

Unlock the Power of RCS Messaging

with

Attention "fatigue"- The challenge

Leading to market clutter and no recalls!

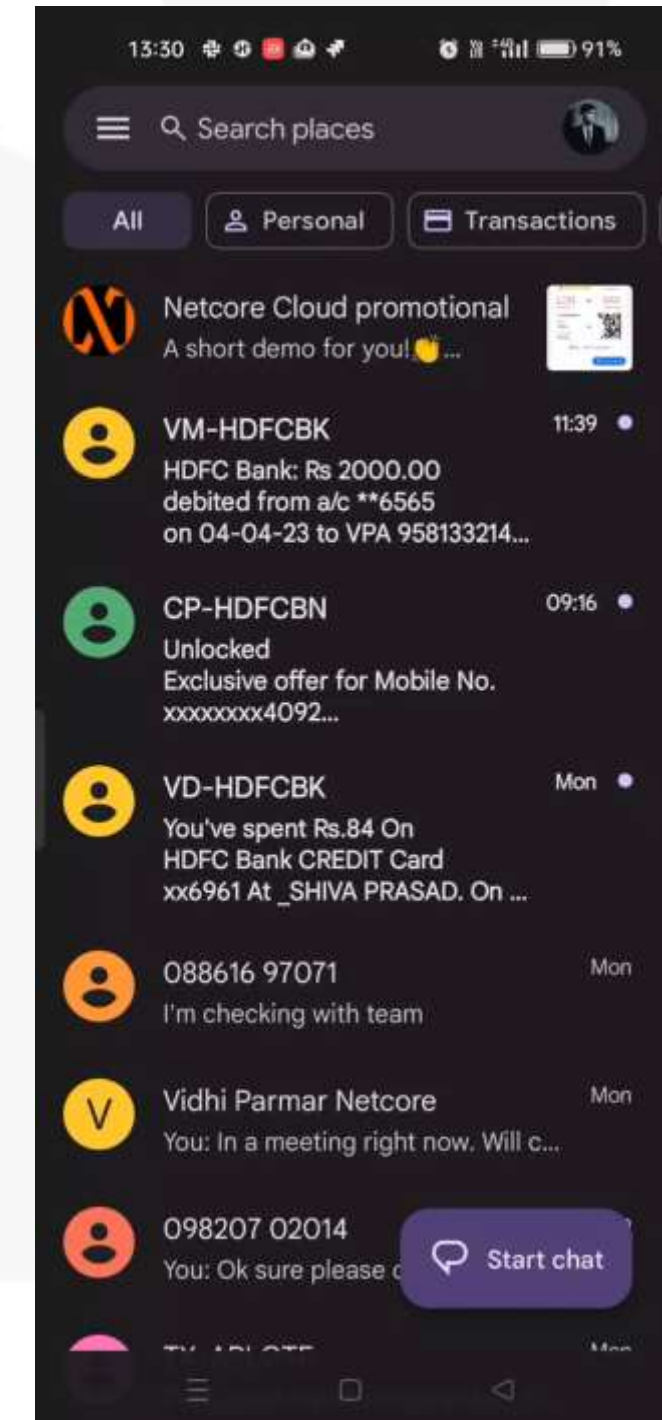
Consumers are exposed to over

20,000 brands a day

And

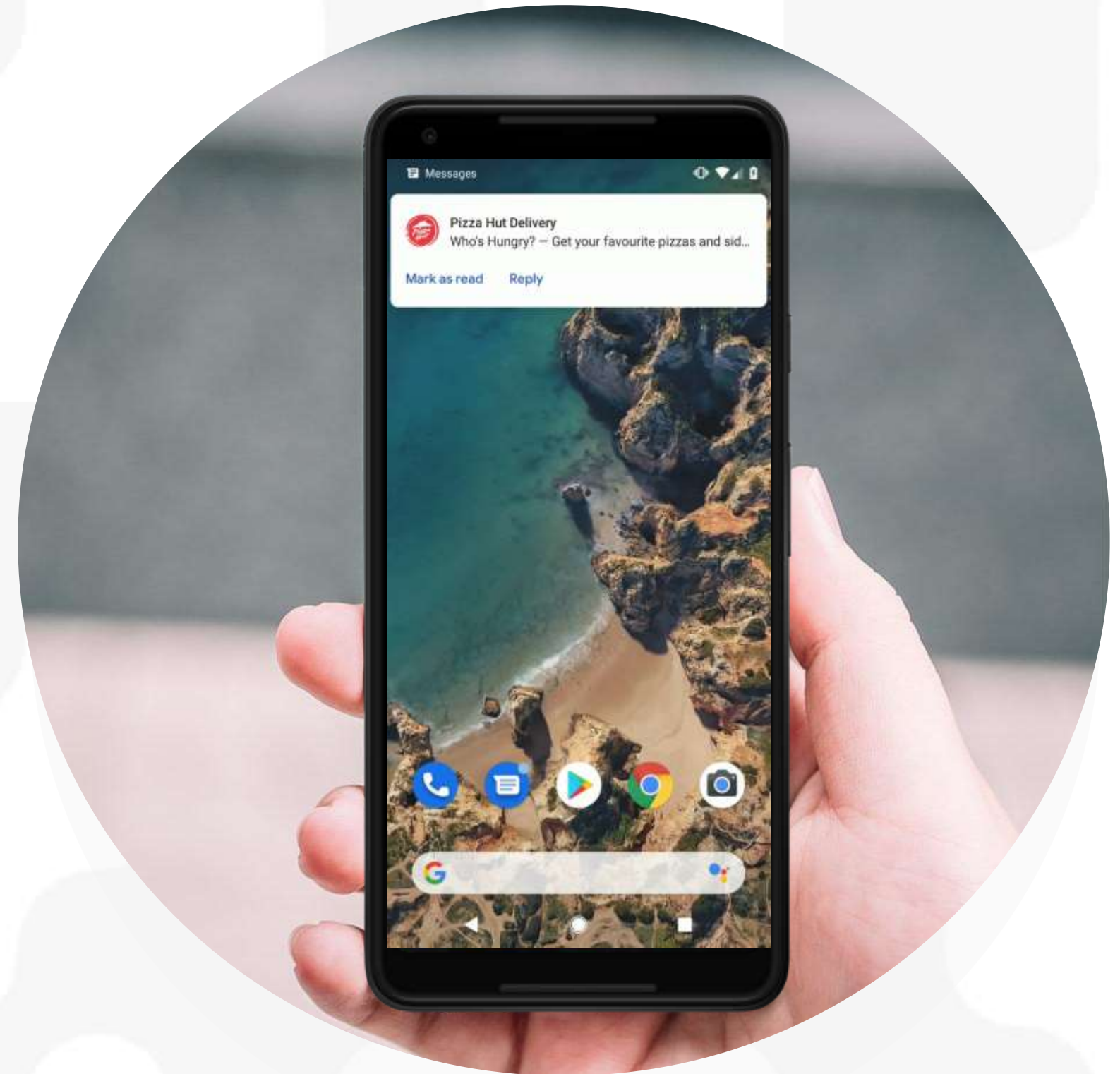


With substantial decrease in the
attention span of a human



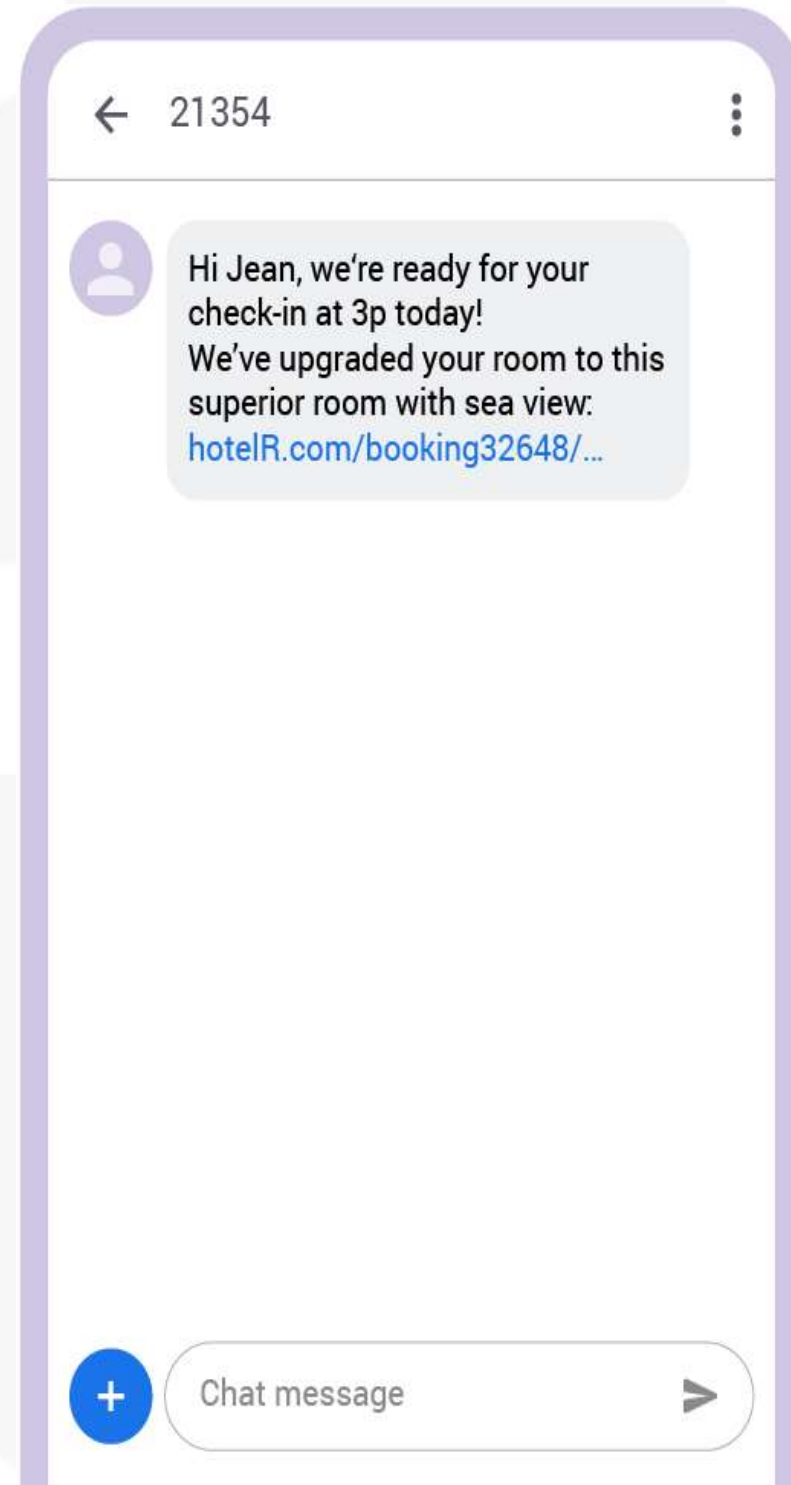
Customers want a two-way dialogue with businesses

