

# RCS Business Messaging report

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# Executive summary

RCS Business Messaging continues to go from strength to strength. Due to the onset of the COVID-19 pandemic in 2020, adoption of RCS slowed – as brands focussed on adapting to the ‘new normal’. However, the rollout of the channel continued – and with creating more meaningful interactions with customers imperative to success, RCS is back on track to becoming the single biggest rich messaging channel in the world.

The RCS ecosystem saw greater collaboration between operators, MaaP providers, and device manufacturers to increase the channel’s reach. According to the GSMA, the global audience of monthly active users grew to 473 million – across 90 global operator deployments.

Samsung is now shipping handsets with Android messages already installed. BT announced that its mobile network EE is the first to partner with Google to bring RCS to brands in the UK. Google launched A2P RCS connectivity in select markets, with India being the latest.

In this report, we’ll recap the year that 2020 was for RCS – including key channel updates, new carrier deployments, live RCS campaigns, success metrics, and best practices. We will also look ahead to the rest of 2021 to understand the opportunities RCS presents and what will need to be accomplished to accelerate growth and adoption further.

“In 2020, RCS continued to grow as a rich messaging channel – with many of our clients continuing to scale their programs and benefit from the economic impact RCS delivers vs. SMS. As we go forward in 2021, there can be no doubt in the crucial role it can play in creating more meaningful digital interactions in a world transformed by the pandemic”

**John Duffy, Head of Global RCS, Webex**

# An introduction to RCS

RCS stands for Rich Communication Services. An evolution of SMS, it is a GSMA defined standard of messaging that spearheads the next generation of mobile messaging.

Championed by Google and several key operator groups globally, RCS provides a secure environment that transforms P2P and A2P messaging into an interactive, feature-rich experience. High-resolution images, videos, group chats, carousels, payment processing, rich cards, and much more are delivered as standard regardless of a user's network. Along with an impressive feature set, RCS allows brands to own a verified profile to build customer trust and style messages and UI components in line with their visual identity to strengthen brand recognition. RCS also provides reporting insights typically available when delivering other types of digital campaigns.

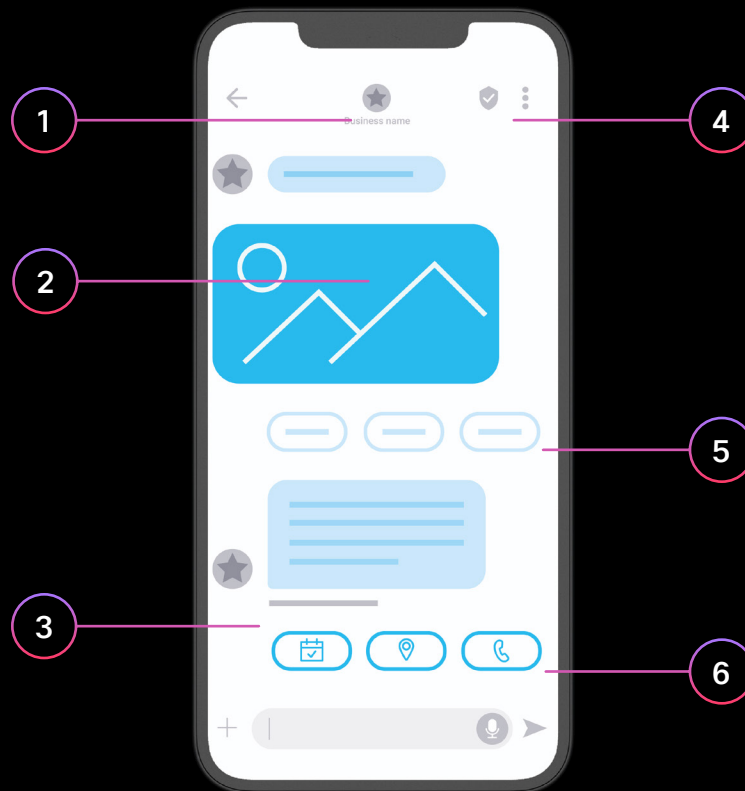
Such metrics include when the message was read, how long the user spent reading the message, and any interactions with content. Deep-link capability also means that a conversation can move from RCS straight into an app or to open a website URL – and back again.

The rise of RCS hinges on its ability to act as a digital channel for delivering engaging, app-like conversational experiences straight to a smartphone user's messaging inbox. The channel's features can combine with AI and natural language processing (NLP) to create two-way interactions that drive engagement and loyalty across the customer journey. So far, the results have been positive. Already brands are using RCS to drive purchasing, streamline customer onboarding, create upsell opportunities, solve inquiries, and improve customer care without the user having to leave the messaging channel.

