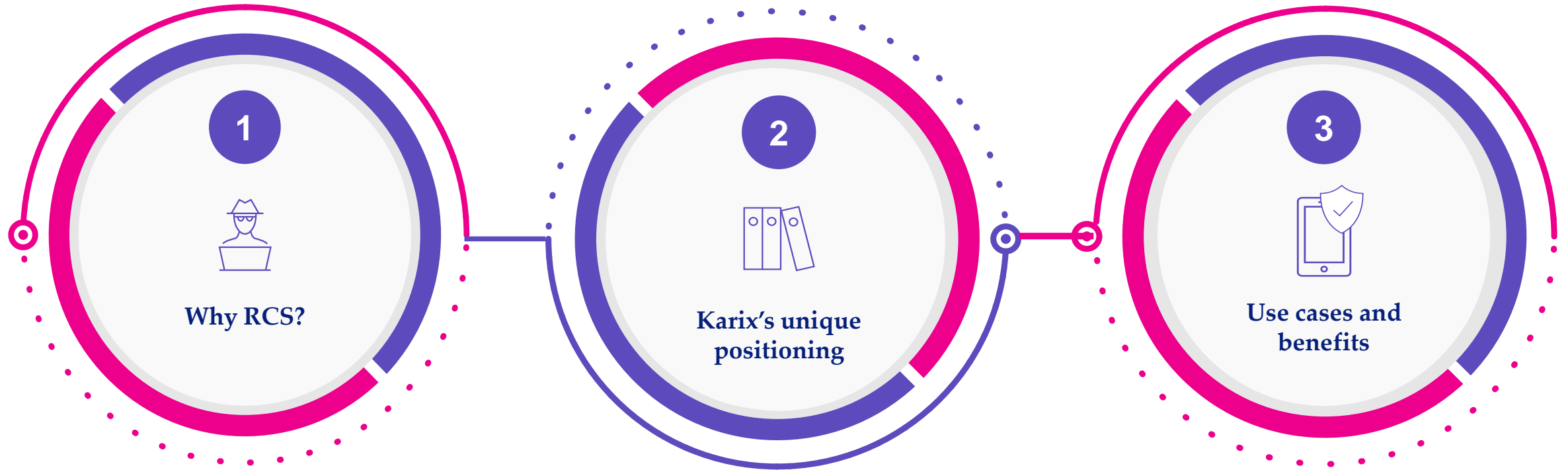


RightChoice Sms

RCS for Industry Benchmarking



Agenda



What is RCS?

RCS (Rich Communication Services) is a next generation SMS protocol that upgrades text messages with rich features like branding, media, and analytics



Branding



Rich media



Interactivity



Read receipts



Analytics

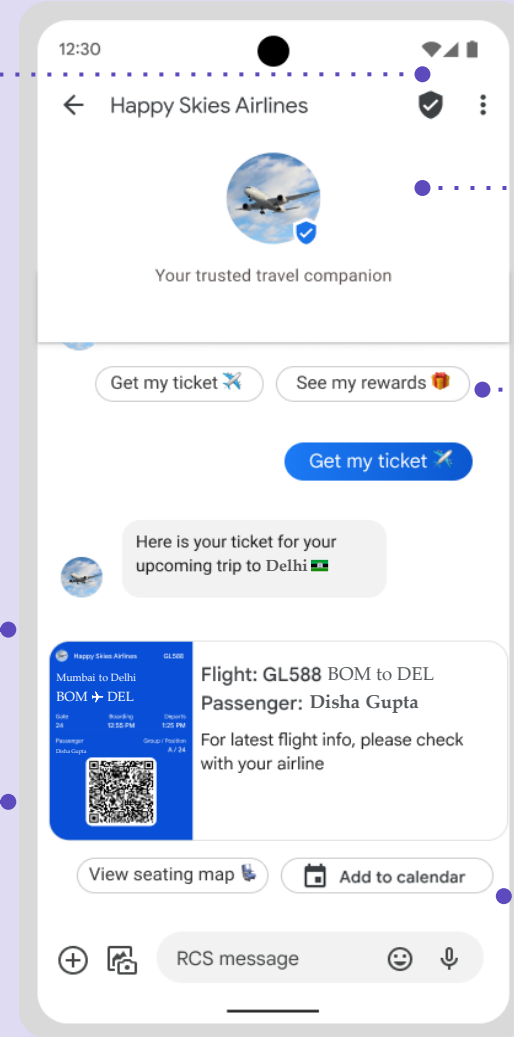


Verified channel

Verification
Customer safety and trust with verified sender info

Richer Media
Images, videos, and GIFs

QR Codes
Tools for tickets, coupons and more



Trusted Branding
With brand name and logo

Easy, One-tap Replies
Suggested Replies customized to your brand

Convenience
Connected to the Google Ecosystem (Location, Calendar)

Why RCS?

Brands are choosing RCS because of 4 prominent reasons

1. Rich interactive features

Higher engagement with CTAs, smart replies, high resolution images etc.



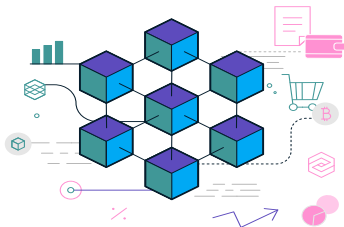
2. End-to-end journey

Provides fulfillment of journey from awareness to purchase



3. Real time insights

Real time insights via an interactive dashboard



4. Increasing Reach

Growth of RCS-enabled android handsets and upcoming availability on iOS



... and substantially better performance and ROI



Open rates

3-4X

CTR

5-6X

Conversion rates

2-3X

Lower cost of acquisition

1-2X

Problem with Normal SMS



SMS Fraud alert



SMS fraud accounts for 25%+ of the \$2 billion global annual fraud cost.¹

OK

Limited functionality of Regular SMS

- No link previews or visibility
- No capacity of credible branding
- No sender verification
- No encryption or security

Comparison RCS with Normal SMS

Messaging

Branding & Verified Sender

Link Previews

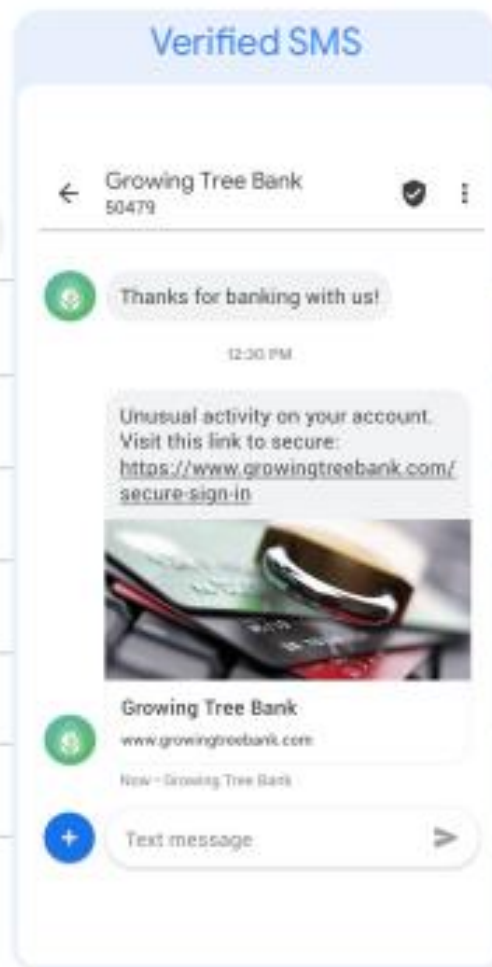
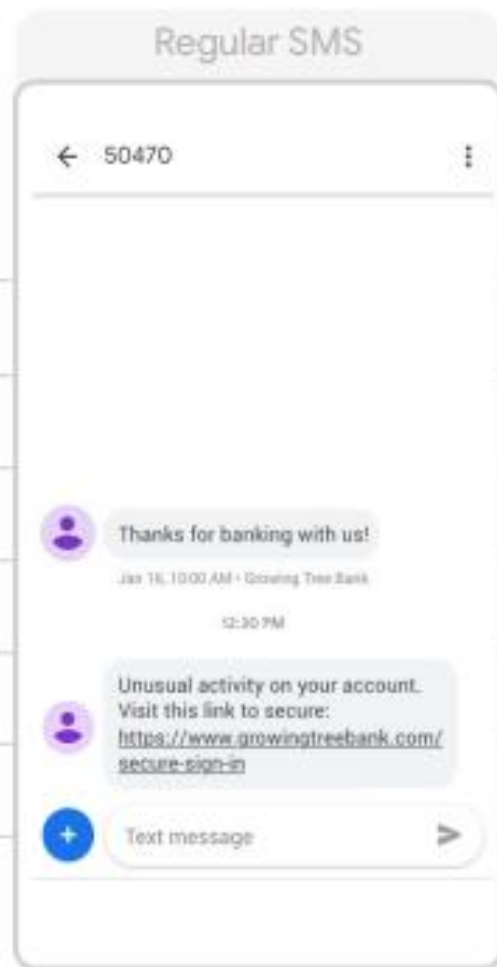
Engage Metrics

