# Starting conversations that matter with Rich Communication Services (RCS).

The way consumers interface with businesses is in a continual state of evolution. With the advent of smart devices, native applications such as Rich Communications Services (RCS), are presenting new, highly engaging ways consumers can interact with businesses.

Why is this important? Nearly 80% of consumers find RCS appealing and over 70% say RCS would make them more likely to want to communicate with a brand. (Source: GSMA)

Ready to get started? Here are the 3 key steps you need to take to get RCS-ready.

## 1. Understand the benefits.

RCS will completely revolutionize customer communications via mobile, allowing you to deliver a fully branded experience in your customers' default messaging apps. Additional benefits include:

- Improved texting with rich messages, providing deeper real-time experiences beyond SMS
- A new way for consumers to engage with you through interactive chat
- The ability to build content, brand elements, and provide delivery notifications into message streams
- Features like group chats, video and audio messages, and high-resolution images
- Higher engagement and conversion rates

## 2. Assess the challenges.

RCS offers a vast and exciting list of features and benefits, but you also must consider some important questions as you move forward.

- How can we deliver richer communications with guaranteed message delivery?
- Can we enable a chatbot-based, conversational interaction with customers?
- Is there fallback to SMS or other channels such as email?
- How can we offer end-to-end encryption and enhanced security?
- Is it possible to deliver RCS messages globally to our customers?

## 3. Find a solution.

Businesses have many choices when it comes to customer communications. Text messaging (SMS) is an important channel, but with the growth of more sophisticated messaging services like RCS, businesses can start meaningful conversations with their customers that drive action.

Syniverse's Rich Communication Services offers:

- Unmatched scale and reach
- True enterprise-grade solutions with 99.999% reliability
- Low-latency connection with redundant, high-availability connections
- Clean messaging channel and data privacy protection
- Expertise and success with helping brands increase engagement



As a global provider of market-leading mobile messaging solutions, you can count on Syniverse to help you make a smooth transition to RCS. **Meet with us at MWC Barcelona** or **contact us** to learn how.