

How to make a compelling business case for RCS

Unlocking the power of RCS for business success



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INTRODUCTION

Enter the future of messaging with RCS

Picture this: A world of mobile business messaging where your messages aren't lost in the confines of a 160-character text message. Instead, you're able to reach people with branded, vibrant multimedia content, interactive buttons, and assurance that your message isn't just read – it's engaged with.

Welcome to the era of Rich Communication Services (RCS), where every message you send becomes an immersive and conversational experience. You might already understand the ins and outs of RCS, but now, it's time to see its potential to bring your organization's customer communications into the future.

In this guide, we'll walk you through how to do just that. We'll first go through a few key features of RCS and then lay the groundwork for you to make a compelling business case to bring RCS into your organization.

Now let's jump in.



SECTION 1

The challenge

As you start your business case for RCS in your organization, you may start with a problem statement that's unique to your own business and customer needs, like:



We're facing challenges in building and maintaining trust with our customers. A successful solution could help us assure our communications are authentic, while also keeping customer data safe.

Our conversion rates from traditional channels are plateauing, with email converting at X and SMS converting at Y. We need a solution that can help us revitalize our outreach efforts, deliver content, and capture our audience's attention while also setting us apart from the competition.

Our customers' responsiveness has declined, with reduced interactions across communication channels. We need a solution that will capture customer attention and re-establish our brand as an engaging presence in their lives.

We struggle with innovation in our customer communication, leading to stagnant growth and an inability to meet customer needs. An effective solution will help us drive continuous and sustainable innovation across our business units and processes.

Our business is struggling to attract customers to our website, resulting in missed opportunities for growth. We need a solution that will help us boost customer engagement and channel traffic to our website, driving online interactions and therefore revenue.

Let's walk through how RCS can be the solution that helps you address and exceed those problems.

But first: What do we mean when we talk about RCS? When we mention "RCS" in this guide, we're referring to a business using RCS Business Messaging to send interactive and branded RCS messages to its audience.

This is to emphasize the strategic application of RCS, particularly in A2P scenarios, to enhance customer messaging experiences.

SECTION 2

Why RCS?

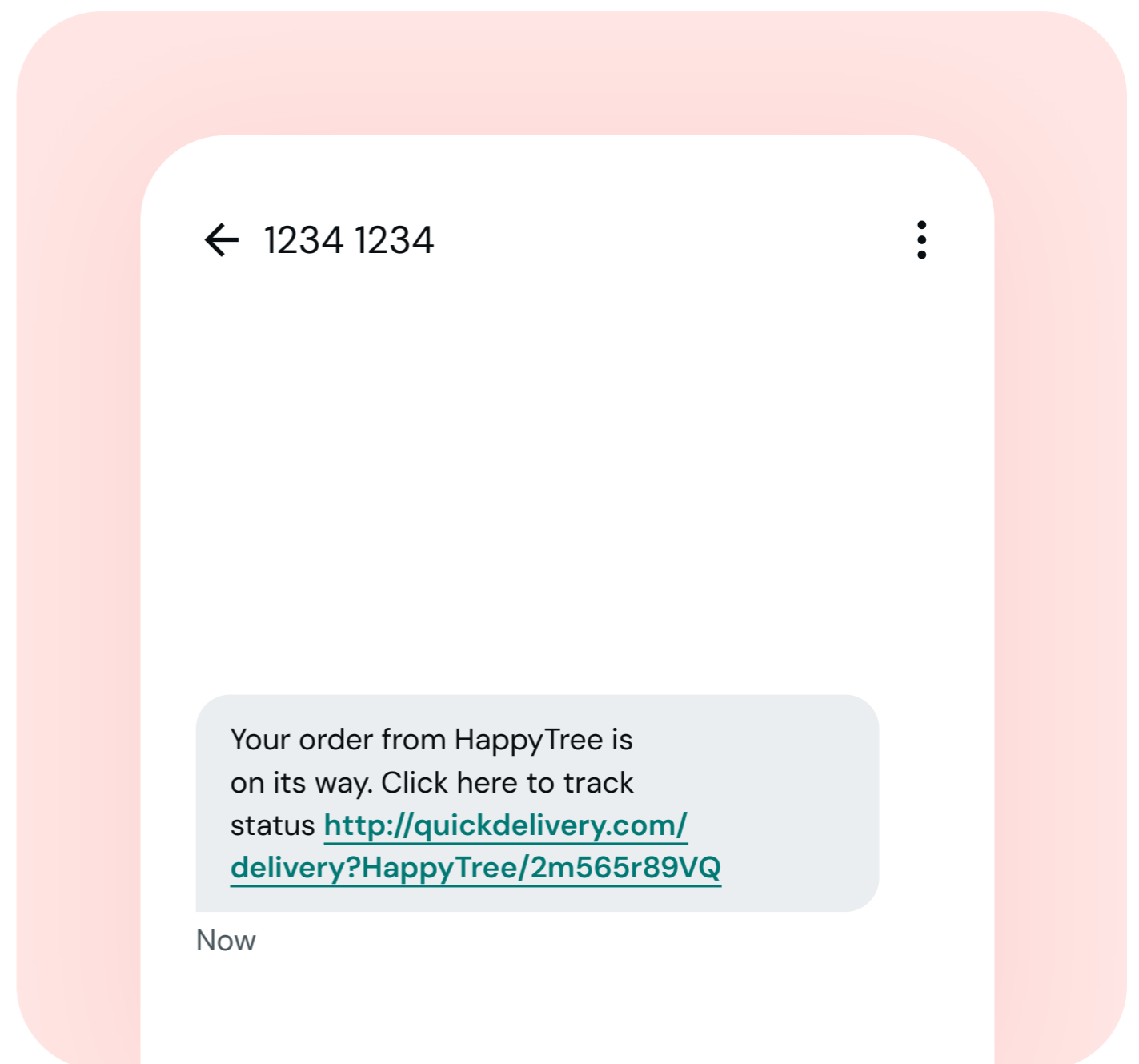
RCS is the messaging protocol that's paving the way forward in customer communication.