Chips & Carousels

Deliver & Read Receipts

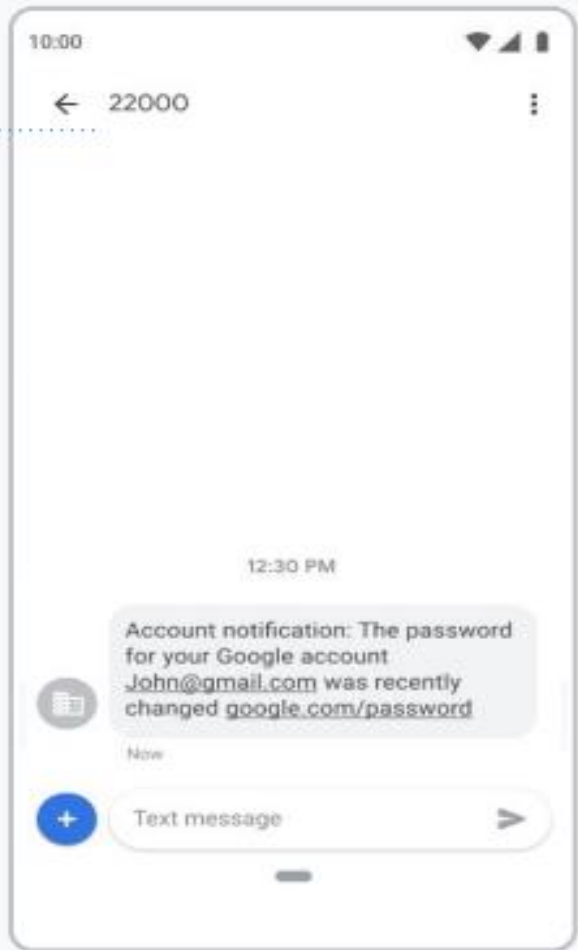
Quick Actions

24hr Pricing



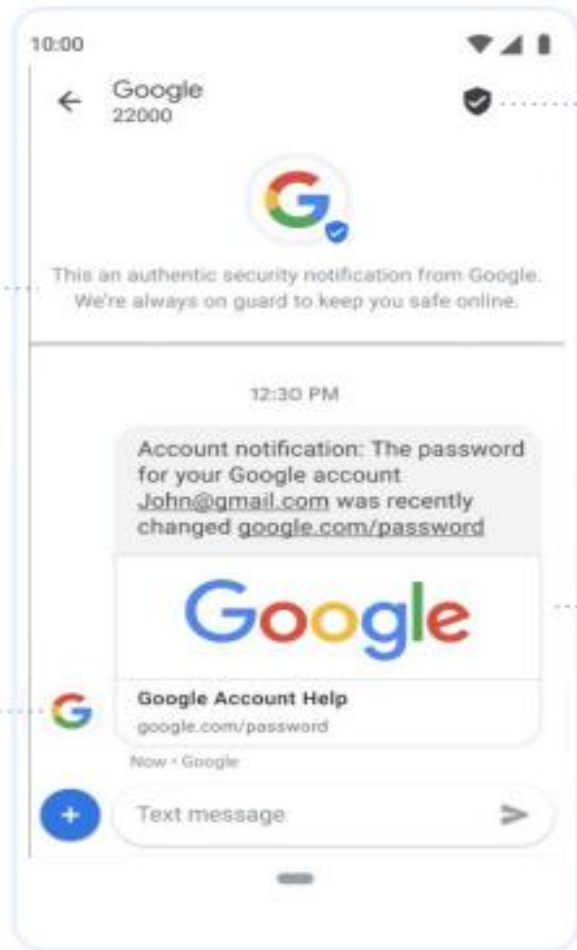
Comparison RCS with Normal SMS

Regular SMS



Unknown sender

Verified SMS



Business name, sender ID, and verified badge in app header

Link previews on by default for verified messages

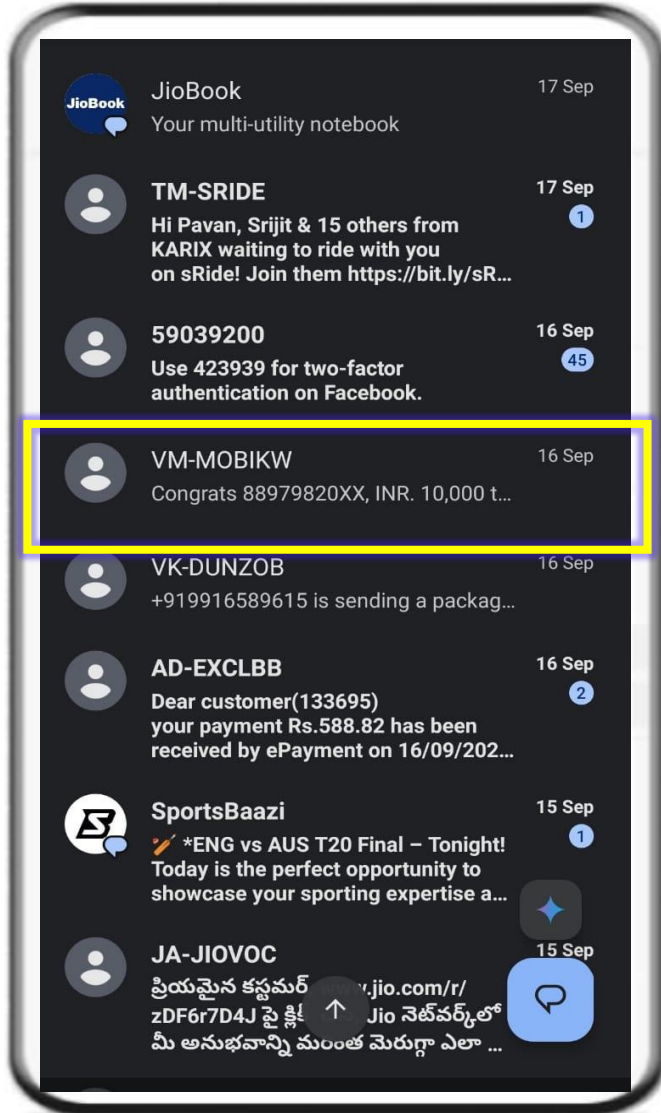


Conversation start card with business logo and description

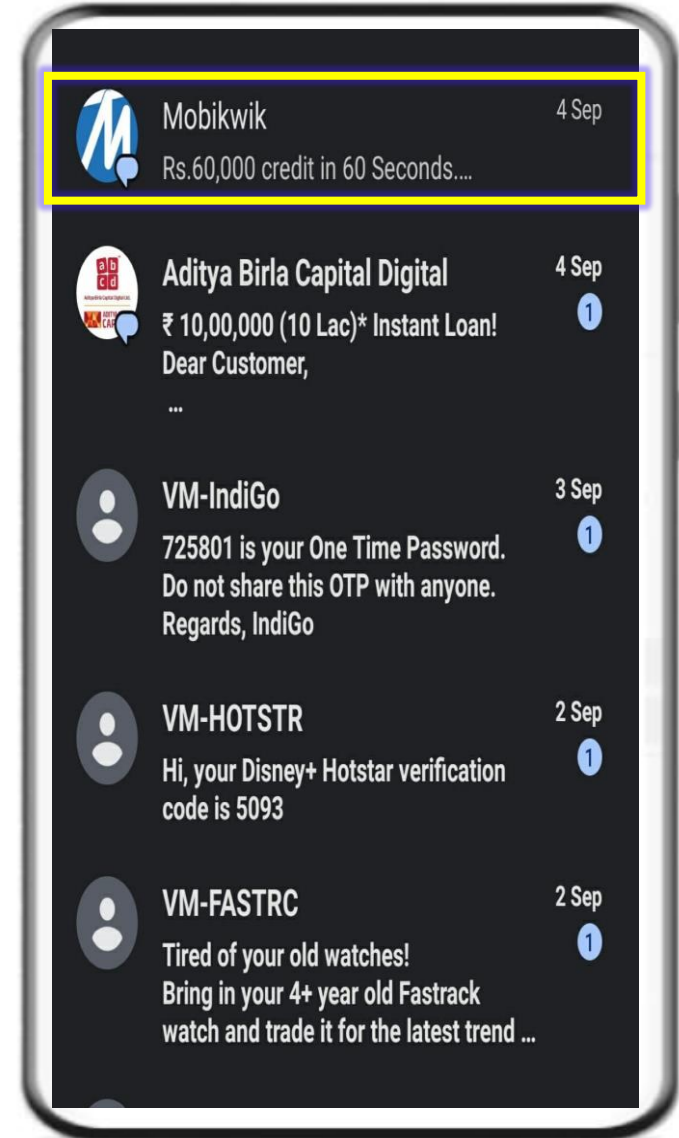
Business logo and name next to message

Comparision RCS with Normal SMS

Regular SMS

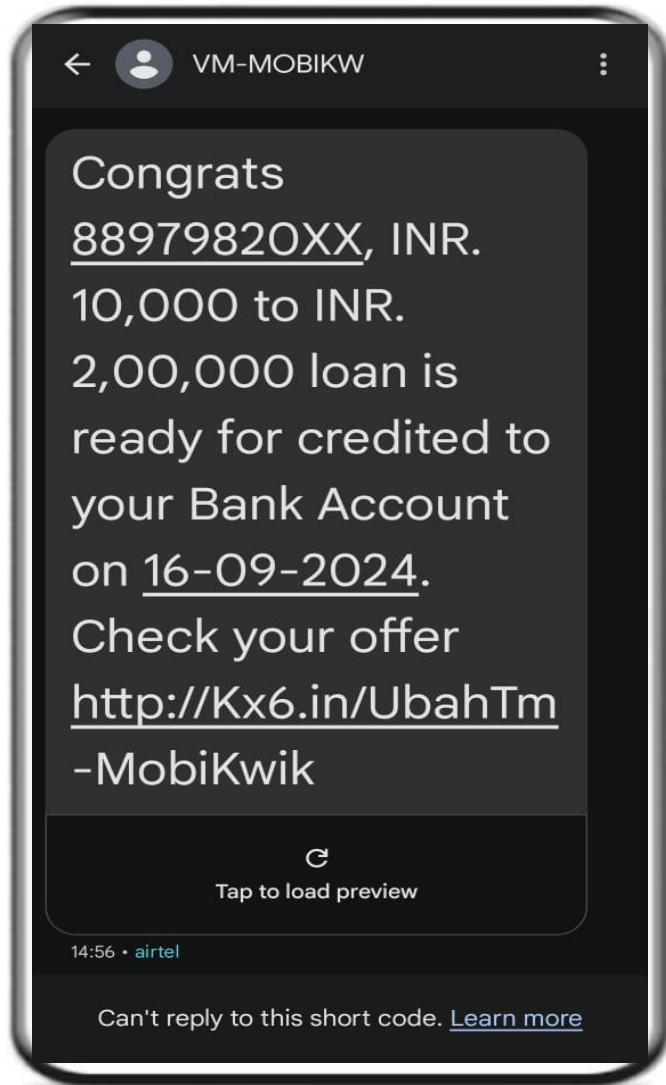


RCS Message

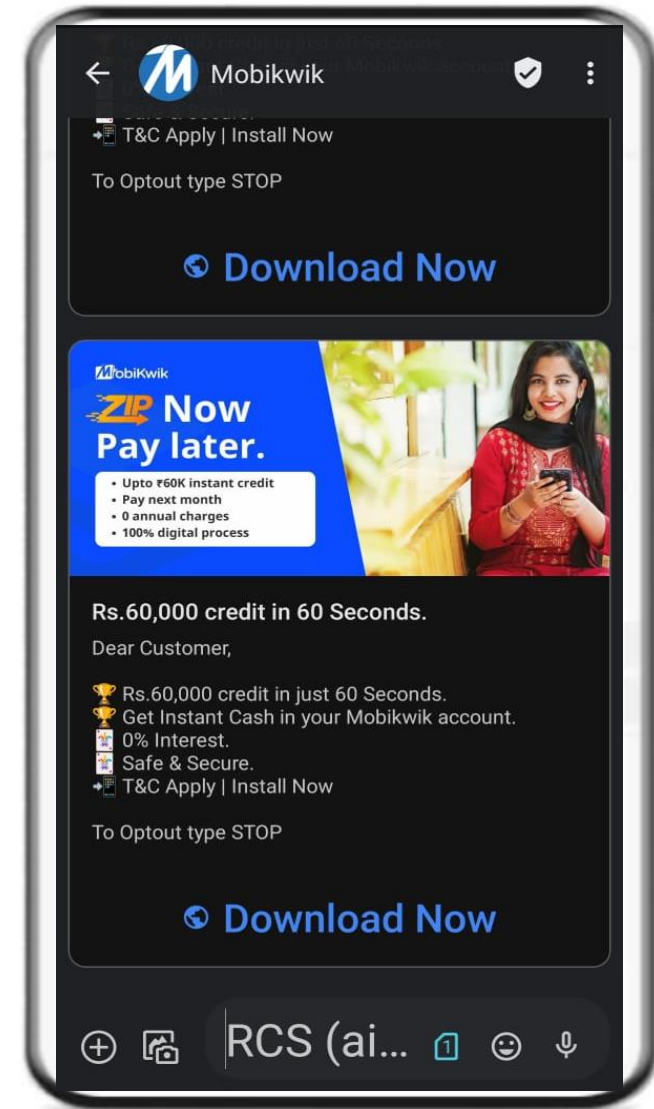


Comparision RCS with Normal SMS

Regular SMS



RCS Message



Maap Value Proposition for Enterprise

Our MaaP platform helps in enabling Telecom operators (VI) to support RCS on their network with a direct connectivity to Google.

Below are the **salient features** of MaaP:

Better QoS

Highly Scalable

Supports base TPS of 20K with capability to auto-scale based on demand

Highly Available

99.95% Available

Template Management

Multiple Message Types

- Text message
- Rich Card
- Carousel

AI based Template Approval

Reduce Template Approval TAT by **~50%**

Dynamic RCS Database

Extensive User Database

Leveraging our direct connectivity with Google, we have access to an extensive user database resulting in

- Better Performance & Delivery
- Daily data refresh

Partnership with Google

Influencing RCS Product road map

Directly involved with stakeholders who manage and shape up the RCS product

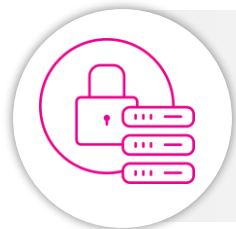
Reduced time to market

Reduced time to market of the features launched by Google for RCS.