Personalized Contextual Interactive

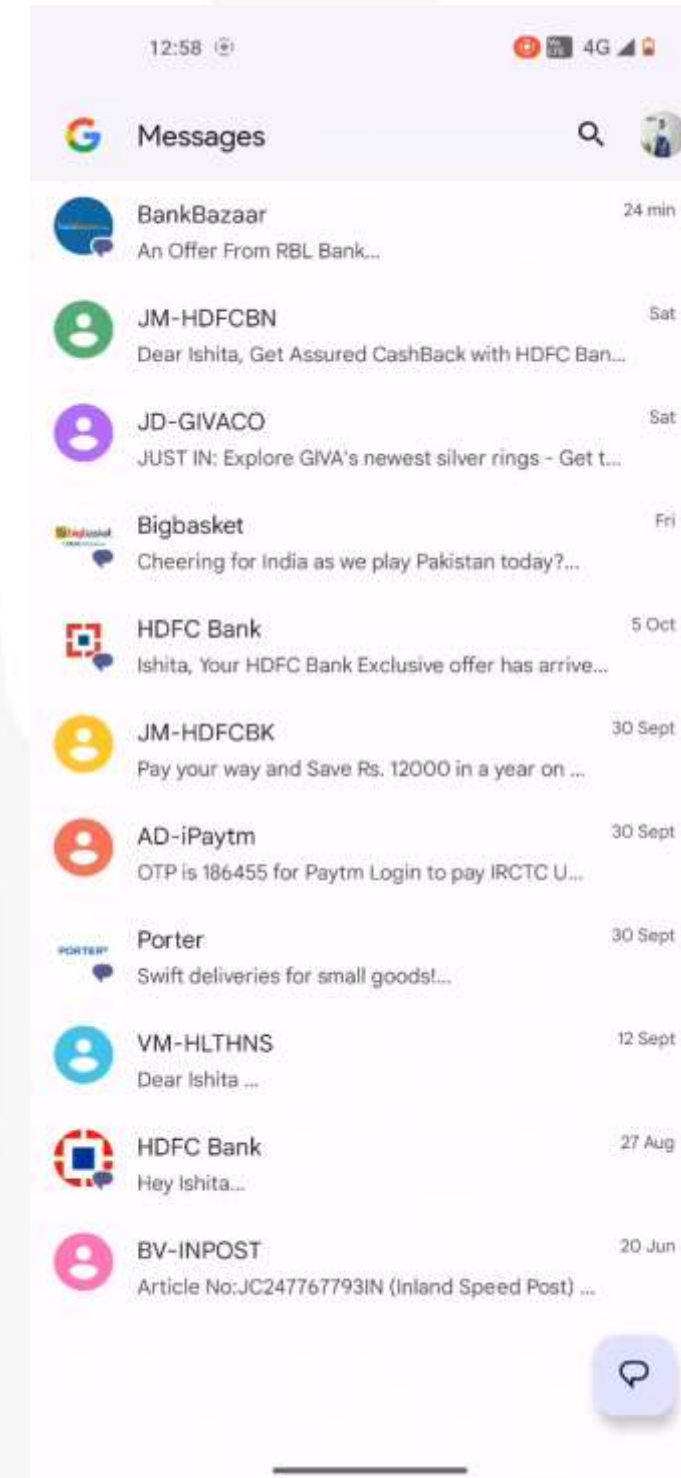


Evolved messaging- From basic SMS to Rich engaging messages

- Limit of 160 characters
- One way conversation
- No link previews or visibility
- No personal branding
- No rich media
- No read receipts
- No interactive CTAs