When we chat with large enterprises about RCS, we've found that many of them are already using SMS and email to connect with their customers. These are logical choices, considering SMS is available on every mobile device on the planet, and there are more than four billion email users globally. Both channels offer convenient, widespread means of communication.

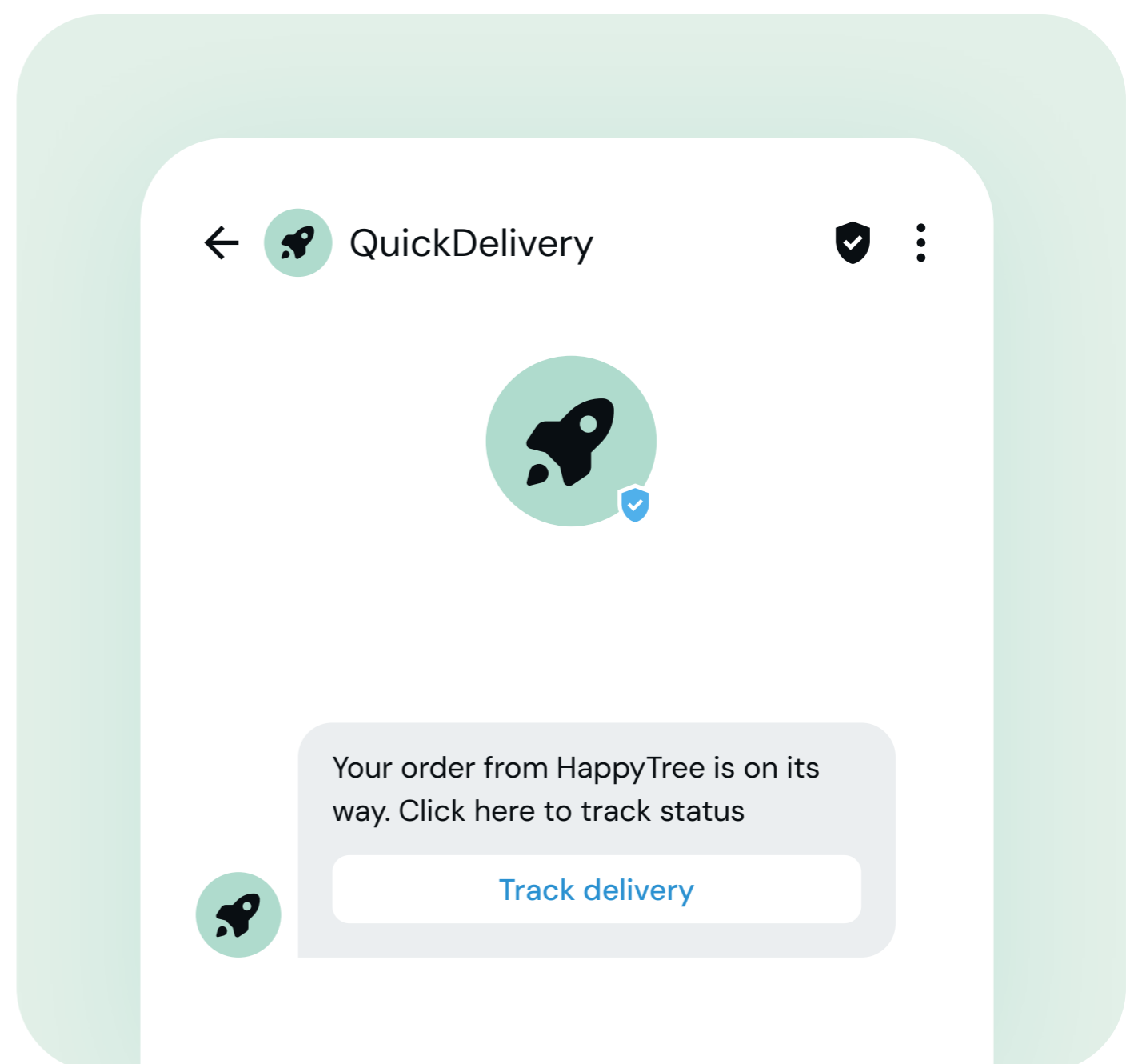
But what's truly exciting about RCS is the incredible experience it can offer to your customers. With its engaging capabilities, SMS as a reliable mobile backup, and usually without many added costs, RCS has little to no downsides for an enterprise to try.