We created the growth storm on RCS



Verified channel



Security and backup



Brand Catalogues



Chatbot building capability



Quick Reply Buttons



Support for Rich Media



Real-time personalized support



Integration with Marketing Automation



High Performing Channel for acquisition and cross selling

Open RATES
3x-4x
Of Push, SMS

- Content personalisation,
- Relevant Templates with media,
- Use of buttons for small conversations about product/service

CLICK-THROUGH
RATES
5x-6x
Of Push, SMS

- Dynamic CTA for relevant messaging
- Trackable click insights for better retargeting

PURCHASE
FREQUENCY
GROWTH
5-10%

- Event based personalised triggers with Media
- Personalized offers for repeat shopping

CONVERSIONS
2x-3x
Of other channels

- Content personalisation with forms to complete registration/new sign up
- Conversational channel to address FAQ for product discovery

INCREMENTAL ROI
1x-2x
From users exposed
to campaigns on
RCS

- More number of leads or shopping value from campaigns

CUSTOMER CARE
2x
CS agent efficiency

- Deflecting from Call centre or web bot

Key Metrics: RCS Messages

~40%

Receiving around 40%-45%
delivery rate for RCS messages

~22%

Observed around 20%-22% read
rate across all the industries

~5-8%

Receiving around 5% clickrates

~2-3x

Improved in the conversion
rates when compared to SMS

~1-2x

Lower cost of acquisition

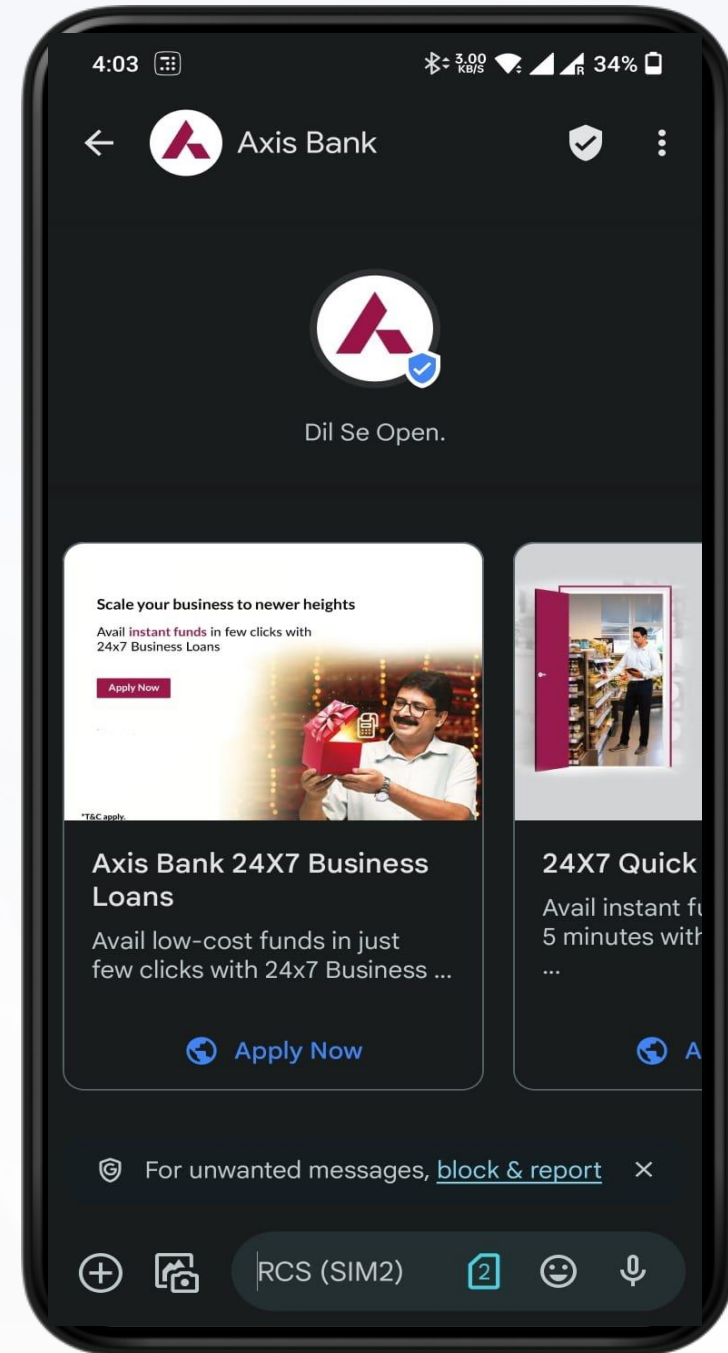




Use Cases for Fintech Industries

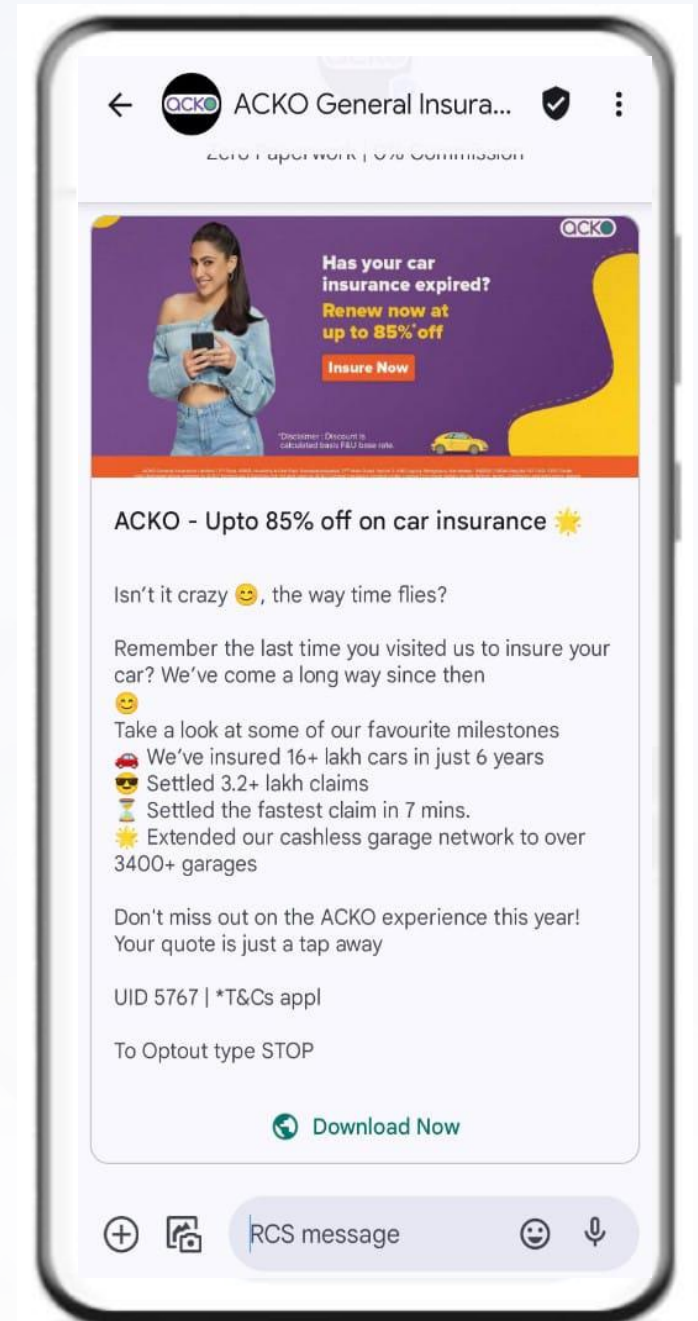
Informing about New Product offerings through Carousel

- Helps increase engagement rate.
- By keeping them **updated** about new and exciting opportunities, can boost customer retention and encourage continued buying of products.
- Communicating about new product offers and creating anxiety by time bound offers for buying a product



