



Create amazing mobile experiences with Rich Communication Services (RCS).

Drive your customer interactions to a new level



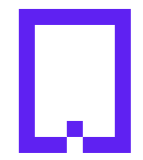
RCS delivers enhanced messaging capabilities, driving higher response rates and improved customer engagement, directly in your customers' native messaging app.



RCS messaging is estimated to be worth over **\$74B** by **2021**.¹



90% of customers expect either an online portal or customer service that's accessible **24/7**.²



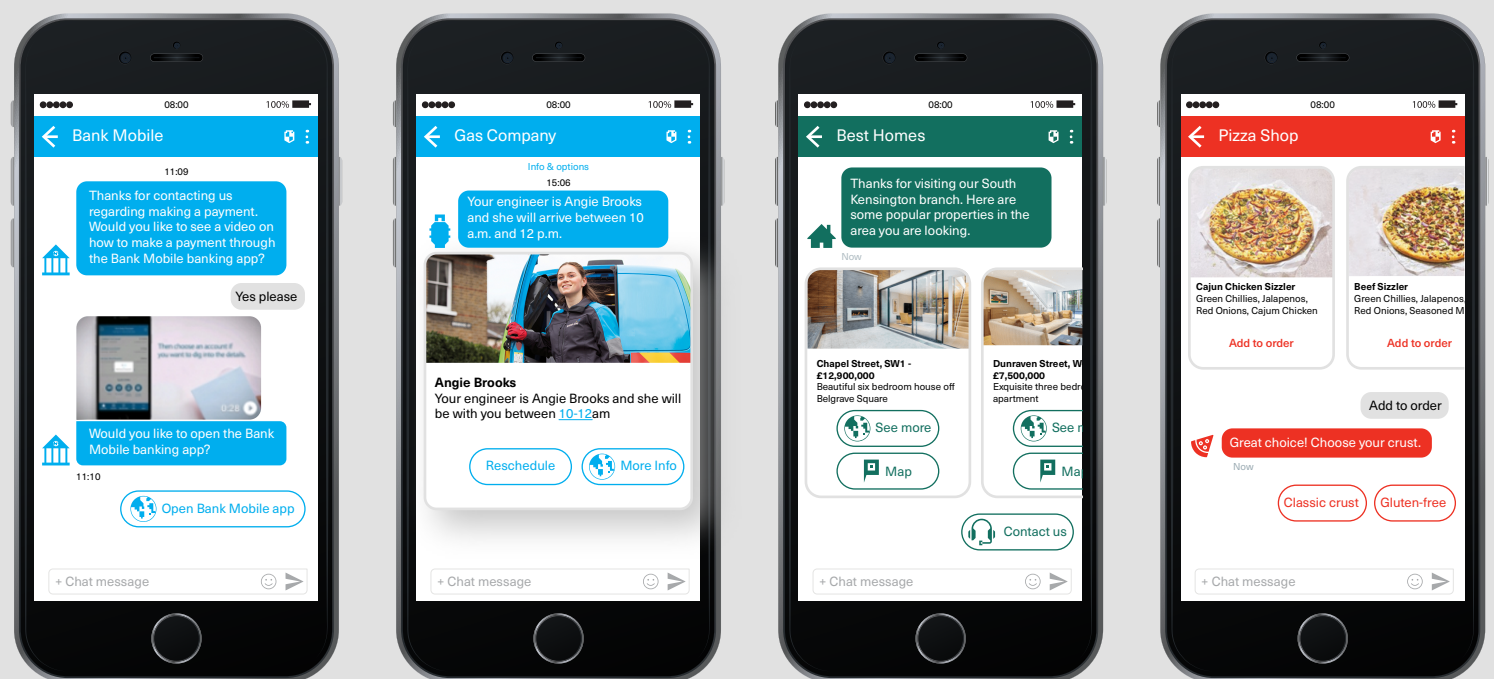
1/3 of customers use their mobile device to initiate contact with customer service and **52%** of customer service communications begin online.²



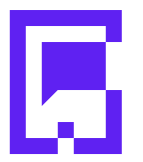
Brands will spend **\$18.04B** on RCS messaging by **2023**.³

Deliver an enhanced, trusted interaction.

RCS enables businesses to implement brand elements directly into messages, giving customers the ability to quickly recognize and interact with them. Carousels of images with embedded calls-to-action via text, such as quick reply buttons, offer additional unique features.

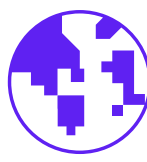


Tap into a unique set of benefits.



Verified sender

Display your business' name, instead of a phone number for instant brand recognition.



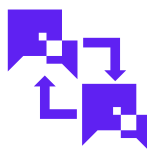
Ubiquity

Use RCS anywhere in the world, as long as your customer's mobile phone has coverage.



Enhanced metrics

Bolster your metrics by tracking click-through rates and interactions to optimize your messages and produce significant ROI.



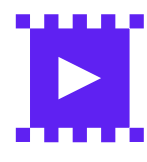
Suggested replies

Facilitate quick responses with clickable suggested replies.



Message themes

Customize the color theme and branding within the chat.



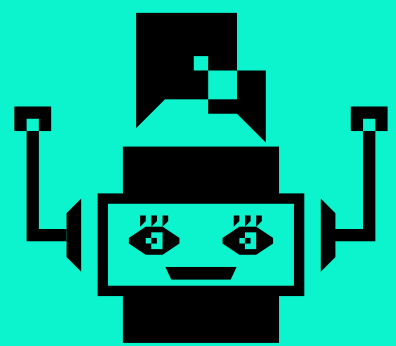
Rich media

Enrich your conversations with video, audio, geo-locations, and images.

Utilize chatbots – a must-have in the world of RCS.

What is a chatbot?

A chatbot is an automated cyber-based representative that communicates with customers through messaging, delivering conversational commerce experiences.



There will be an estimated **1.8B** unique, active chatbot or virtual assistant users by **2021**.⁴

- Chatbots are cheaper and faster than live service agents
- Respond instantly to people in multiple independent conversations at the same time
- Offer **24/7/365** online support and customer engagement

Meet with us at [MWC Barcelona](#) or reach out to us at contact@syniverse.com to find out how you can evolve your messaging with RCS.