SMS

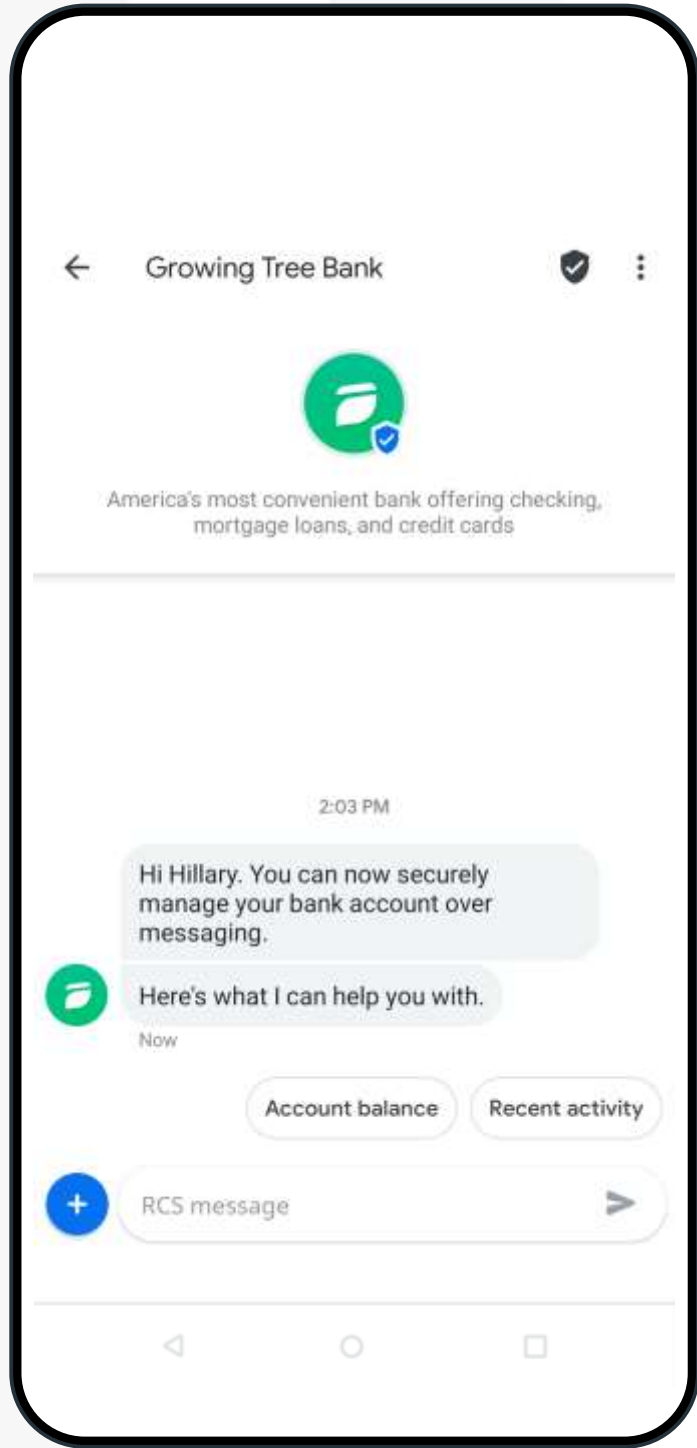


Google RCS

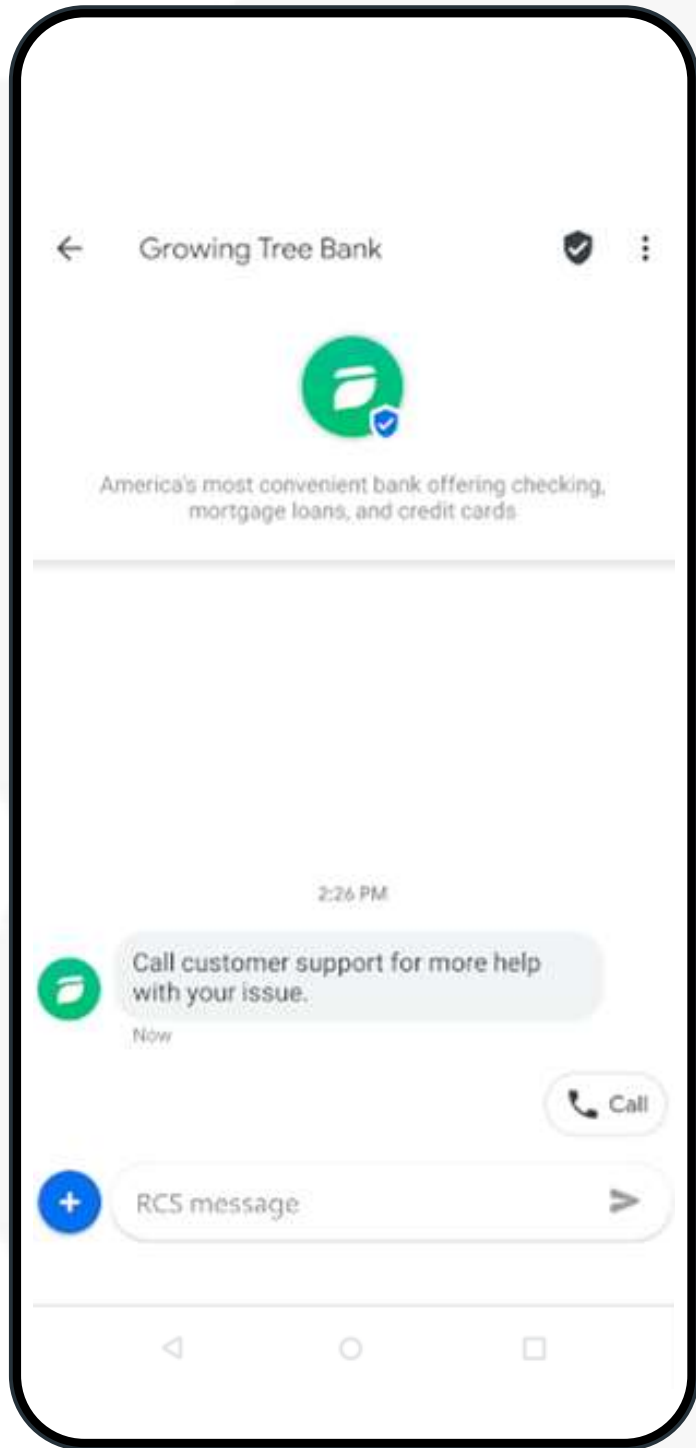
- Can go up to 2000 characters
- Conversational messaging
- Verified branding
- Rich media including images, videos, GIFs, Carousels
- Read receipts
- Suggested replies
- Smart CTA (Buttons)- Dial, URL, Suggested replies