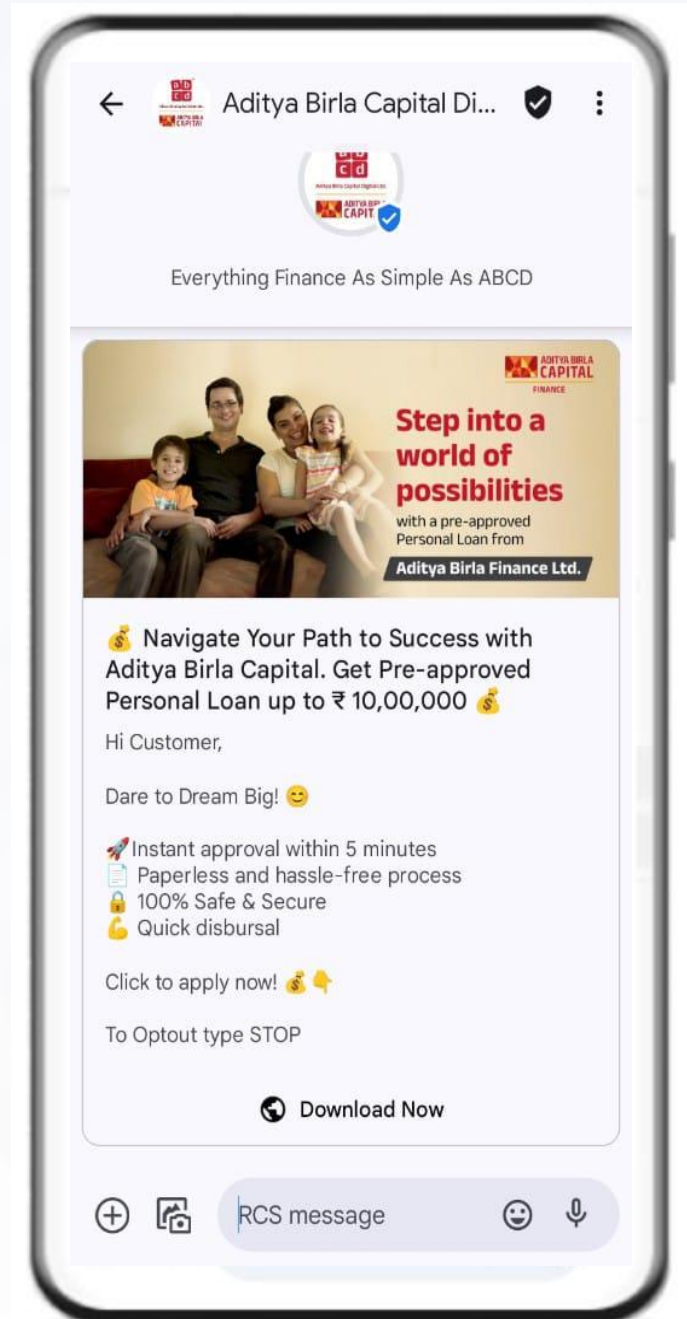
Engaging customers and increase the app downloads

- Inviting potential customers to download the app through the RCS messages.
- It increases engagement and allows customers to experience the app significantly **boosting conversion rates**.
- Effective promotion of App can enhance **lead conversion** and foster positive initial impressions, crucial for long-term customer retention.



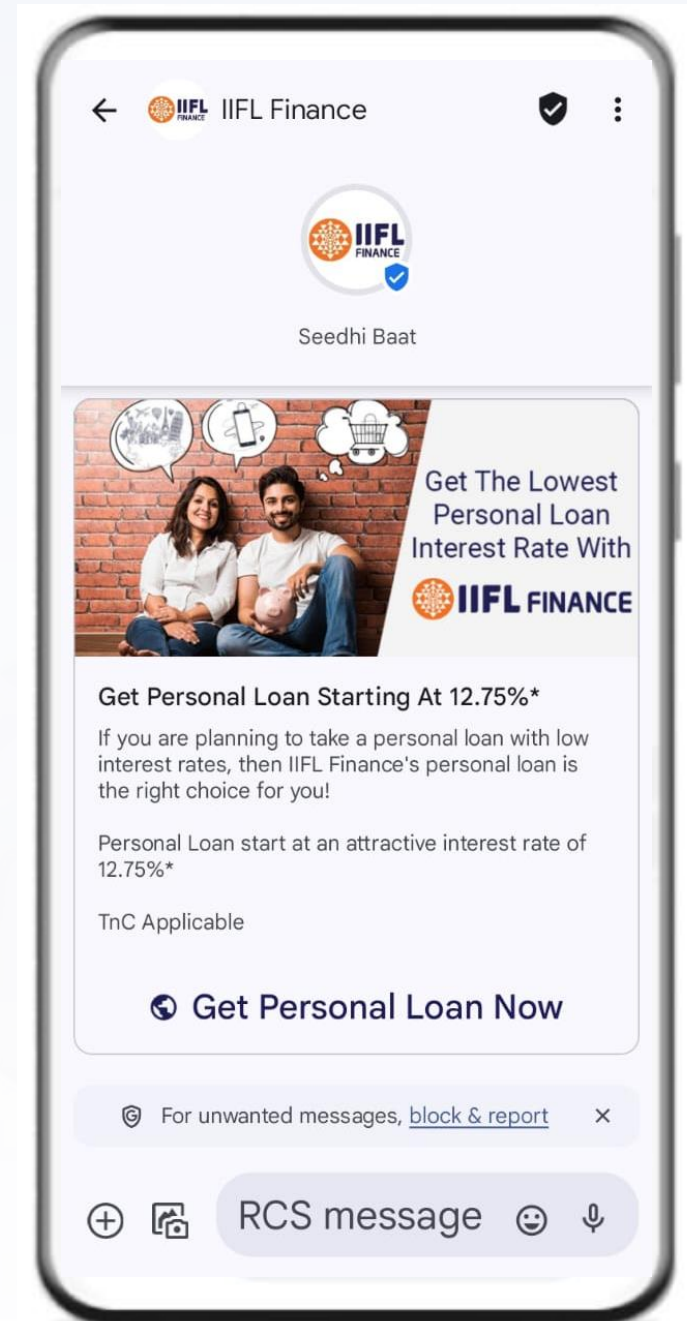
Leveraging Product Inquiries to Drive Business

- By nurturing leads through responses to their product inquiries, companies can significantly **boost their sales conversion rates**.
- Quality interactions during the product inquiry phase can positively influence how **customers perceive a brand**.
- Handling product inquiries provides valuable insights into customer **needs and preferences**.