“We’ve always taken pride in the innovative approach we take when interacting with customers. We believe that RCS messaging has the potential to take our mobile customer communications to the next level, both in terms of providing a more visual experience and a greater understanding of how customers are interacting with our promotions”

**Catriona Woodward, Head Digital, Pizza Hut**

# Features of RCS



## 1. Custom Branding

Include name, logo, and messaging color to build brand recognition

## 2. Rich media

Enhance interactions with images, videos, and GIFs

## 3. Rich metrics

Gain data from every interaction, including DLRs and read receipts

## 4. Verified sender

Gain customer trust by engaging through a verified account

## 5. Suggested replies

Guide customer interactions with single-tap replies

## 6. Time-saving actions

Streamline interactions with buttons for URLs, Maps, and voice calls

# Impact of Covid-19 on business messaging

## SMS ruled during the first lockdown

In 2020, the world was rocked by the COVID-19 pandemic. Many countries announced a lockdown period to counter the spread of the virus. Face-to-face contact was immediately limited, working from home became the norm, and brands had to adapt to new market conditions.

During this time, Mobilesquared's Net Demand Score (NDS) shows that brands turned to SMS as their go-to messaging channel for engaging with customers.<sup>1</sup> Demand increased as changes to operations, opening times, and much more needed to be communicated quickly through a universal, highly visible channel.

A survey by TextAnywhere found that 38% of companies confirmed that they increased their use of SMS during the initial phase of the pandemic.<sup>2</sup> WhatsApp Business and Apple Messages for Business saw a small increase in demand from brands looking to address inbound customer service and care requests.

RCS took a back seat during this time, with brands who were not already using the channel focusing on other ways to communicate information to customers. Despite the potential of RCS, this isn't surprising, considering how speed of communication was a priority rather than experience, and the potential audience across different markets for RCS is still growing.



## Demand for RCS predicted to grow

Demand for various messaging channels by brands post lockdown paints a different picture. Mobilesquared predicts that there will be a complete reversal in channel demand as the world starts to return to normal, with RCS growing to become the most requested channel by brands. Following RCS will be WhatsApp Business and Apple Messages for Business, while SMS will still experience growth, but nowhere near the same levels as richer messaging channels.

Since the end of the first lockdown period in many countries in 2020, Mobilesquared's prediction certainly seems to be on track. With COVID-19 accelerating

digital adoption and consumers living increasingly digital-first lives, brands need to find ways of creating more meaningful digital interactions with consumers. RCS forms a key part of this need, being used as a rich messaging channel to personalize two-way interactions and deliver branded experiences. This is driving demand, which will only increase as the commercial proposition for RCS as part of a multi-channel messaging strategy continues to evolve as more operators start to deploy the channel. Just recently, British Telecom announced that its mobile network EE is the first to partner with Google to bring RCS Business Messaging to businesses in the UK.<sup>3</sup>



# An update on the RCS ecosystem

## Improved interoperability

In 2020, the industry made significant progress towards RCS interoperability. Interoperability is crucial to the success of RCS—and this isn't lost on the industry's more influential players.

Interoperability updates can be broken down into 3 main components, handset client, network, and Guest Mode.

### Handset client

Last year, we saw Samsung bring the features of RCS to Samsung Messages, the company's stock text messaging app, by launching with the Google platform. Previously, whether a Galaxy device had access to RCS depended on the operator's implementation of the channel. Now, Samsung customers don't need to install Google Messages to benefit from RCS. This partnership continues, and at the beginning of 2021, Samsung devices in select markets have started shipping with the Android Messages app installed, which will speed up the adoption of RCS globally.

### Guest mode

Google implemented P2P RCS connectivity globally, while also making A2P connectivity available in select markets like the UK, US, France, Brazil, Mexico, and Spain. They did this as an update to Guest Mode, which is part of the Android Messages application that enables RCS through a data connection rather than operator networks.

This update has opened up new opportunities for both brands and operators in these markets to accelerate the rollout of the Android Messages app and provide full RCS coverage. While Guest Mode isn't an operator-based deployment of RCS, Google maintains that it is still committed to working with both carrier and OEM partners to provide an interoperable RCS experience for all Android users.

Google's dedication to interoperability is essential to RCS taking the next step as a messaging channel. At the moment, interoperability between end-users for RCS is currently only available where the same RCS technology provider supplies the network. This means whether in Guest Mode or in-partnership with an operator, Google powered RCS devices allow smartphone customers to talk to each other. For example, a 3 customer can send an RCS message to an EE customer in the UK. Whereas if smartphone customers are using RCS enabled by a network provider that isn't Google, they are restricted to only sending RCS messages to other customers on the same network.



## Network

Last year saw a number of operator groups launch RCS in several markets. The Telefonica group launched in Spain, Germany, and the UK, while Deutsche Telecom completed the rollout in Germany to create another country with total RCS coverage.

The US market has seen the biggest changes over 2020 and has begun 2021 with further change. Each of the operators has announced that they will launch their own RCS platforms for business messaging separately.

This replaces the proposed joint venture, CCMI, which the networks have agreed to dissolve. T-Mobile has relaunched already for P2A and A2P, Verizon and Sprint are served by Google's platform, and while AT&T has ended their A2P trial with Samsung, they have committed to relaunching with a new provider. With Google Guest also in the mix for the US, RCS adoption has remained strong and will continue in 2021 as US operators continue to roll out and update the messaging app.