Messages RCS

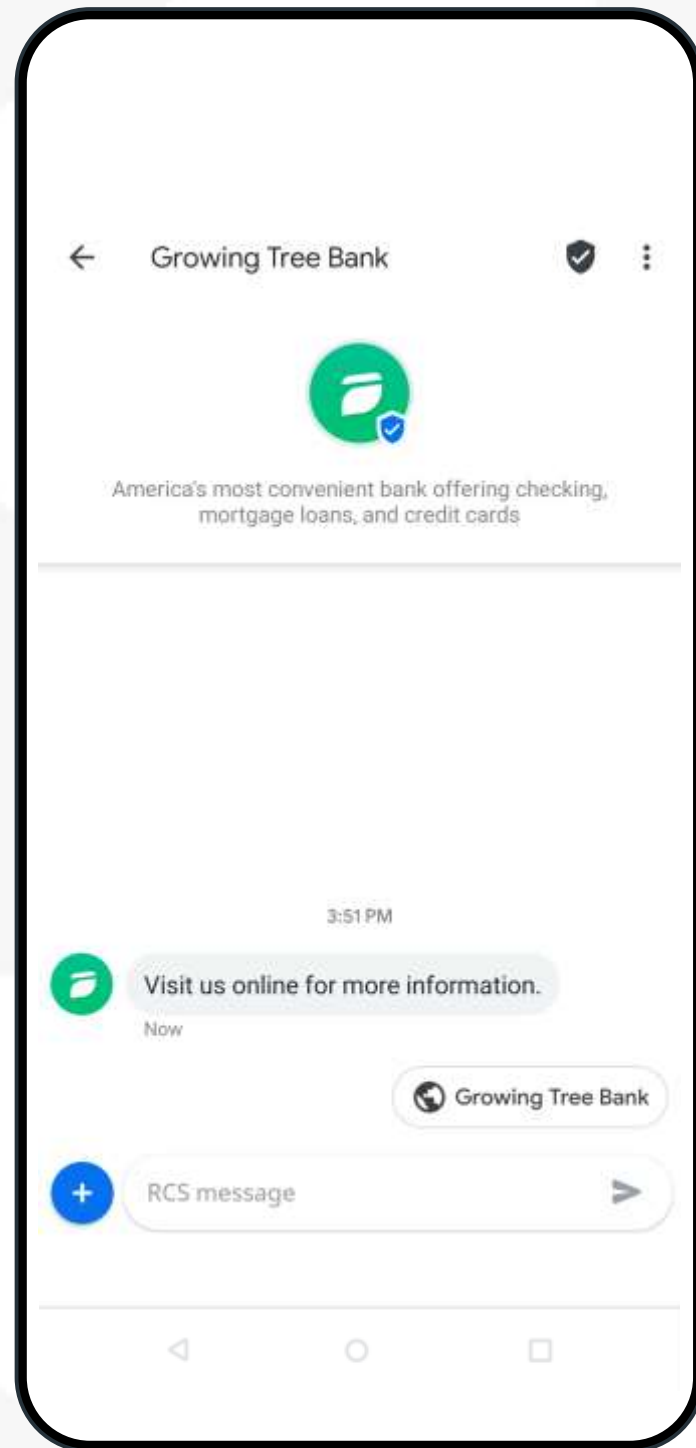
FEATURES



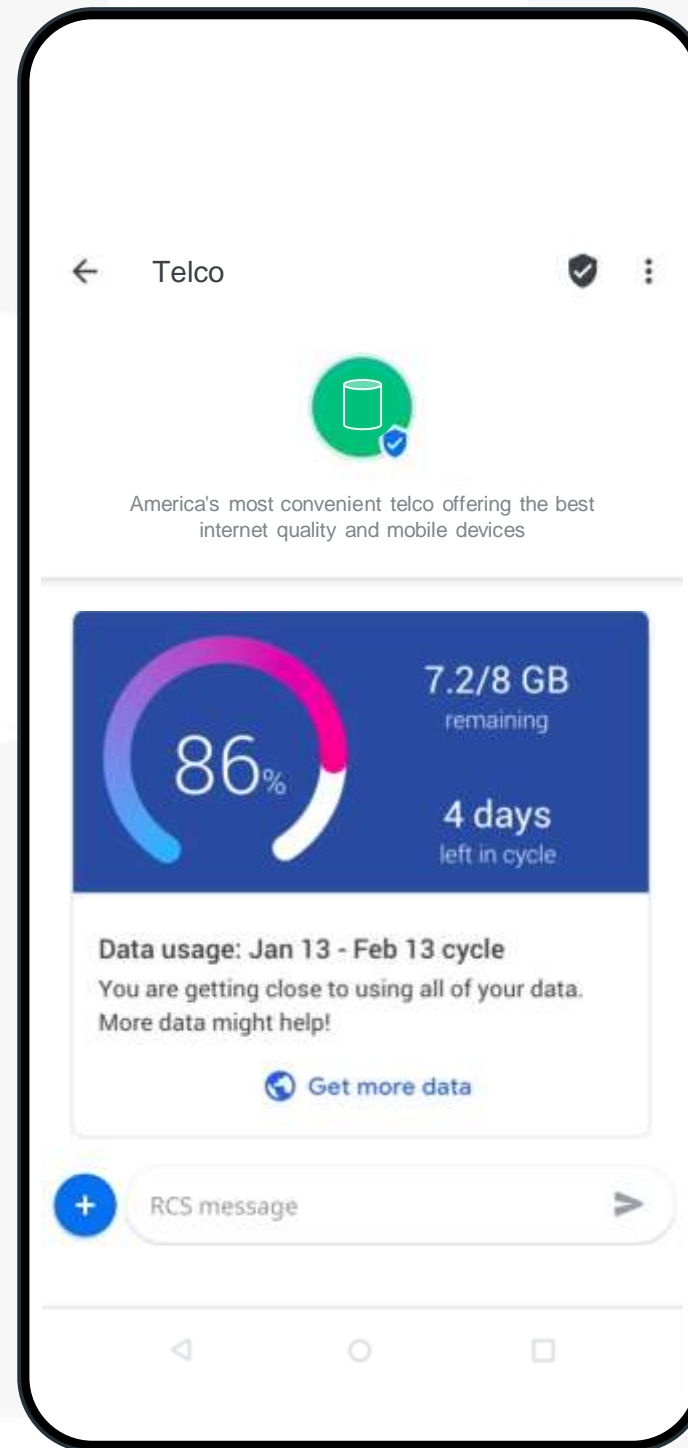
Suggested Replies



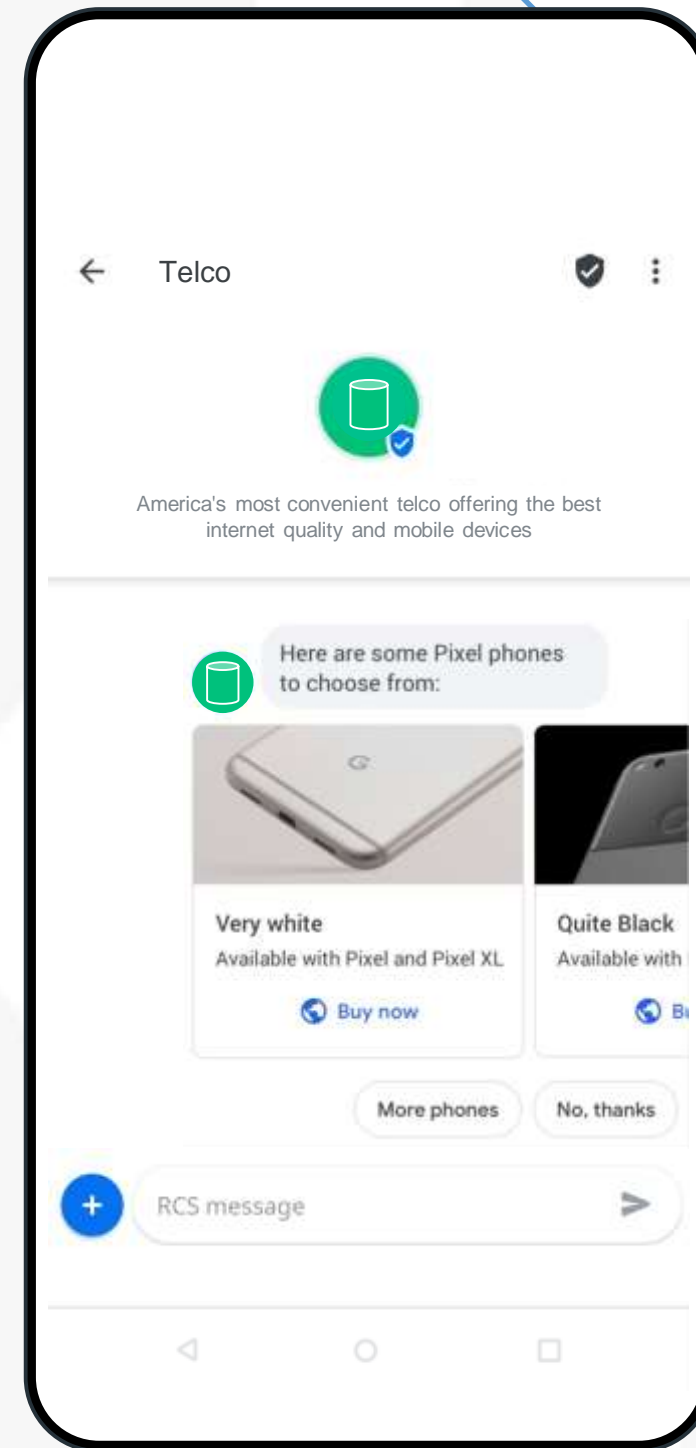
Dial a Number



Open a URL



Rich Card



Carousel

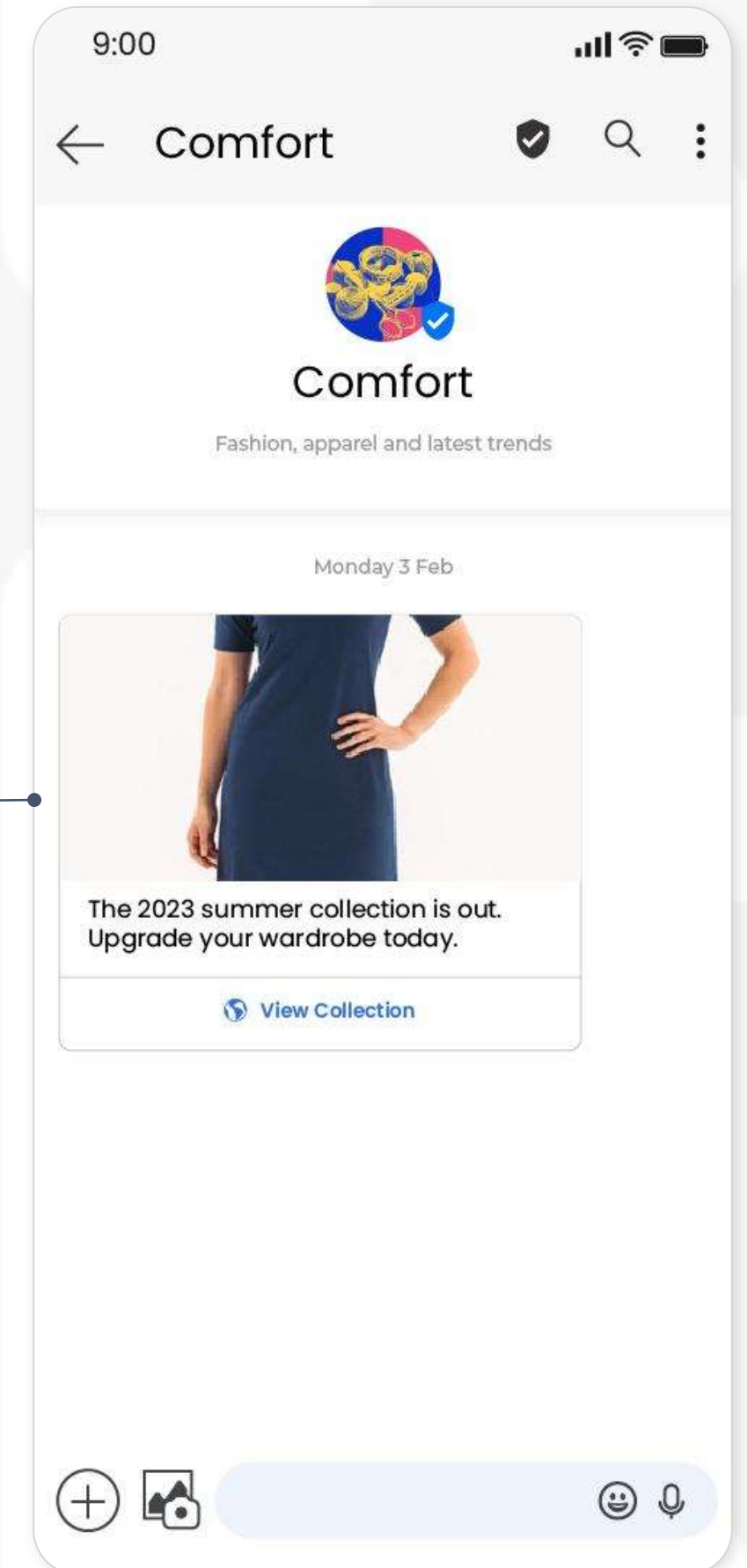
Single Rich Message: A2P with rich content, One-way

Single Rich Message is an A2P (business initiated) message with **rich elements** or text more than 160 characters (up to 2000 characters if using a template)

Examples

- Promotions and new launches
- Upsell and cross-sell messages
- Informational videos
- How-to guides
- Product brochures

Images, GIFs and videos



A2P Conversation: Business Initiated, Two-Way

An A2P message (Simple Message or Single Rich Message) becomes an **A2P Conversation** when a user replies within 24 hours of the message.