RCS has a whole host of capabilities, including:

- ✔ **Interactive features:** Businesses can send RCS messages with engaging buttons, carousels, and quick replies.
- ✔ **Location-based features:** Utilizing both the user's device location and the business' geographic data, you can send timely recommendations and promotions that are tailored to the user's current environment or arrange face-to-face contact.
- ✔ **Verified senders:** RCS messages display a verified badge next to a sender's identity, ensuring recipients that the message is authentic and from a legitimate brand.
- ✔ **Branded elements:** RCS incorporates branding elements such as your logo, banner image, and company tagline so that mobile subscribers always know exactly who they're talking to.



SMS



RCS offers more dynamic, branded ways to send messages to subscribers as opposed to traditional SMS messages.

Here are a few features that might help you put together a SWOT/SOAR analysis of bringing RCS into your organization, especially if you're already using SMS:

| | RCS | SMS |
|-------------------------------|---|---|
| Usability | No app to download; found in the native messaging app on an Android user's mobile device. | No app to download; found in the native messaging app on a user's mobile device. |
| Reach | One billion active Android users. | 100% of mobile phone users on the planet (approx. 7.3 billion people). |
| Text capabilities | Send up to 250,000 characters in a single message. | Send up to 160 characters in a single message. |
| Media capabilities | Rich cards with media, text, and even suggested replies and actions for your users, supporting JPG, PNG, video, and audio. | No images or suggested actions can be included (but you can send images and links in MMS). |
| User experience | Offers features like interactive buttons and quick-reply buttons. | Offers text chat features. |
| Engagement | Very high – 90% of rich media messages are opened within 15 minutes, and customers engage with RCS content for up to 45 seconds . | Very high – historically has had an open rate of over 90%. |
| Branding opportunities | All messages include a brand logo and verified sender information. | Some countries allow for Alpha Sender IDs . Only available in select markets and rules differ about when these can be used. |

SECTION 3

The opportunity

What does the current market landscape look like for businesses using RCS? Let's zoom out to understand the opportunity of RCS and how it can help your business grow.

Feel free to use any of the content in this section to outline the current state of your customers' needs, the market, and the opportunity of RCS as a strategic messaging channel.

Customer needs

Your business case should start with the basics, always bringing your point back to the question: What do our customers actually want?

No matter what your industry is, this is true: **your consumers are looking for two-way conversations that empower them to act.** And RCS is the perfect technology for making this happen, because it makes sure two-way capabilities are unified into one customer experience directly on your customers' native mobile messaging inbox.

RCS can help bridge the gap between what your customers want and what you can give them. Interactive media elements like clickable buttons, carousels, and quick-reply options help capture attention and entice immediate actions and actively participate in a conversation.