## RCS addressable markets for brands

### North America

Canada: All networks  
USA: All networks

### Europe

UK: All networks  
France: All networks  
Germany: All networks  
Spain: All networks

Czech Republic: Vodafone  
Netherlands: Vodafone  
Greece: Vodafone  
Italy: Vodafone  
Romania: Vodafone

### South America

Mexico: All networks  
Brazil: All networks  
Argentina: Clara  
Columbia: Clara

### Africa

Mali: Orange  
Ivory Coast: Orange  
South Africa: Cell C  
Nigeria: 9Mobile

### Asia

Japan: All networks  
China: China mobile  
India: Airtel, BSNL, Jio,  
Voda Idea

# Global operator launches and addressable market

Significant progress was made in the total number of operator launches in 2019 and 2020. According to the GSMA, the total number of RCS launches globally rose

to 90, and monthly active users saw appreciable growth, reaching over 473 million in 2020 – up from 395 million in 2019.

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2000m

Addressable  
market

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90

Global operator  
launches

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473m

Global monthly  
active users

## Advancements to universal profiles

The most appealing attributes of RCS as a channel are its features. Rich cards, carousels, suggested replies, and actions help create a unique customer experience through messaging. However, a lack of uniformity with some of these features across MaaPs has led to inconsistencies in the end-user experience.

As part of the GSMA Standards Committee, RCS providers, operators, and other contributors introduced new updates to version 2.5 of Universal Profile (U.P.) to include several enhancements to the existing specification.

Finally, on the 5G specification side, RCS is now the default messaging technology in 5G. This will make RCS a universal service which is available on all devices and is interconnected across all networks, both for P2P and A2P messaging. This will strengthen the position of RCS in the messaging ecosystem.

### Want to dive deeper?

Download the official RCS Universal Profile Service Definition document for U.P.2.5

[View document](#)

# How brands and enterprises are using RCS

As RCS's potential audience grows, brands have begun to use the channel to engage with customers that have the channel available to them. While many brands are still testing and learning from their RCS campaigns, the results of these in-market campaigns have been extremely promising.

Across marketing, customer operations, and support functions, brands are leveraging the unique functionality of RCS to transform the customer experience. Here's an industry-wide look at how some of the first-movers in RCS are using the channel.

“In our research, patients said that they understood how it worked straight away, there was no need for an explanation because the RCS messages were so intuitive.”

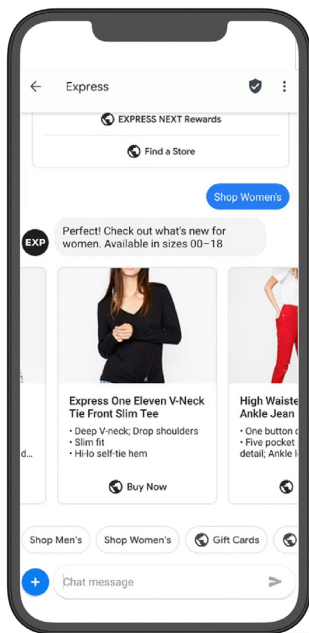
Chris Wade, Head of Marketing, Pharmacy2U



# Marketing

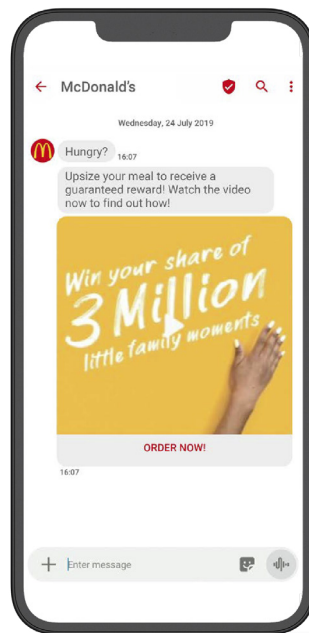
RCS, with its rich branding and media delivery capabilities, can be a very powerful tool for marketers. Brands across all industries are using RCS to deliver coupons and offers, promote

products and drive eCommerce sales, and create engaging quizzes and surveys to help guide customers through purchase-making decisions.



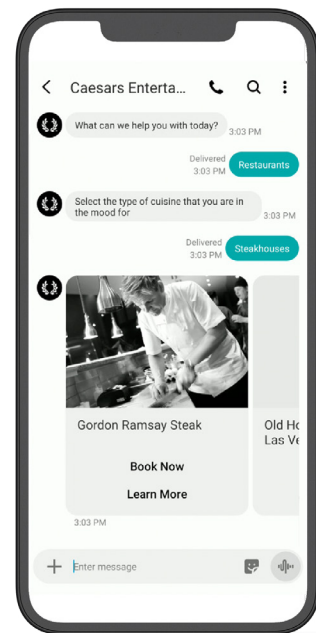
## Express

Express delivers promotional offers that bring customers to their RCS chatbot that enables a number of retail use cases. Customers can browse men's and women's clothing using carousels, find a store, purchase gift cards, download the app, and sign up for the rewards program.



## McDonald's

McDonald's, with their partner Out There Media, launched an RCS campaign in South Africa to raise awareness of its rewards program. McDonald's used rich card-embedded video to promote the rewards program with a suggested action driving users to a mobile ordering page.