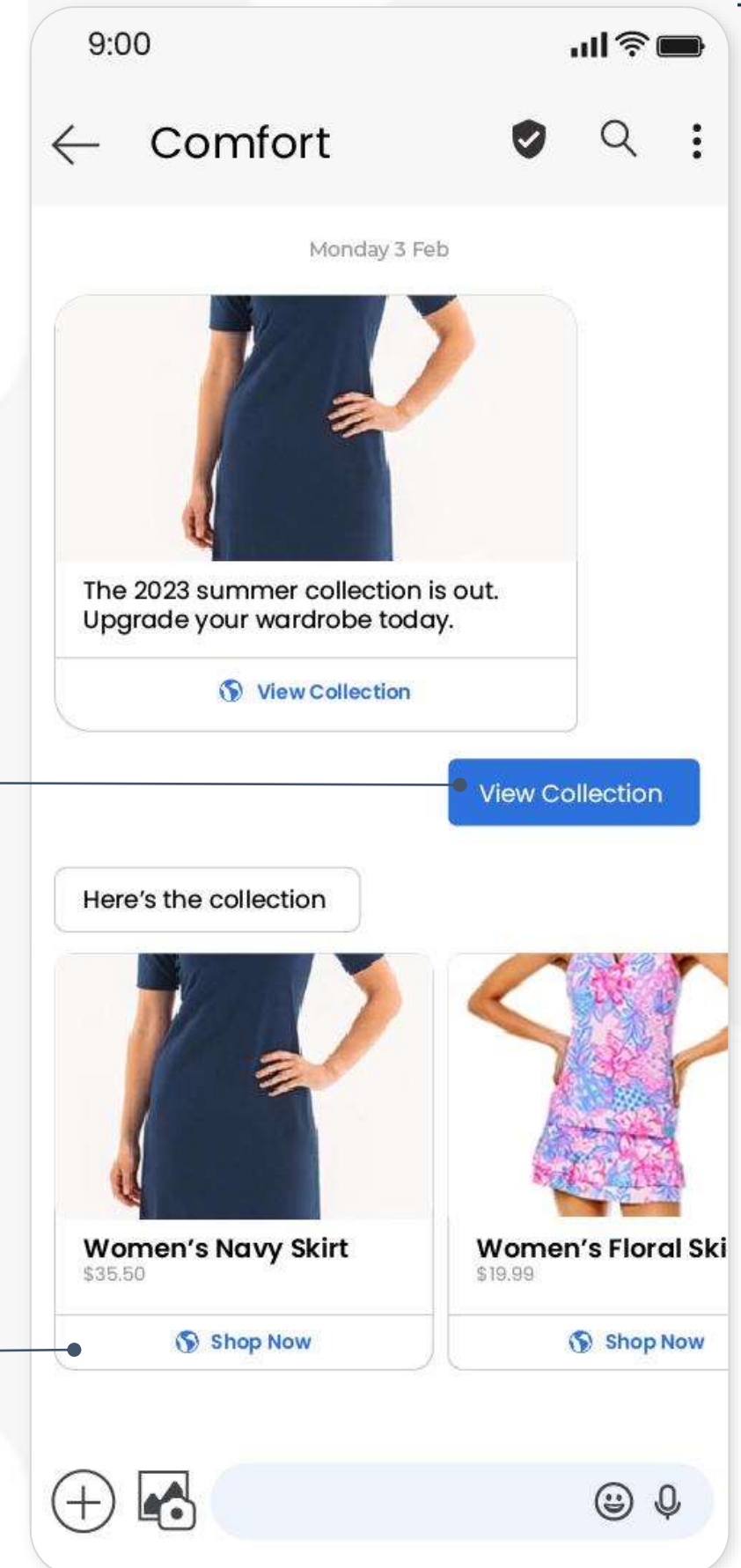
Examples

- Product queries
- Assisted commerce
- Post purchase concerns
- Appointment rescheduling
- Returns and refunds
- Account changes
- High involvement purchases

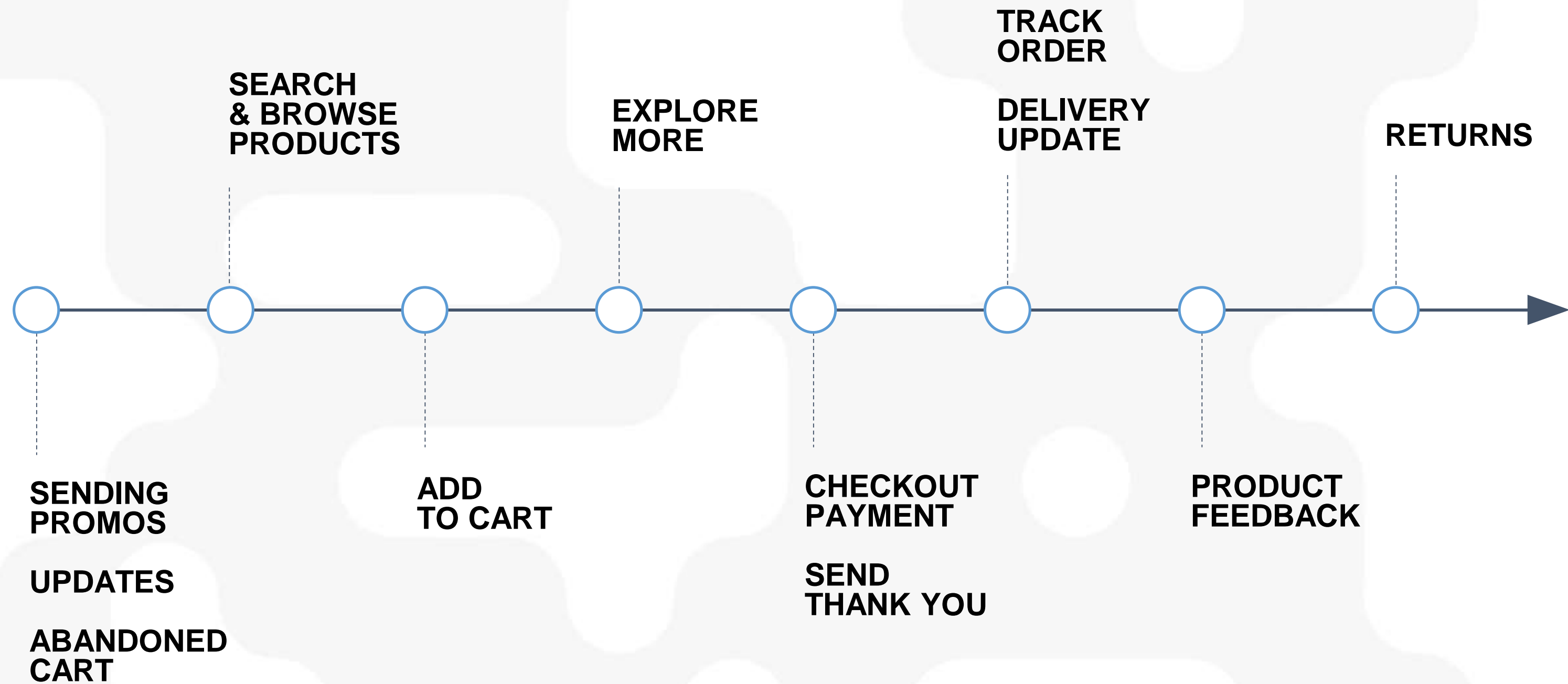
User reply makes it a A2P conversation

Suggested Actions can be:

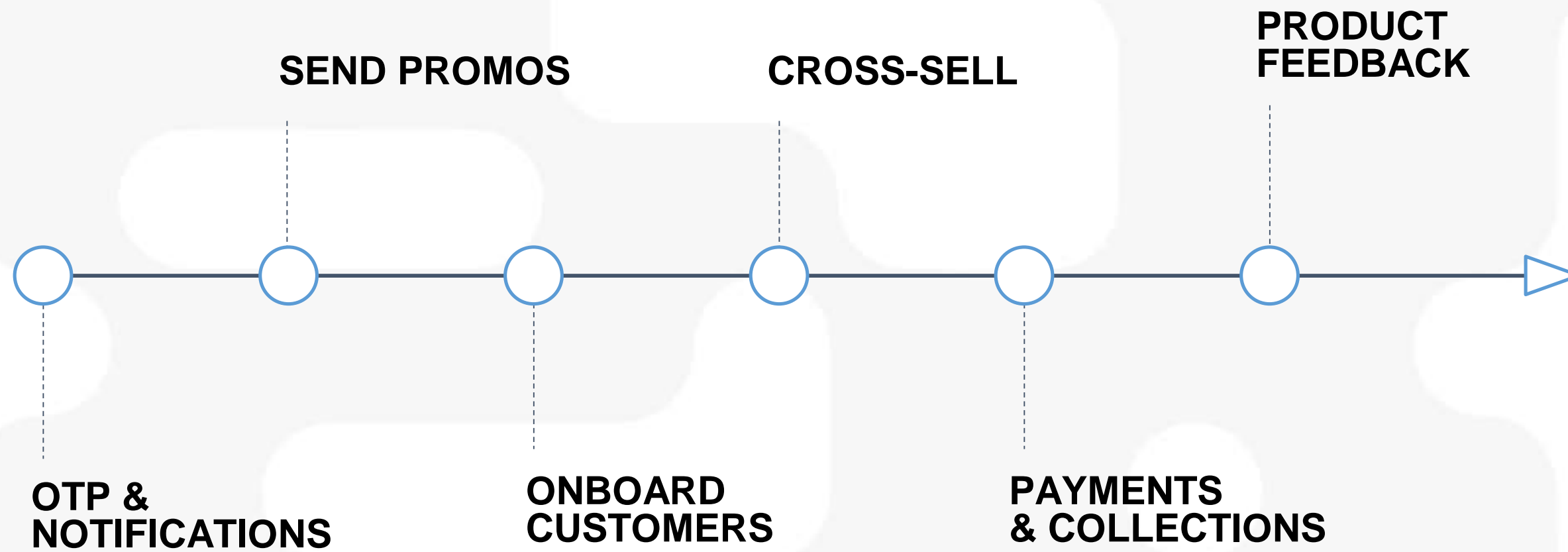
- Phone dialer
- URL
- Location
- Calendar event