Plus, RCS can help you make sure your messages are delivered with exceptional reliability, and **with RCS you only pay for messages that are delivered, not for every message that is sent.**



Research about customer needs

Here are a few pieces of research that you can use to point to this need:

- Sinch [research](#) found that 89% of consumers say they want two-way conversations via messaging channels and apps.
- [Meta](#) found that 2 in 3 customers globally responded to messages sent by brands during the holiday season.
- [Salesforce](#) found that 75% of customers expect to use new technologies to create better experiences – and that same report found that 64% of consumers said new methods of communication like messaging apps would change their expectations of companies.
- [McKinsey](#) found that 71% of customers expect companies to deliver personalized interactions – and 76% get frustrated when this doesn't happen. That means that customers want hyper-relevant messages, and they want them delivered immediately.

Strategic advantages of RCS

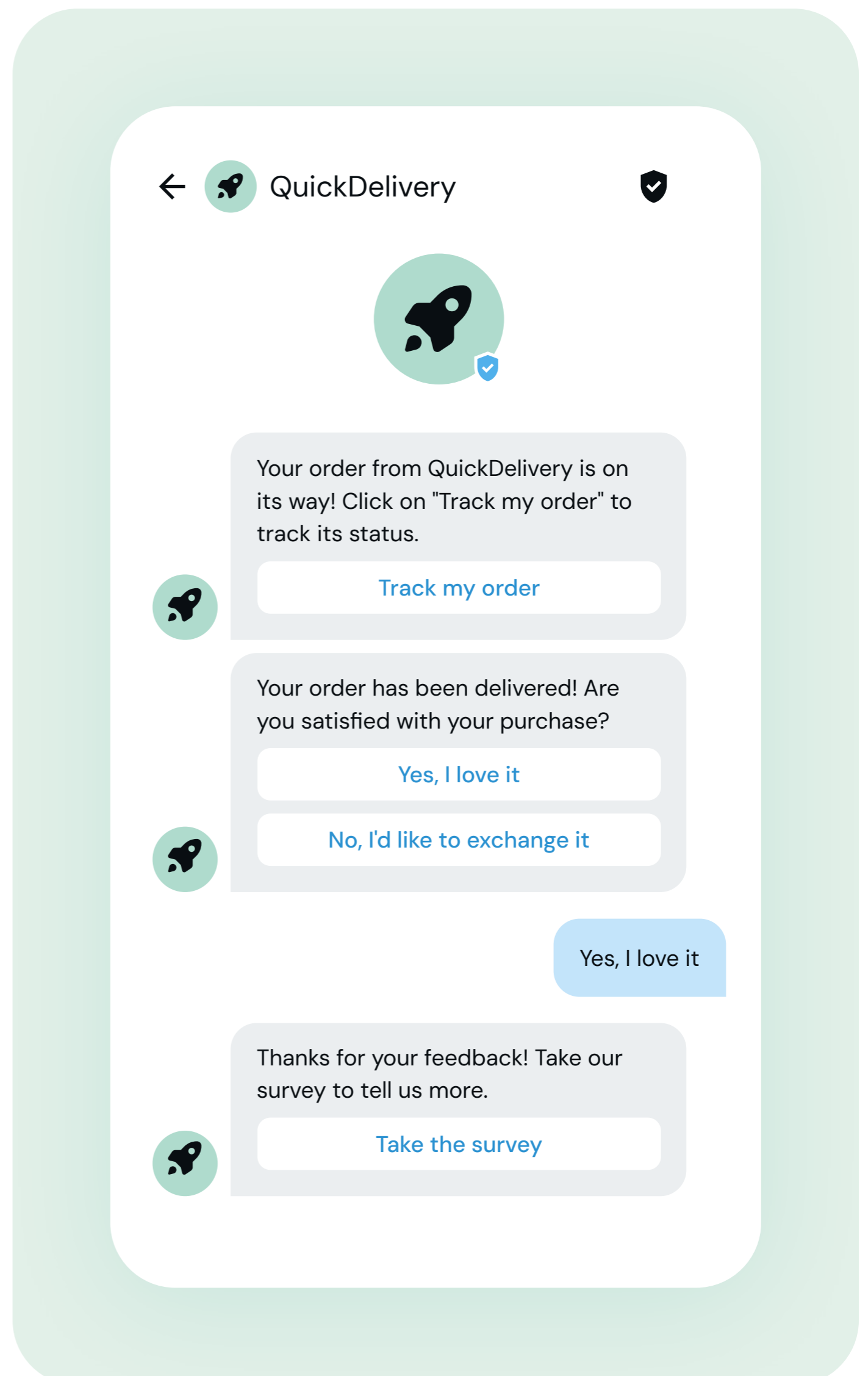
RCS offers a competitive edge when it comes to addressing customer needs and impacting business goals.