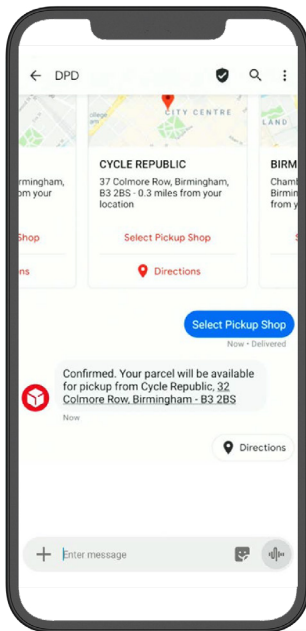
## Caesars Entertainment

The Caesars Entertainment RCS chatbot is the perfect lightweight concierge for Las Vegas. Organized by suggested reply menus, scroll through rich card carousels to get on-demand access to all the best entertainment, shopping, restaurants, and other famous points of interest from all across the city – with no need to download an app.

# Customer operations

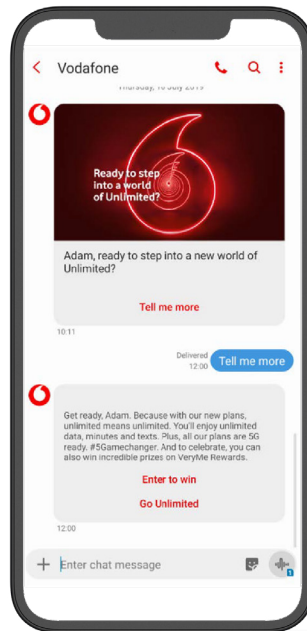
When it comes to customer operations, features like suggested replies and actions help brands, enterprises, and operators communicate with customers with the reach and immediacy of SMS

– but with the rich, interactive functionality of an app. Use cases such as order status notifications, payment reminders, and two-factor notification alerts are well suited to RCS.



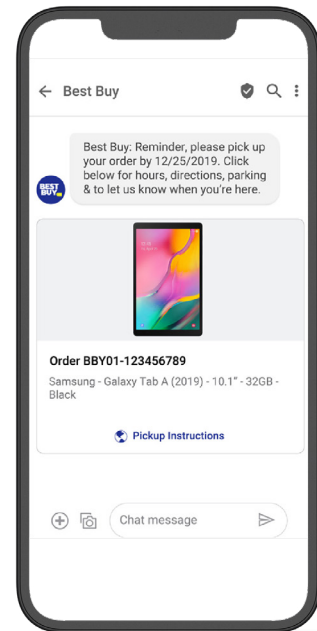
## DPD

The DPD delivery chatbot opens new lines of communication for customers, including options to change how they receive their package. Not only does the DPD Delivery chatbot notify customers of when their package is arriving, but it also empowers them to organize last-minute changes to how they receive their package if they won't be home.



## Vodafone

Vodafone uses RCS to welcome new customers and offer them information about being a Vodafone customer. Carousels, suggested replies, and nudge-messages are used to help customers learn more about their first bill, the My Vodafone App, the benefits of the VeryMe Rewards program, how to set up their device, and the TOBi digital assistant.



## Best Buy

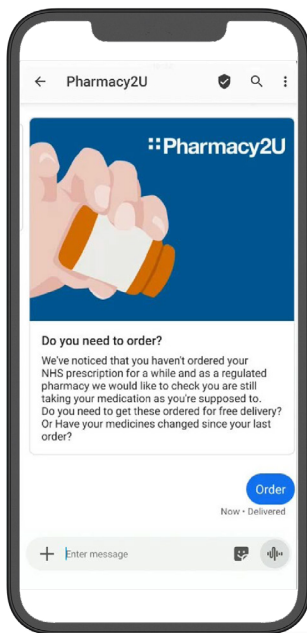
The Best Buy RCS Curbside Pickup chatbot streamlines the curbside pickup process for Best Buy customers. When an order is ready for pickup, customers receive a rich card containing images of the products they have ordered as well as a link to their pickup instructions – no need to search for an email or have a separate app installed.



# Customer support

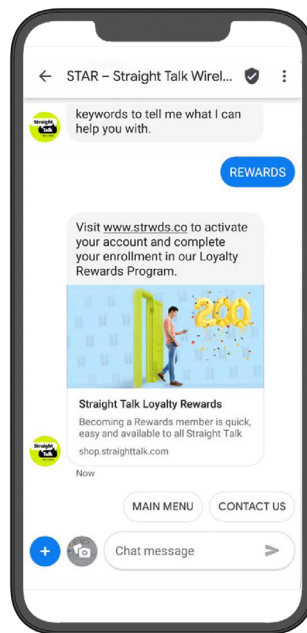
Getting timely and effective customer support can be a major pain point for customers. Long wait times and disparate customer records or details can create headaches for customers and brands alike.

Combining integrations with back-end CRM systems and Natural Language Processing (NLP) with RCS gives brands, enterprises, and operators the ability to fully automate customer support in an actionable and truly useful way for customers.