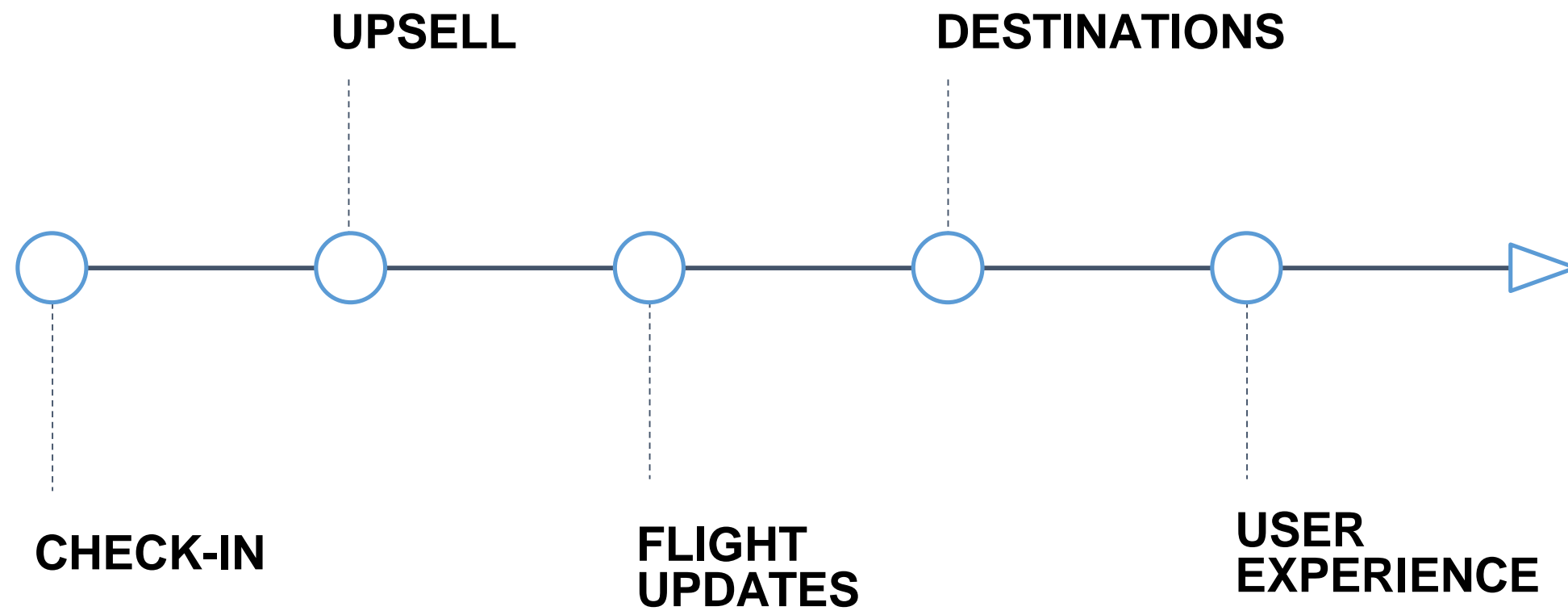
RETAIL EXAMPLES



FINSERV EXAMPLES



TRAVEL EXAMPLES





MyTeam11 achieves 8X more conversions through Google RCS than a similar SMS campaign



Objective:

- MyTeam11 wanted to reach to maximum customers during IPL, have a better conversion and use an alternative channel to WhatsApp

Solution:

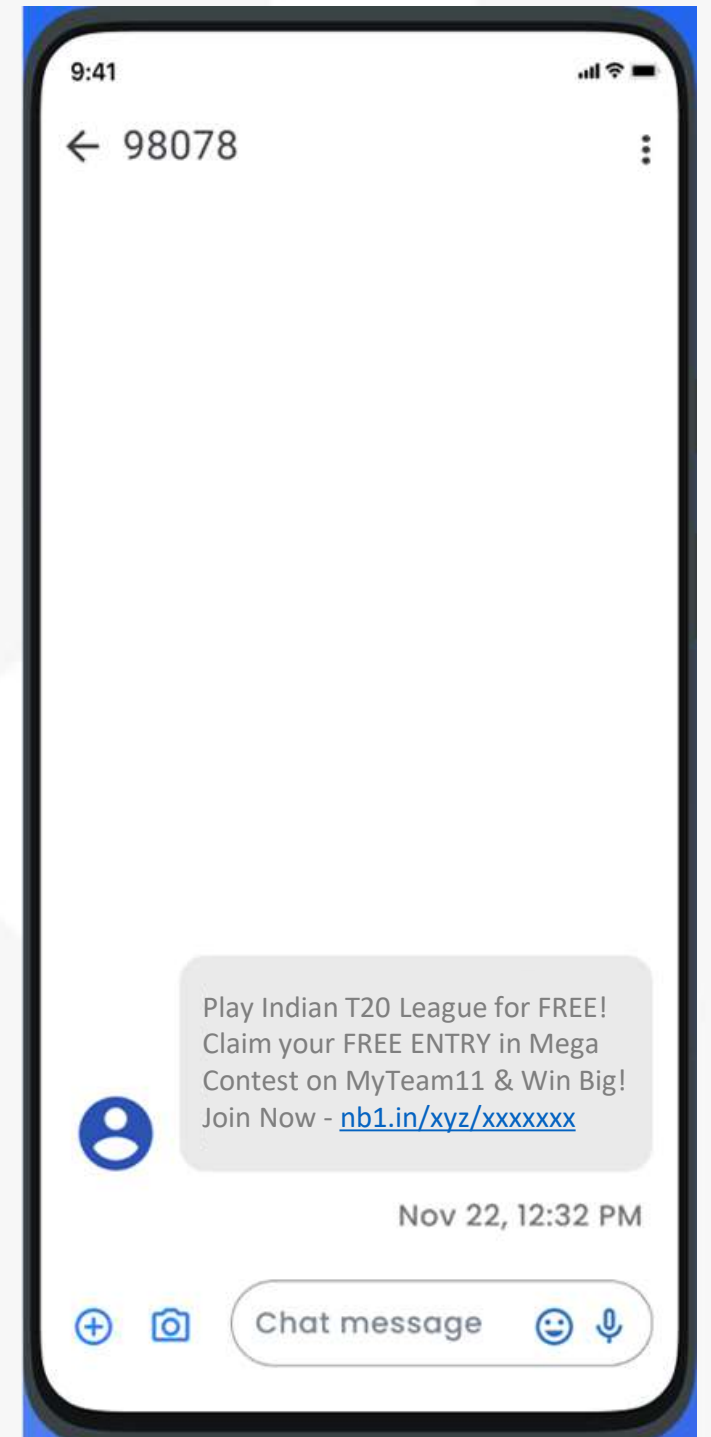
- RCS was used as a preferred channel for communication as the responsiveness was likely to be higher compared to SMS or email.
- Clear CTA was shared with the customer (make teams)
- Rich media and interactive messaging was used to help grab customers' attention and deliver enhanced experience

Results:

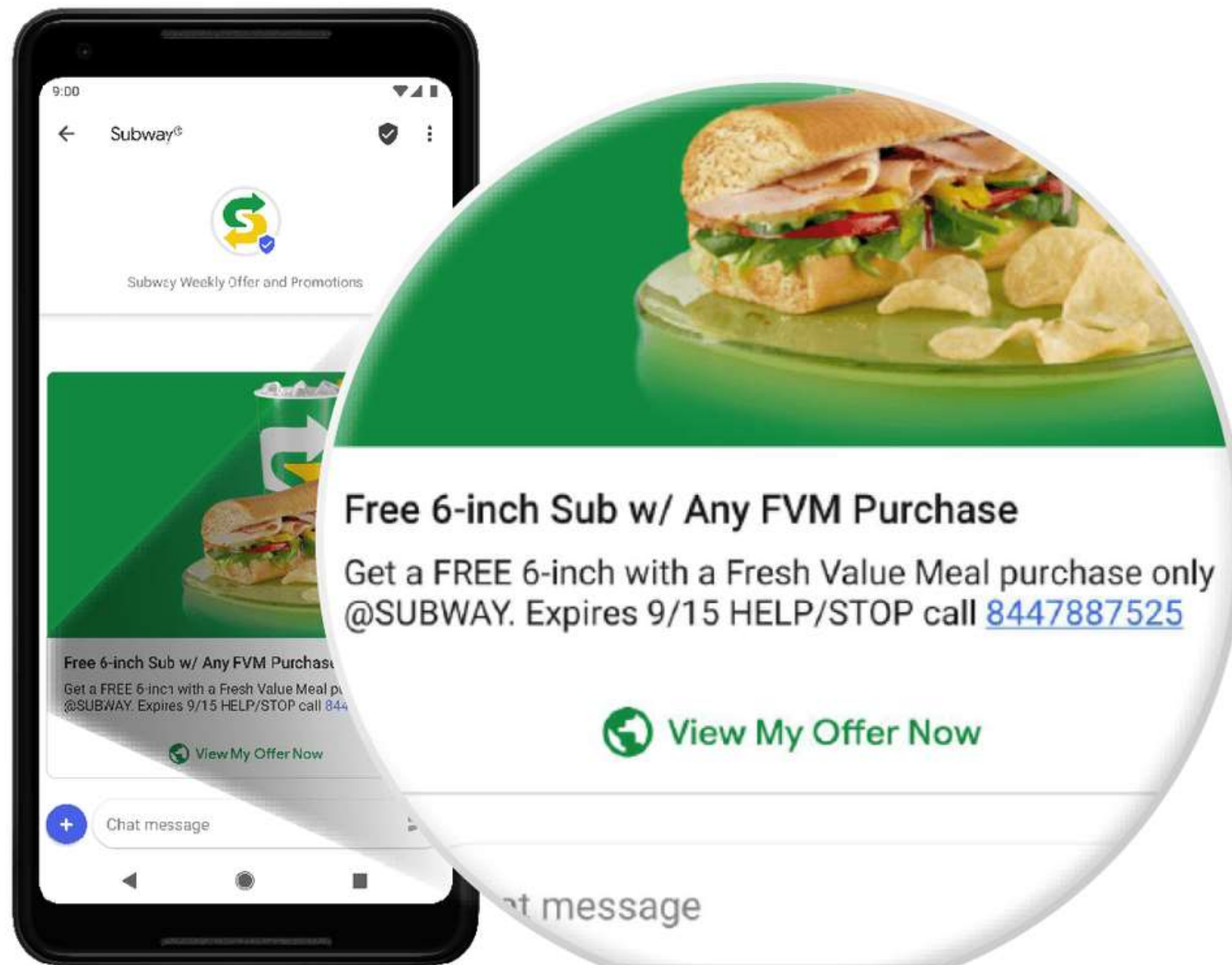
- Myteam11 was able to convert 8 times more customers through RCS campaign than from a similar SMS campaign
- Myteam11 was able to convert 16.56% customers out of the total sent messages