Build trust with branded messages

One of the most powerful aspects of RCS is that every message you send comes from a **branded, rich sender profile** that includes your logo and colors. This consistent branding across messages, at every customer touchpoint, enhances brand recognition, trust, and loyalty.

But it's not just that. The RCS business protocol requires that businesses go through a stringent verification process to eliminate impersonation and ensure your audience of the authenticity of your messages.





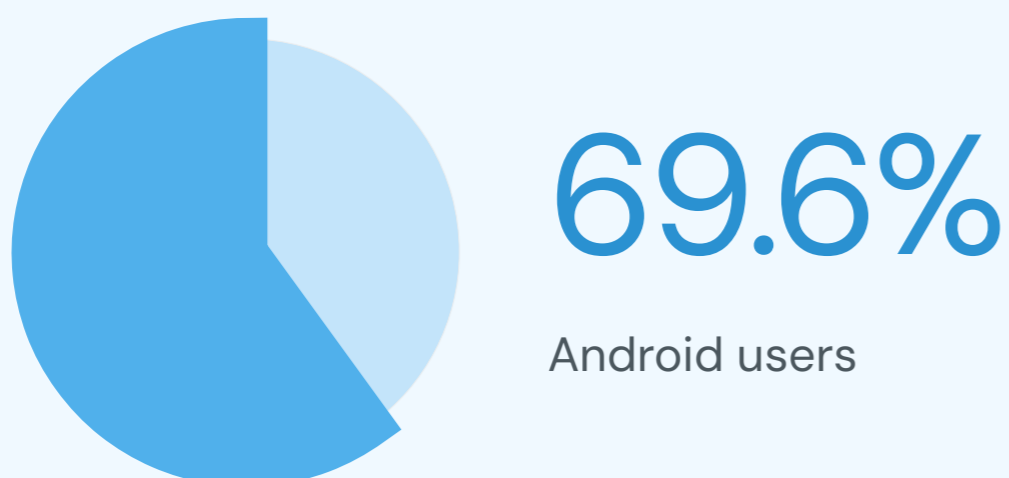
Reach a wider audience

RCS offers a remarkable advantage in terms of reach, outshining other messaging platforms because it works between networks and is super convenient to use – especially because a user doesn't need to download another messaging app to use it. This means you'll connect with a wider audience and ensure broader coverage.

While currently only available on Android devices, it's noteworthy that RCS will soon be more broadly accessible with Apple set to support it sometime in 2024. The widespread adoption potential is massive, with Android being the most popular messaging system in the world with over [2.5 billion active users](#). And this number is set to grow, because all modern Android phones ship with Google Messages as the default texting app, which includes RCS.

Android vs iOS market share

Which mobile OS has the most users worldwide?



Source: [AppMySite, 2023](#)



Elevate customer engagement

RCS can help your brand deliver visually appealing, branded messages to your audience and create a genuine connection.



Research about customer needs

As you make your case for RCS, here are a few stats about why RCS is so engaging:

- **Messages with photos generate a higher CTR:** For instance, [this test](#) suggests messages with images have a 52% higher click-through-rate.
- **Button CTAs increase website visits and conversions:** [The Vineyard](#) tested a text CTA vs a button CTA on its booking page and increased conversions by over 32%.
- **Quick reply options drive consumers to take action:** According to [HubSpot](#), effective CTAs drive conversions. Pre-defined responses or options simplify the decision-making process even further, guiding customers towards specific actions.
- **Mobile messaging cuts down the costs of customer service:** [Forrester](#) found the average customer service phone call costs about \$16, while the cost of an RCS conversation is usually no more than two A2P SMS messages.
- **RCS creates meaningful revenue:** For example, [this retailer](#) saw customers who received RCS messages increased their in average basket size by 9%, and saw a 4% increase in revenue.
- **RCS creates a new, innovative way to engage:** For instance, [Macif](#) saw a 100% increase in click-through-rate for an RCS campaign vs an SMS equivalent, and a 200% increase compared to email.

