profiles during the onboarding process, helping to prevent the creation of fake accounts.

1. Developers use the TeleSign RCS API to develop an app in the language of their choice for sending and receiving messages and content.

2. The RCS request is submitted to the TeleSign communications platform.

3. The RCS message is sent to your end user.

4. The RCS web service returns a delivery status response within seconds.