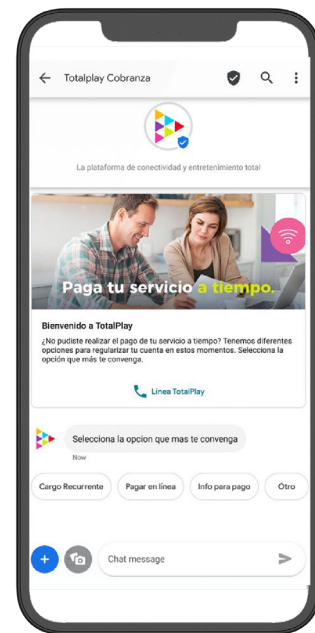
## Pharmacy2U

Pharmacy2U, a leading UK online pharmacy, trialed RCS technology, creating customer experiences which looked at the retention and acquisition of patients. They used RCS to prompt customers to reorder regular prescriptions. The use of buttons provides an easy way for customers to order or change their prescription.



## Tracfone

This US MVNO now uses RCS and NLP to enable customers to manage their accounts. Customers can engage with the RCS chatbot through a suggested reply menu or reply with their own phrases and sentences to manage tasks such as top-ups, balance inquiries, and more.



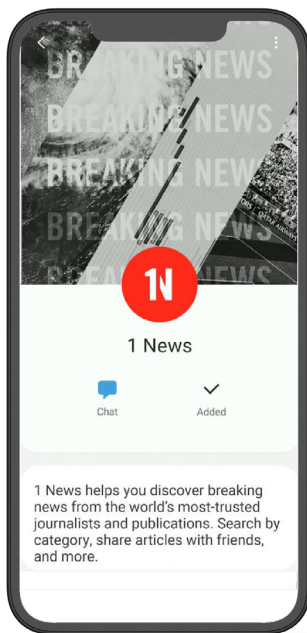
## Totalplay

Mexican telecommunications company, Totalplay uses RCS to help drive bill payment collections. Opted in consumers can receive messages about their bills, add credit and debit cards to their account for payment, make a payment via mobile web, or chat with an agent.

# Content delivery

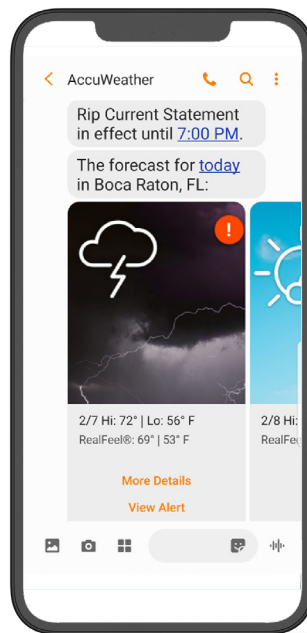
Using RCS for content delivery first emerged in 2019 and the use case continued to gain relevance in 2020. Some content publishers even saw the potential for RCS chatbots to generate revenue by increasing ad impressions. Suggested replies and rich card

carousels all have the ability to tie in sponsored content alongside the original content intended for the customer experience. This alternate revenue model could have a big impact for ad networks and content distributors.



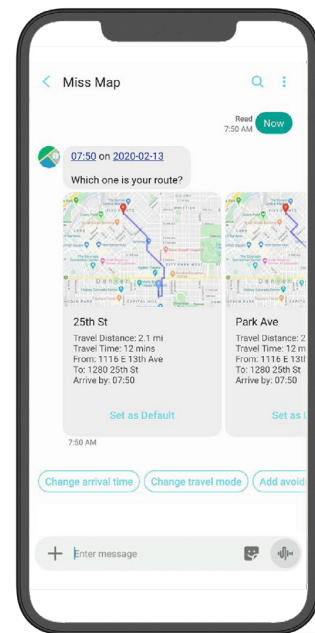
## 1News

The 1 News RCS chatbot helps users discover breaking news from the world's most trusted publications. Users are able to search headlines by category, share articles with friends, and sign up for daily news briefs.



## Accuweather

The Accuweather RCS chatbot allows users to customize weather reports and alerts based on a specific location. Users can either specify a location via text or use the location share functionality of RCS to set their current location. Accuweather also offers users the ability to sign up for severe weather alerts based on the specified location.



## Miss Map

With Miss Map, users can leverage RCS to receive traffic alerts for their daily commute. Featuring ICS and VCS calendar integration, this chatbot can also signal the best time to leave for a scheduled appointment based on current traffic.

## In-market RCS use case performance

Although the total addressable market of RCS-enabled devices is still growing, brands across all industries have been enjoying promising results from their in-market campaigns – especially when compared to more traditional communication methods.

When testing new communication methods for effectiveness, brands could naturally look to a more traditional method such as email. As one of the most common and trusted channels for communicating with customers, email typically sees read rates anywhere from 15%-20%. However, RCS campaigns are seeing much higher open rates.

As reported by both Webex and Mobilesquared, in-market campaigns of RCS are showing read rates anywhere from 73% to 92% – highlighting RCS's tremendous ability to reach customers on the app they use most frequently: the native messaging client.