8X more conversions
than a similar SMS campaign

16.56% conversions
Over total messages sent



Success story- Retail- Subway



Purpose

Subway, world's largest restaurant chain wanted

- a more personal, on-brand, interactive way to connect with customers and
- drive engagement.

Call for action

Avail offers at the store

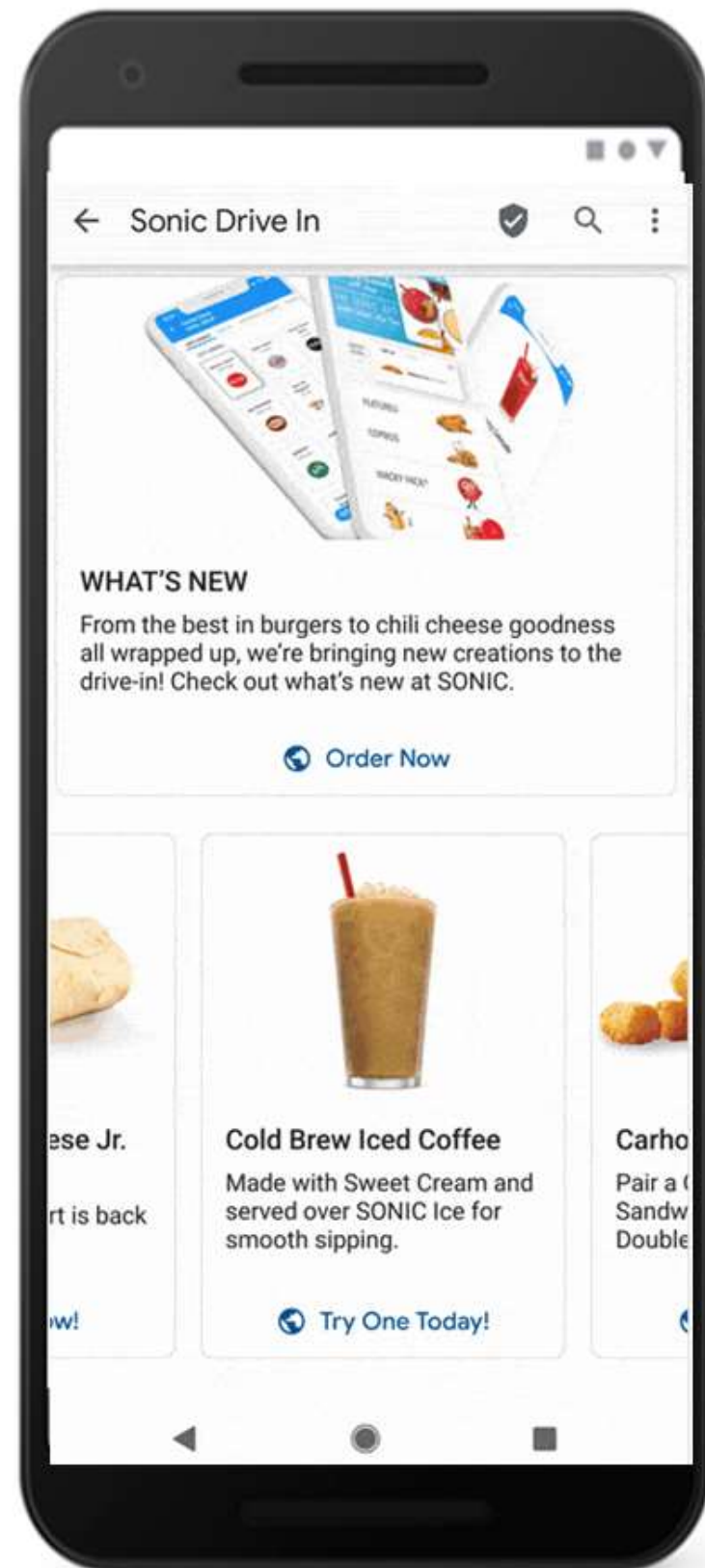
140% more conversions

than SMS (2 sandwich deal)

51% more conversations

than SMS (meal deal)

Success story- Retail- Sonic



Purpose

Sonic, a chain of fast-food drive-in restaurants, launched RCS to drive “order ahead” pickup orders through their app

Call for action

Place an “order ahead” pickup order through their mobile app. When a customer selected a product, they were directed to the Sonic app, where they could put it into the basket and place the order. If they didn’t have the app,

Achievement prompted to download it.

5X downloaded app

than those who received
MMS campaign

**Heightened customer success
through Netcore's rich
capabilities**

Schedule RCS campaigns with SMS Failover

Setup

Campaign name *

Please enter a campaign name

Add tags

Audience

Upload the phone number list *

Please ensure that your uploaded file includes mobile numbers with the country code in the first column, followed by any variables if applicable. To ensure that your file is formatted correctly, you can download a sample file by clicking [here](#).