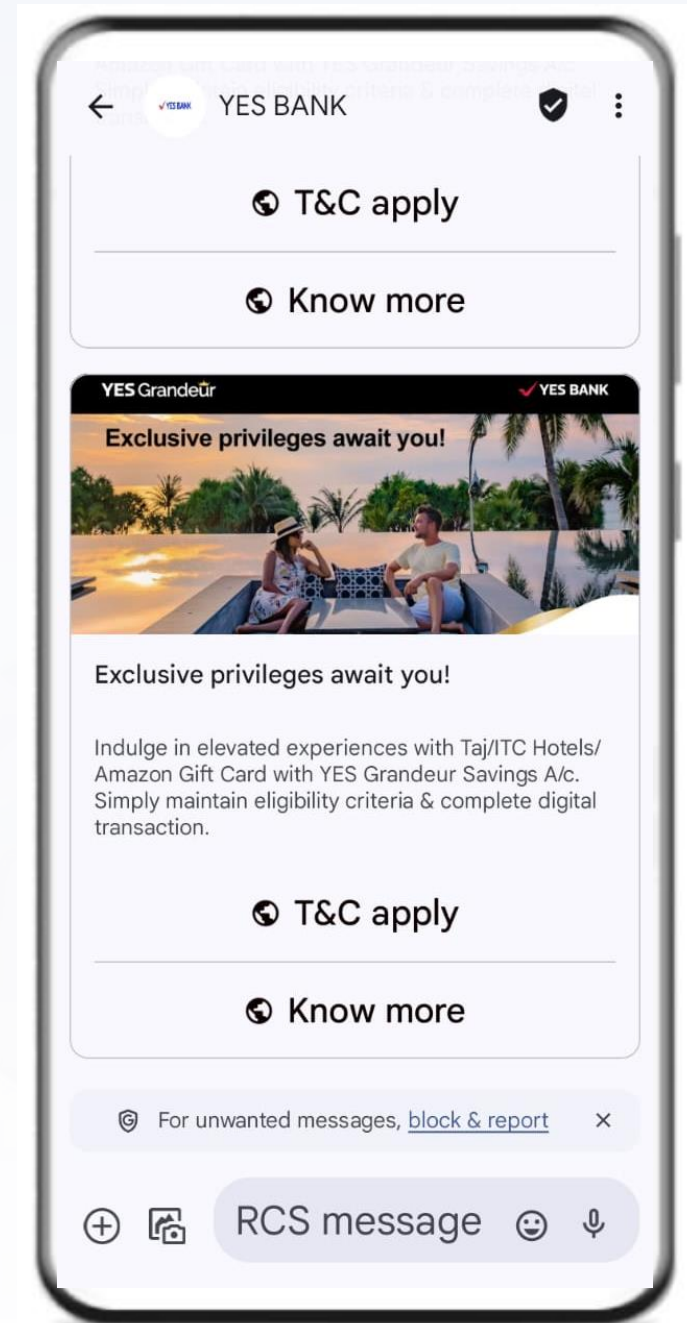
Discover the Benefits of Personal Loans

- Sending out the communication to user to explore personal loans designed to fit your unique financial needs and goals.
- Making the users to Apply effortlessly with our streamlined process and receive **fast approvals**.



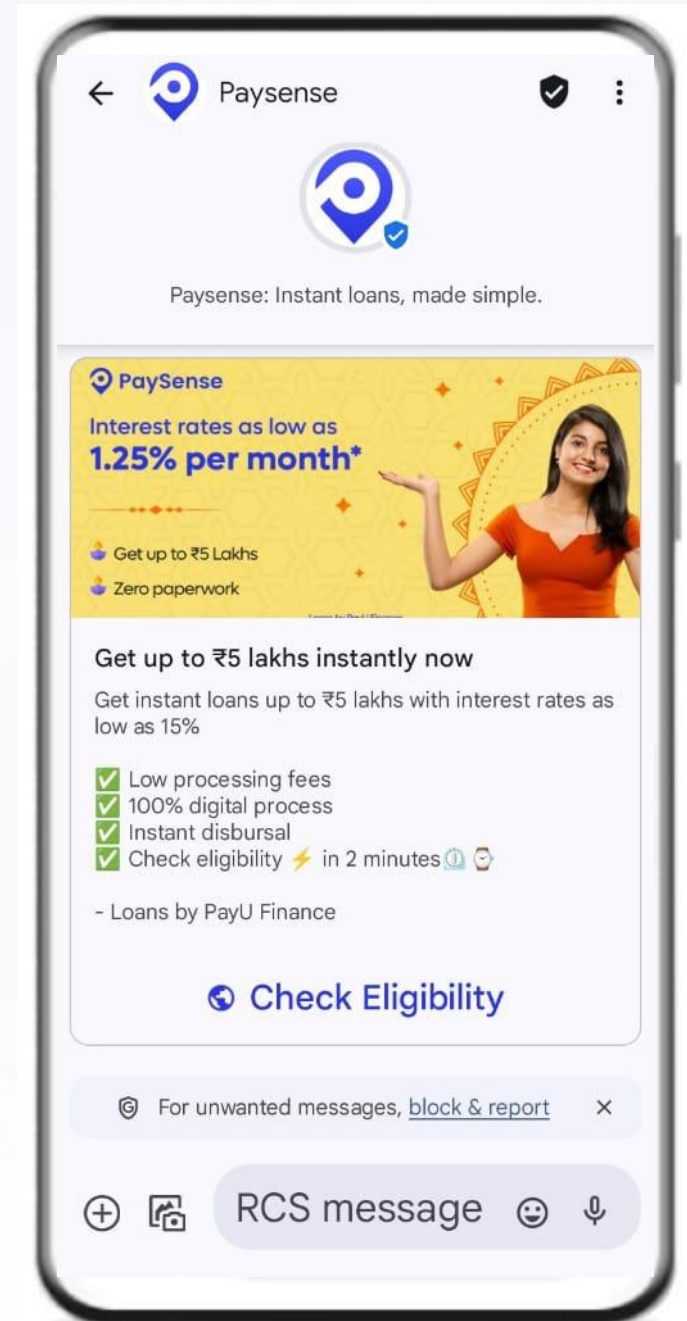
Upgrade Your Credit Card for Exclusive Privileges

- Sending out the updates on upgrading their credit card to unlock additional privileges and rewards.
- Enjoy access to premium services, higher credit limits, and special offers.
- Easily upgrade your card to start enjoying the enhanced benefits right away.



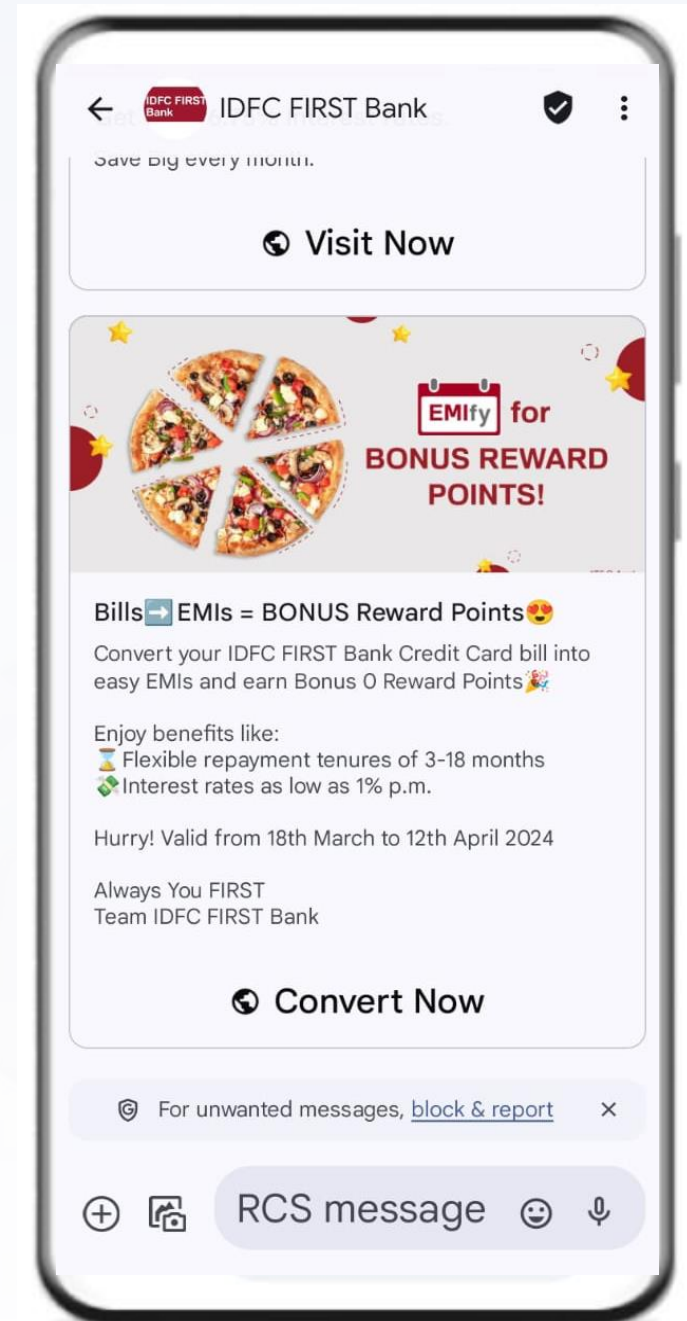
Applying for instant loans with Ease

- Simplify your loan process—apply instantly with just one click.
- Easily check your eligibility before applying, ensuring a smooth process.
- Get quick decisions and access to funds without any hassle.