These campaigns are also garnering click-through rates (CTR) higher than both SMS and email. Where email would typically see CTR between 2-4%, and SMS around 3%, brands are enjoying CTR of 7% with RCS – driving meaningful engagement with customers. Click-through has also been linked to a 20% increase in conversion with RCS compared to traditional channels.

Here's a look at some more engagement and conversion performance brands have been enjoying with RCS:

# 3x

**better engagement rates vs. SMS**

# 30%

**higher click-through rates vs. SMS**

# 35%

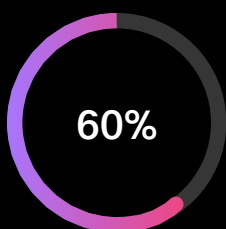
**lift in daily opt-ins vs. SMS**

# 30-50%

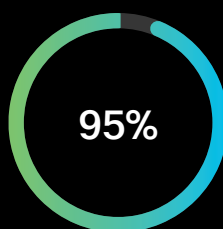
**higher conversion rates vs. SMS**

But, the positive impact isn't only felt by brands. End users are enjoying RCS as well. Webex has been working with clients to implement a post-RCS

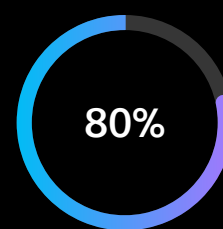
engagement survey to better understand what customers think. Here's a look at what they've had to say:



**60%**  
of customers agreed the experience would make them shop more often



**95%**  
of customers prefer the RCS experience over the SMS experience



**80%**  
of customers said the RCS experience was easy to use



# RCS's role in digital advertising

Brands are spending billions of dollars on digital advertising every year.

Award-winning agency network, Dentsu, recently released its 2021 forecast, predicting that global ad spend is expected to grow 5.8% in 2021 to \$579 billion, as the industry begins to recoup the 8.8% fall in 2020 brought about by COVID-19.<sup>4</sup> Of this, 49% of will be on digital advertising, which will rise to 52% in 2022.<sup>5</sup>

The challenge is that this spend doesn't yield tangible results. For example, for every \$1 million spent on banner advertising, an average CTR of 0.1% means \$999,999 is wasted.<sup>6</sup>

The reason for such poor performance can be due to consumers experiencing ad fatigue, but also because the experience isn't optimized for mobile.

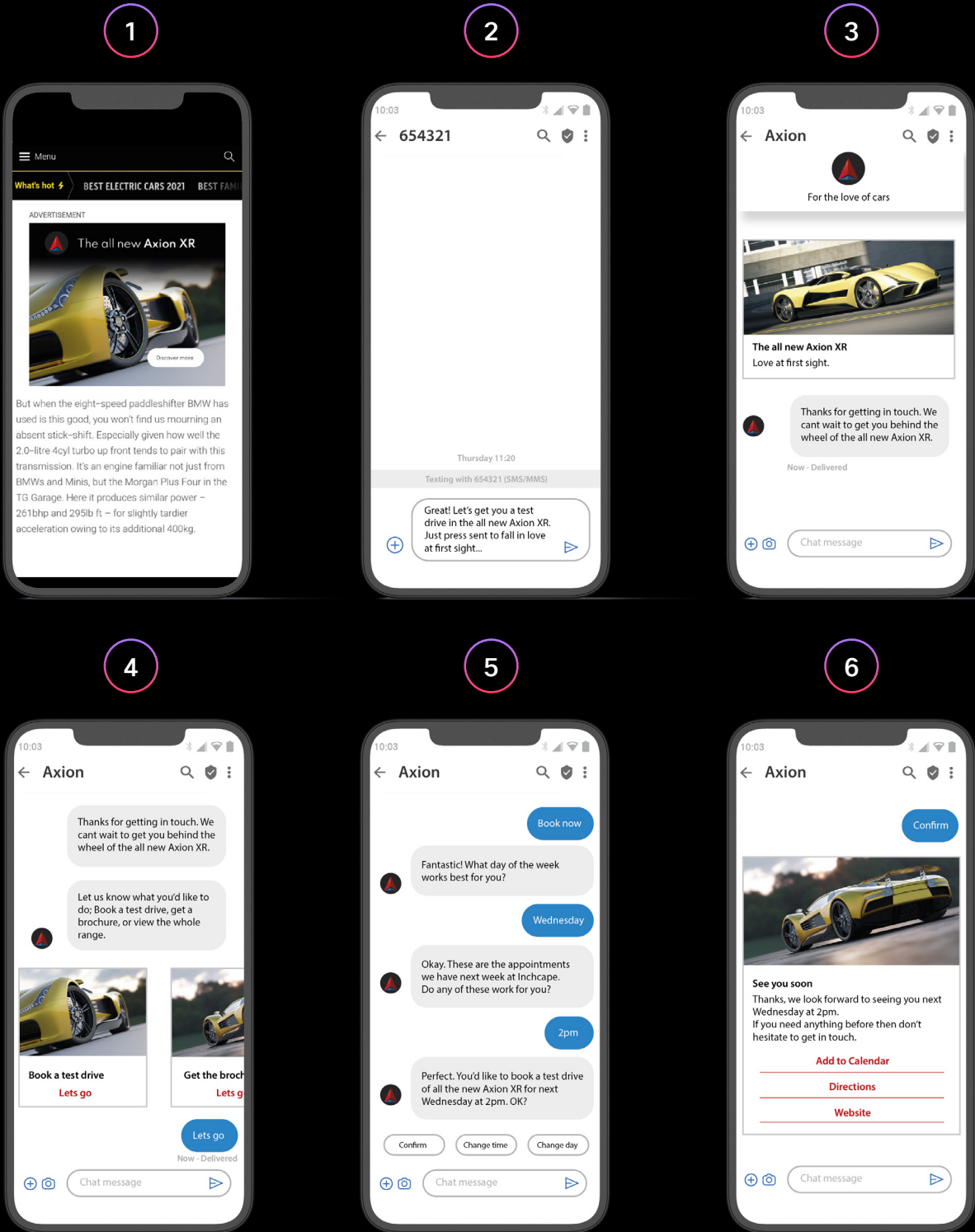
When a mobile advert is tapped, the user is typically taken to a mobile landing page. From there, they have to search the page or may have to click through to other pages, scroll and select options from multiple drop-down boxes, verify that they aren't a robot, go through terms and conditions, and more. The whole process is long-winded, requiring the user to be dedicated to finding out more, but the reality is the majority will most likely drop-off and not convert. With over half of all worldwide internet traffic coming from mobile sources, this is a significant blocker to driving results and sales from digital advertising.<sup>7</sup>