Drop your CSV file here or browse
Formats .csv maximum file size: 20MB

Content

Enter template name *

SMS Fallback



Enter sender id

Enter DLT template ID

Body text*

0/1024

Template Management

< Create RCS template

SAVE & SEND FOR APPROVAL

Setup Content

← Rich card standalone

Select card orientation *
Vertical

Select card alignment *
Short

Select an image/video ⓘ

Upload Upload from URL

IPL Images.jpeg Change File

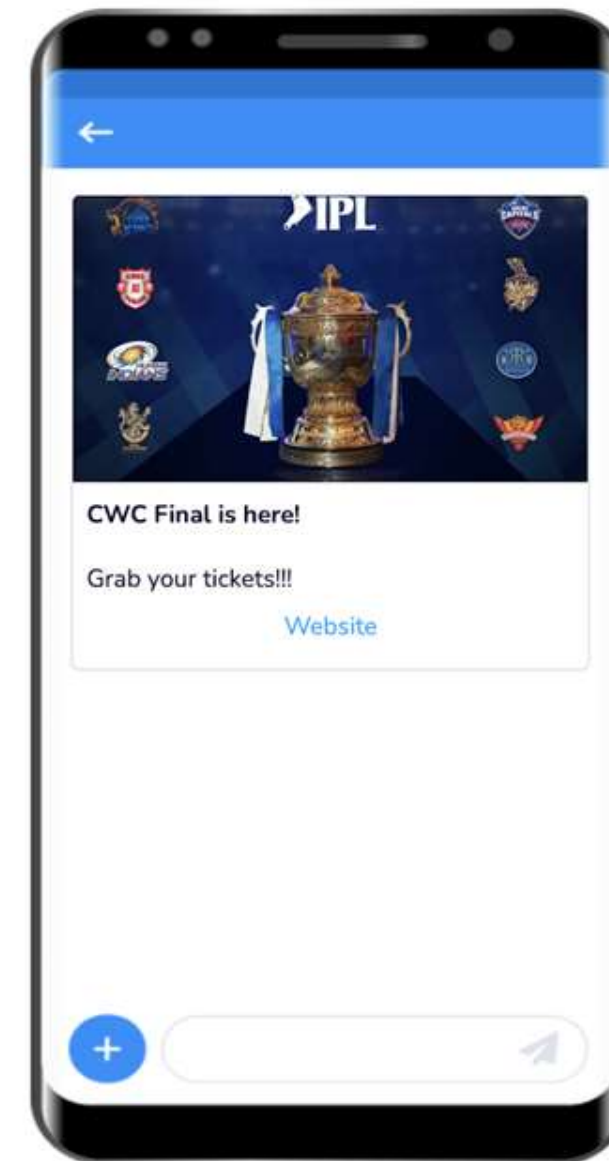
Title *
CWC Final is here! 18/200

+ ADD VARIABLE

Description *
Grab your tickets!!! 20/2000

+ ADD VARIABLE

Preview



Key Features

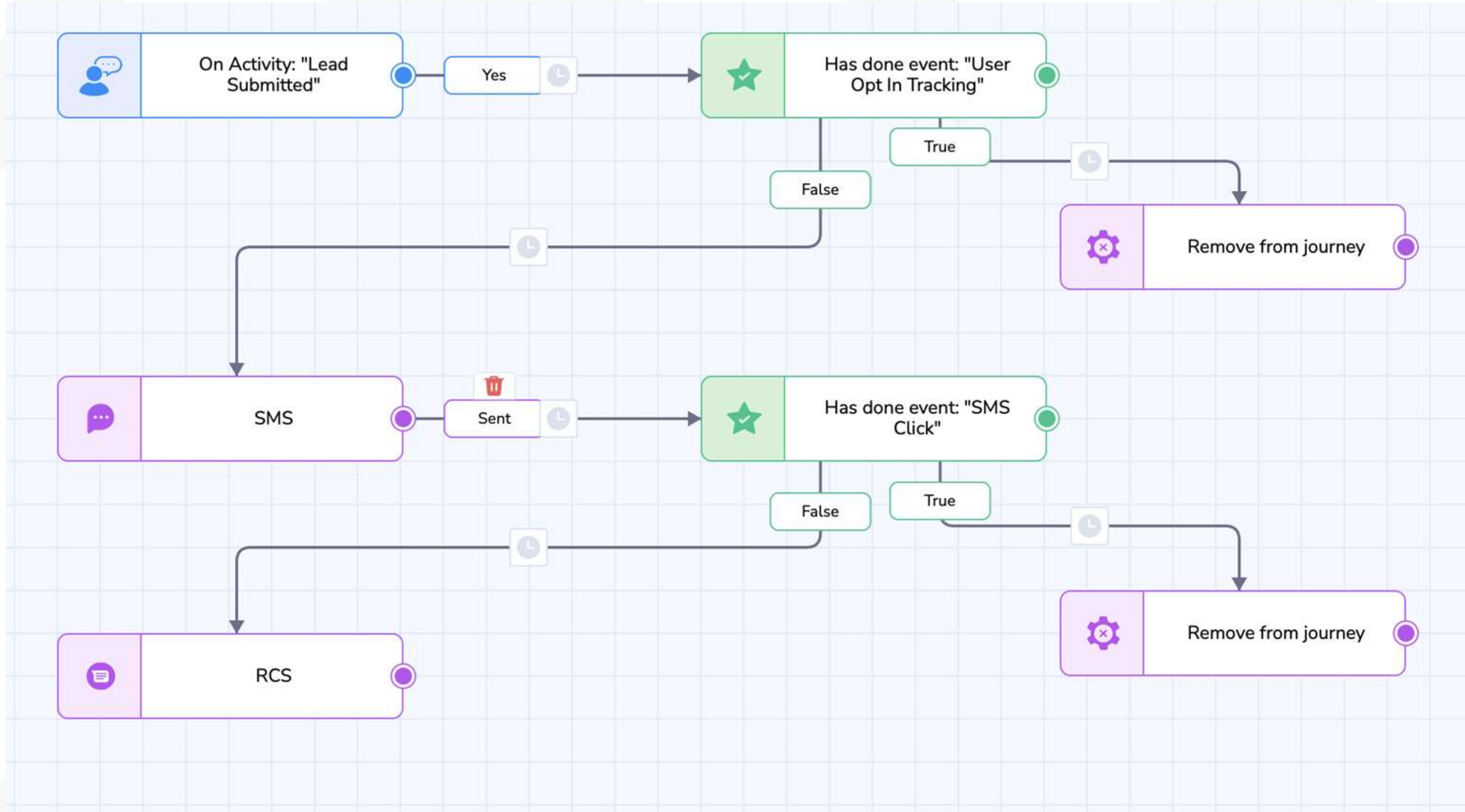
Seamless Template Creation:

- Design simple text templates, captivating rich card standalone templates, and interactive rich card carousel templates.
- Craft visually appealing and engaging messages tailored to your specific communication needs.

Status Tracking:

- Monitor the status of your templates, distinguishing between approved and rejected templates.
- Streamline the template approval process, ensuring compliance and consistency in your messaging.

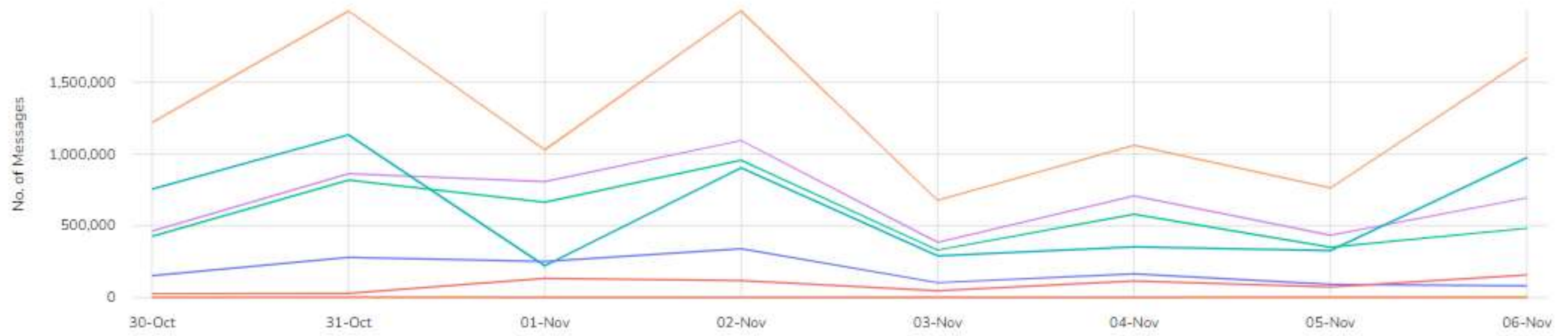
Journey Orchestration: RCS, SMS & WhatsApp



Dashboard

1 Click Tracking

1



not Omnichannel & multi-channel

- **Orchestrate your own journey** depending on your needs
Experience | Delivery | Cost | Enhancement
- **Leave it on automation** with our Smartech

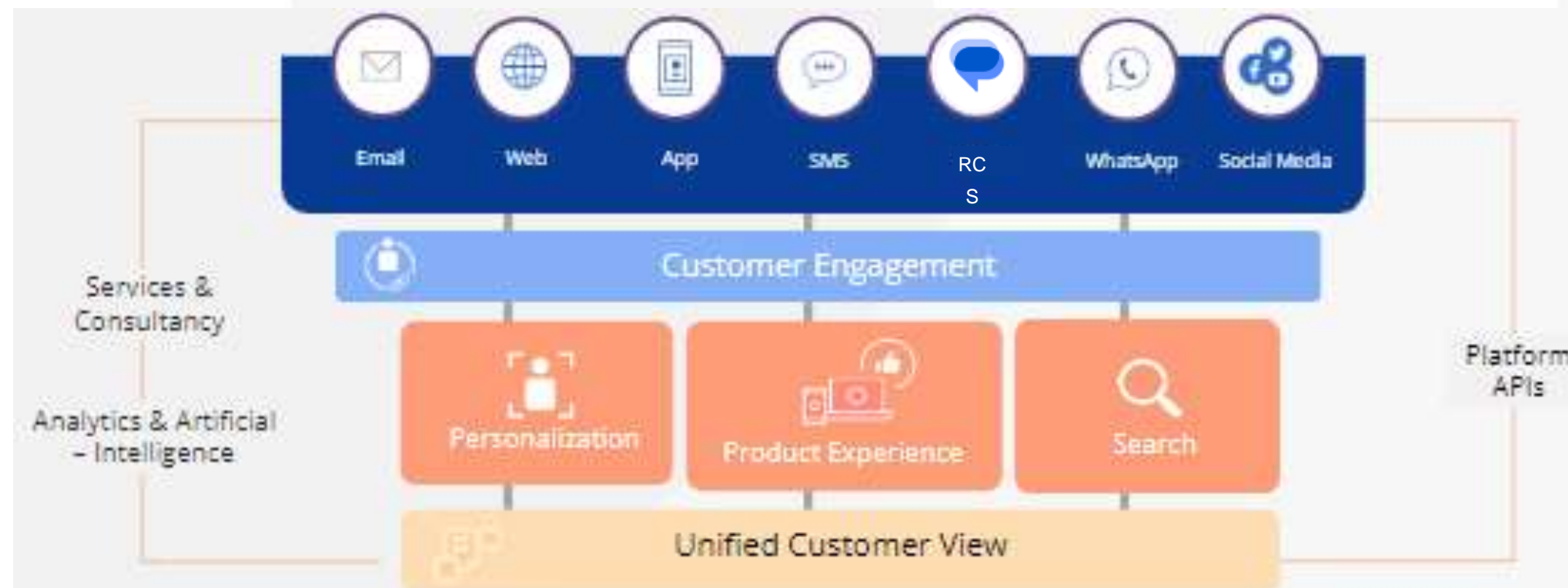
WhatsApp



Google RCS/
OEM (SoIP)



SMS



- Get **end to end solution** with us- Channel + Bot
- Leverage our ready to use, **vertical-wise use cases**
- **Integration friendly**

Next steps

Build & Deploy

- Share the required details to create the bot
- Sit back for us to do the next steps

Delight users!

Thanks.