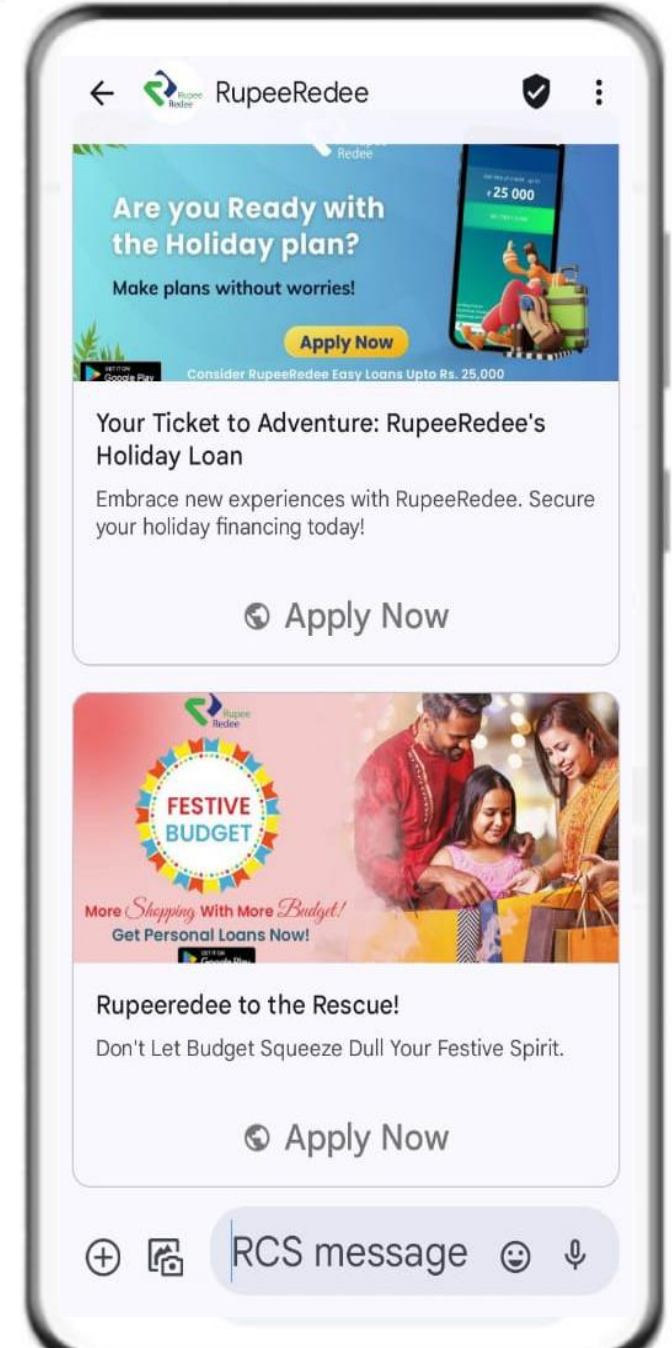
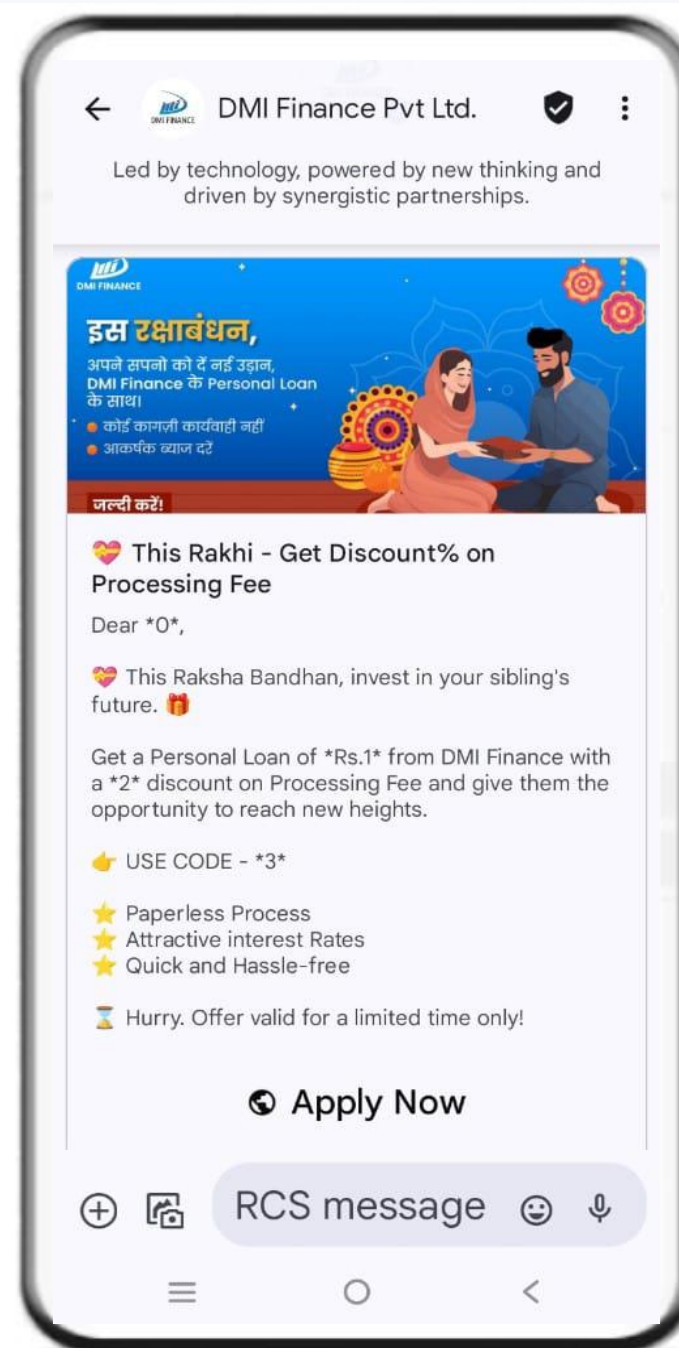
Convert Your Bills to EMIs and Earn Bonus Reward Points

- Convert your large bills into manageable EMIs, making payments more convenient.
- Enjoy the added benefit of earning extra reward points with every bill converted to EMI.
- Choose EMI plans that suit your budget, while still earning rewards for every payment.



Festive and Occasion Offer Updates

- Leveraging festive offers to drive sales can significantly increase revenue and **expand the customer base**.
- This strategy improves customer acquisition and can effectively **boost the average order value during promotional periods**.