This is where RCS will help brands to create a better advertising experience on mobile and build a stronger sales funnel. We've already seen the results that RCS can deliver when it comes to campaigns and the same results can be transferred to digital advertising use cases.

When a user clicks on a mobile ad, they are taken to their messaging inbox, where they send an inbound SMS request. They receive back a welcome message from a branded channel that they can instantly trust. From there, they can easily engage with a chatbot to find out more, receive content about the offer, and ultimately convert. Overall, the experience is more interactive and seamless, and due to the interaction being conducted in a verified channel, brand recognition is built regardless if the user converts.

We predict that the use of RCS to drive better business outcomes from digital advertising will gain more traction in 2021 and continue to propel the channel forward in 2022.

# Example mobile ad journey map using RCS



# RCS chatbot best practices

With consumers now more comfortable interacting with chatbots in their daily lives – it's more important than ever to have a well-designed chatbot that represents your brand and meets the needs and expectations of your customers.

The introduction of new, ubiquitous conversational channels like RCS messaging has made it easier than ever to deploy a chatbot and reach your customers with rich, interactive conversations. Since the launch of RCS in 2017, we've partnered with some of the world's biggest brands to power their chatbots through RCS messaging.

Here are some lessons and best practices we've picked up along the way.

## Establish goals upfront

Before any design or concept work is done, start with the basics: What defines success for this chatbot? Chatbots can be a great solution for various pain points but keeping the main goal of the chatbot at the core of all decision-making will keep the design process on track and within scope.

## Be clear about what the bot does

It's easy for users to assume that a chatbot can help them with any request they can think of, but that's not the current, functional reality of most chatbots. Set user expectations upfront and let them know what this bot is designed to do (i.e. "Help finding tickets", "Search store locations", "Take our style quiz", etc.). When users can easily understand what the bot does and how it can help them meet their goal, they'll be more satisfied and likely to return.

## Be concise

One of the perks of RCS messaging is that there is no character limit, but consumers are used to short messages and have notoriously short attention spans—the average human attention span is now a mere eight seconds.<sup>8</sup> Don't make them read too much before taking an action. A good rule of thumb: no more than 160 characters per message will do the trick.

As chatbots continue to grow in popularity, it's paramount that brands build their chatbot conversations around strong design principles that satisfy consumer expectations and are efficient when completing useful tasks for the user. We know there's nothing worse for a user to find themselves in an endless loop with a poorly-designed chatbot and no way out!

## Make all buttons and commands actionable

A chatbot's primary function is to help and direct the user to their intended destination whether that's to complete a task, provide information, or lend support. Be sure there are no dead ends or buttons that don't help the user down the right path. For example, after the user has completed their initial interaction with the chatbot, provide them with the option to begin a new conversation with suggested actions such as "Start again" or "Help me with something else".

## Always have a human fallback option

Be sure to have an option that connects the customer with a human for situations where the scope of the chatbot is outside what your customer is looking for. Implementing a suggested action chip such as "Contact us" or "Call Customer Support" is an easy way to let the user know that they always have a way to get in touch with a human representative if needed.

## Provide options and suggestions to steer users

Appearing as chips at the bottom of messages suggested actions and replies are great new features that come built into RCS. Utilizing these actions and reply chips will help the user navigate the conversation by keeping the momentum and ensuring the conversation flows.

## Your bot should reflect the brand

If your brand were a person, how would it speak?

What kind of language would it use? Would it use emojis? Incorporating your brand voice into the conversation keeps the chatbot consistent with your other marketing channels and strengthens user confidence that they are interacting with a trusted brand that they are familiar with.



# Looking to the future

RCS is poised to become the world's largest messaging channel. Mobilesquared forecasts in their Safeguarding Revenue from A2M Messaging report that by the end of 2021, there will be approximately 773 million RCS users globally, positioning the channel as the sixth-largest messaging platform. They then go on to predict that by the end of 2024, there will be over 3 billion RCS users. This represents an unparalleled growth rate of 294%,

and will make RCS the most popular rich messaging channel. This is backed up by a similar prediction by Juniper Research, which states that users of RCS will increase to 3.9 billion by 2025.<sup>9</sup>

This predicted growth in users is exactly what brands want to see in order to take RCS seriously as a communication channel.

“After somewhat of a reset during 2020, customer experience is at the top of most brands agenda for 2021. This extends to advertising and by investing in optimized, intuitive experiences, brands will be rewarded with a more engaged customer. Compelling mobile advertisements that lead to thoughtful conversational experiences is a natural progression, one that we will see being introduced by more brands throughout this year.”

**Steve Godman, Business Development Director,  
Future Messaging, Webex**

## Exponential RCS user growth projected

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# Predictions

RCS has the potential, in both reach and functionality, to enable true conversational commerce and become the communication channel of choice for brands and enterprises.

So, what can our industry do to help fuel this growth? Here are three key areas that the industry must address in order to propel RCS into the future.

## Chatbot discoverability

Customers who use RCS, certainly seem to enjoy the experience. The industry needs to find ways to make it easier for customers to not only know RCS is available to them, but where and how they can start conversations with their favorite brands.

## Webex predicts:

Operators and MaaPs will test new entry points for RCS campaigns—similar to Apple Messages for Business.

## Commercial pricing

While great discussions are taking place to formalize principles and define specifics on “per user” or “per session” pricing models, there is still a considerable amount of work to be done. As an industry, answers for such questions as “what defines an RCS session?” and “who will pay for extra data used in an RCS engagement?” need to be defined. It will be important to carefully consider how the buyers of RCS measure success in order to develop a model that works for all stakeholders.

## Webex predicts:

In 2021, we will see a number of pricing models tested by operators and brands.

## Better reach

Brands are seeing great results from their RCS campaigns, but they'd like to cast a wider net. In order to get more brands to invest in RCS, the ecosystem needs to assure brands that they'll be able to reach more than a limited subset of their customers. A key part of this is the continued rollout of Samsung Messages and Android Messages, which included RCS as default, will push the potential audience of RCS to new heights.

## Webex predicts:

In 2021, RCS will be on-par with OTT messaging apps in terms of pure reach.



# Wrap up

Despite the world being gripped by the COVID-19 pandemic, a tremendous amount of progress and momentum was made in 2020 towards making

RCS the next generation messaging channel for brands and consumers alike.

Industry-wide collaboration and partnerships helped fuel interoperability and advance RCS adoption. New operator deployments across the globe and the rollout of RCS on new handsets through strategic partnerships have expanded the total addressable market.

Brands that have tested RCS are reaping the rewards and will scale their programs as we move forward.

This success will encourage the use of the channel by competitors. This will cause RCS to be used for an increasingly wide range of use cases across the customer journey.

There is still work to be done by all industry players in order for RCS to reach its full potential. If progress continues unhindered, the overall RCS market value is predicted to surpass \$6 billion in just North America by 2026.<sup>10</sup>

At Webex, we look forward to playing our part, helping brands to use RCS to enrich customer interactions and drive engagement.

“We look set for a very exciting year of RCS experimentation ahead, as we see more addressable handsets in the market and the continued migration from apps to messaging channels. For businesses and IT departments, they now need to think about how they can effectively integrate RCS into their existing customer communications strategy. Executed well, it promises to deliver the richer and more interactive digital experiences to consumers.”

Jay Patel, Group CEO, Webex



# Glossary

## A2P

Application to Person is communication initiated by an application, which may not result in a reply from the end user.

## ARPU

Average revenue per user, or ARPU, is the measure of revenue generated per customer of a company.

## Brand / Enterprise

A business or entity that uses messaging to communicate with consumers.

## Chatbot

An RCS-based service provided to users, whose output is presented in a conversational form and which provides some kind of value to the users. Often a piece of software interfacing with one or more users aiming to simulate intelligent human interaction.

## End user

Individual person who subscribes to messaging and RCS services.

## MaaP

RCS Business Messaging-Enabler layer to enrich communication between businesses (brand / enterprise) and MNO messaging users.

## MNO

Mobile network operator.

## OEM

Original equipment manufacturer, an organization that makes devices from component parts bought from other organizations.

## RCS Business Messaging

RCS Business Messaging is the evolution of SMS business messaging, increasing and improving the ways in which people and businesses communicate. It provides brands with the ability to make use of chatbots, plug-ins, and artificial intelligence (AI).

## P2P

Person to person, messaging between end users only.

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**For more information on RCS Business Messaging**  
Speak to one of our experts today.

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