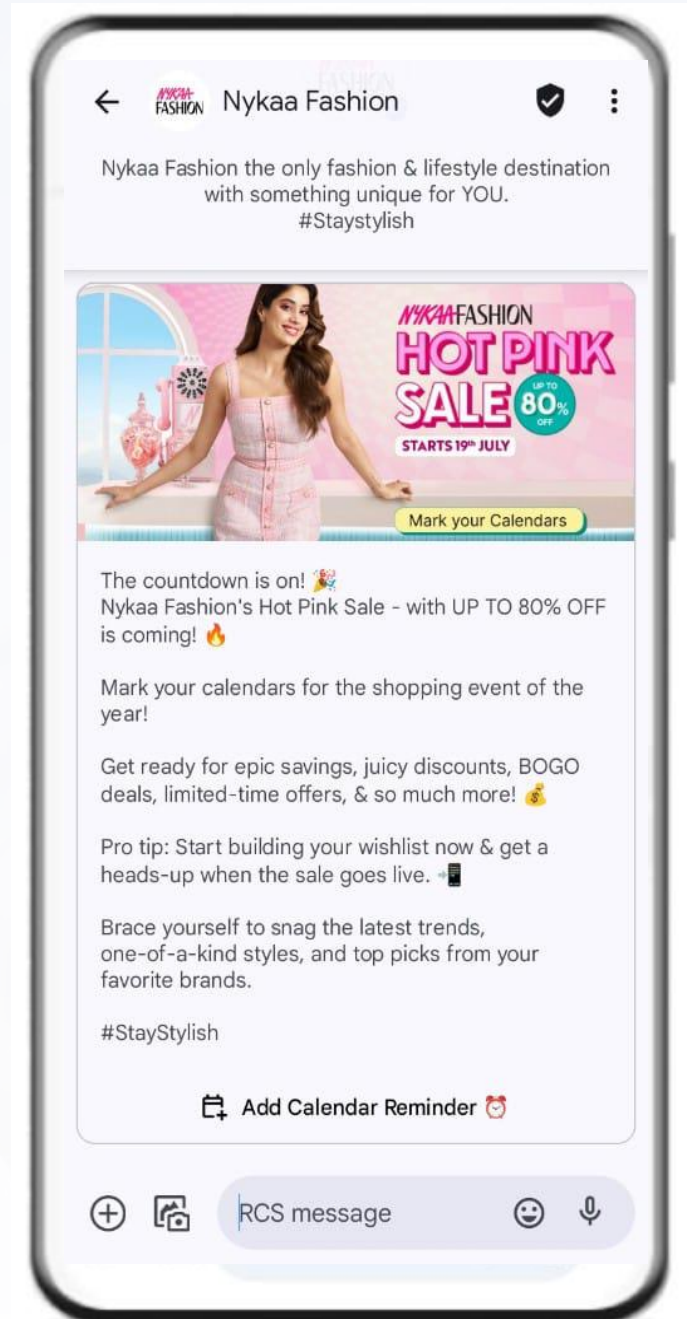




Use Cases for Fashion & Retail limited

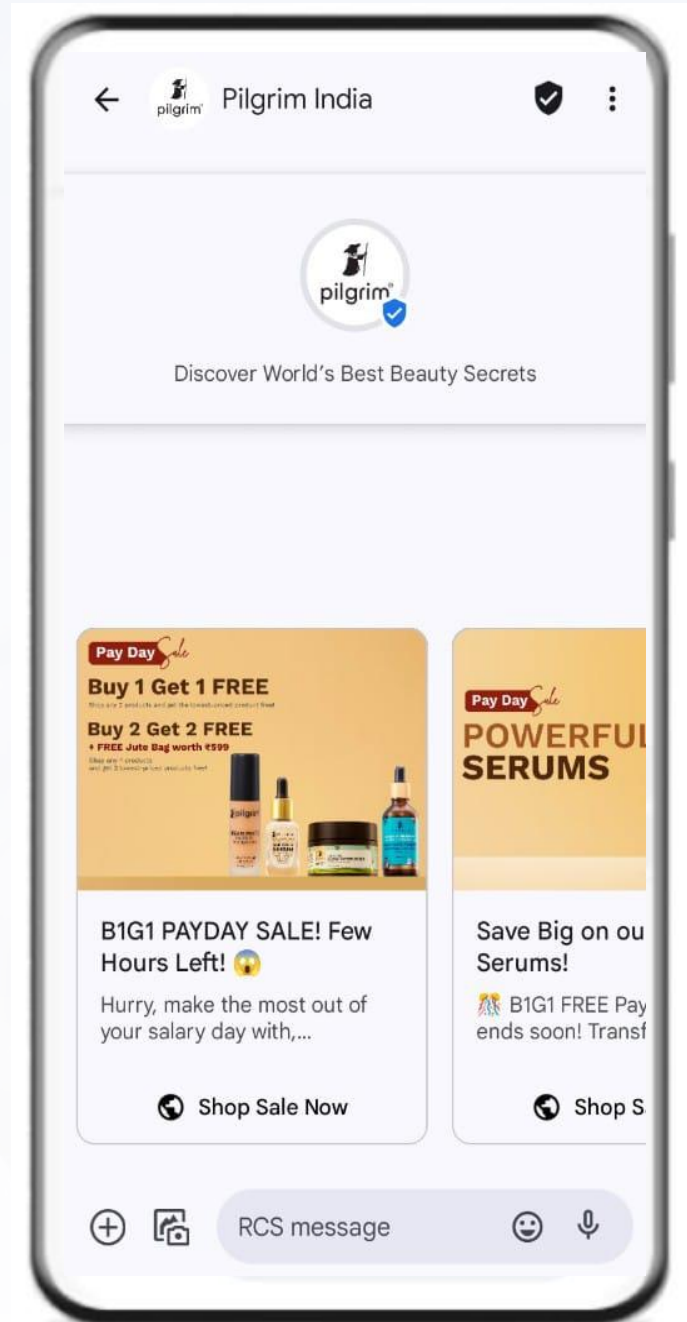
Reminding about the events through Calendar reminders

- Boost Customer Engagement with Timely Updates
- Calendar reminders help keep your customers engaged by providing timely updates on new and exciting opportunities. These reminders ensure that your audience stays informed, which in turn boosts customer retention and encourages them to continue purchasing your products.



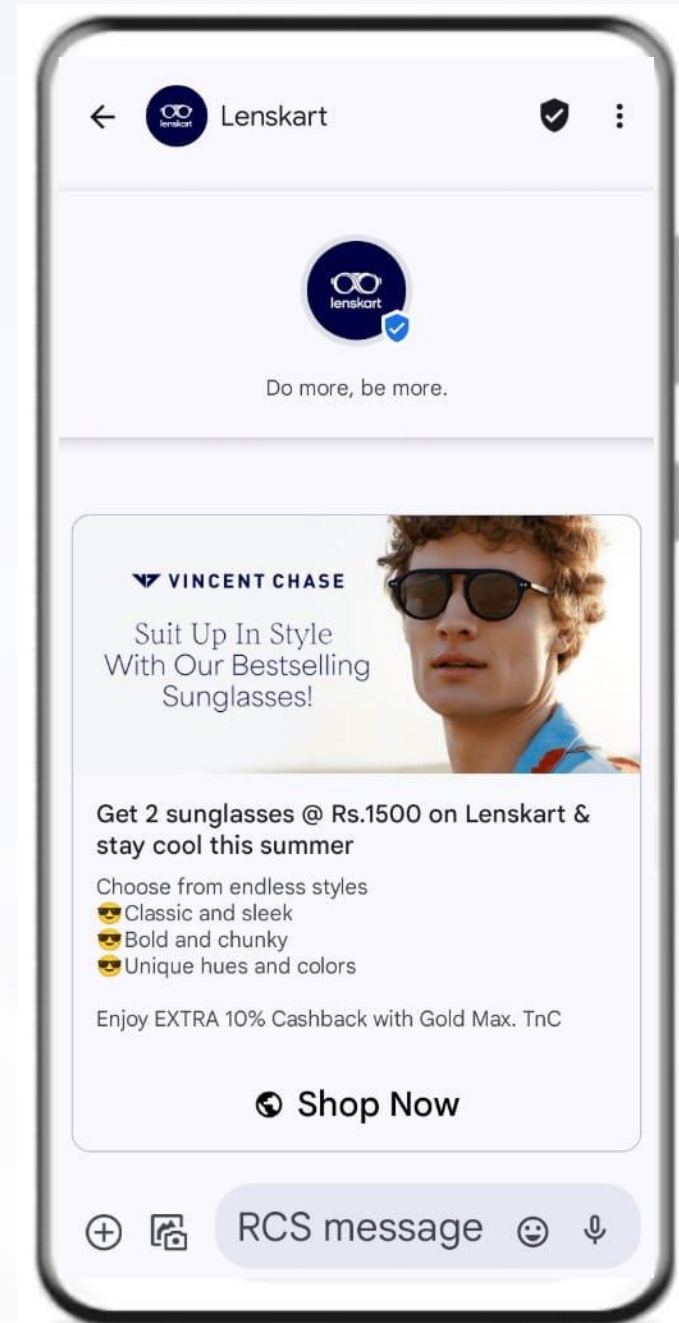
Enhance Customer Engagement with Carousel

- Keep your audience excited and engaged by regularly updating them on the latest fashion trends and exclusive collections, boosting customer retention and encouraging repeat purchases.
- Communicate new product launches and create urgency with limited-time offers, motivating customers to make quick purchasing decisions.



Sending out the seasonal offers of the Brand

- Keep your customers in the loop with seasonal offers that capture their attention and drive engagement.
- By communicating these timely deals, you can attract fashion-savvy shoppers and keep them coming back for more





THANK YOU!

Rightchoice Sms
9840432529