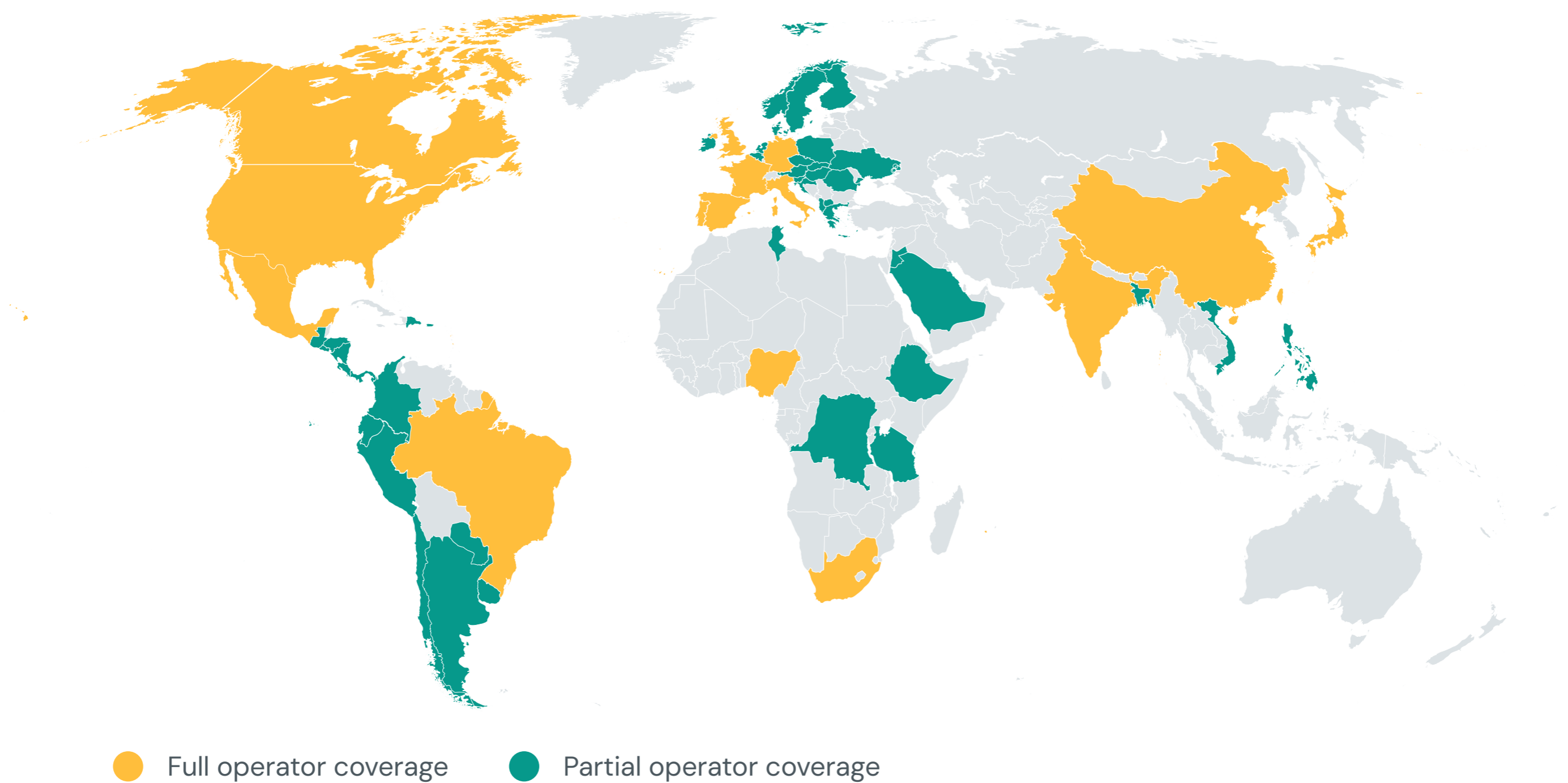
Current state of RCS adoption

By now, your business plan will have made it clear that your customers want RCS messaging, and the competitive edge it offers your business. But with RCS being such a new technology, what is its potential for growth?

According to [Research and Markets](#) (2023), the global RCS market is estimated to be worth US \$7.96 billion in 2023 and is expected to reach \$18.5 billion by 2028. This signifies a substantial growth opportunity for businesses that are willing to invest in the technology early.

This expectation for growth means that mobile operators across the world are looking to RCS as a revolutionary technology as well, and more operators are adopting it every year.

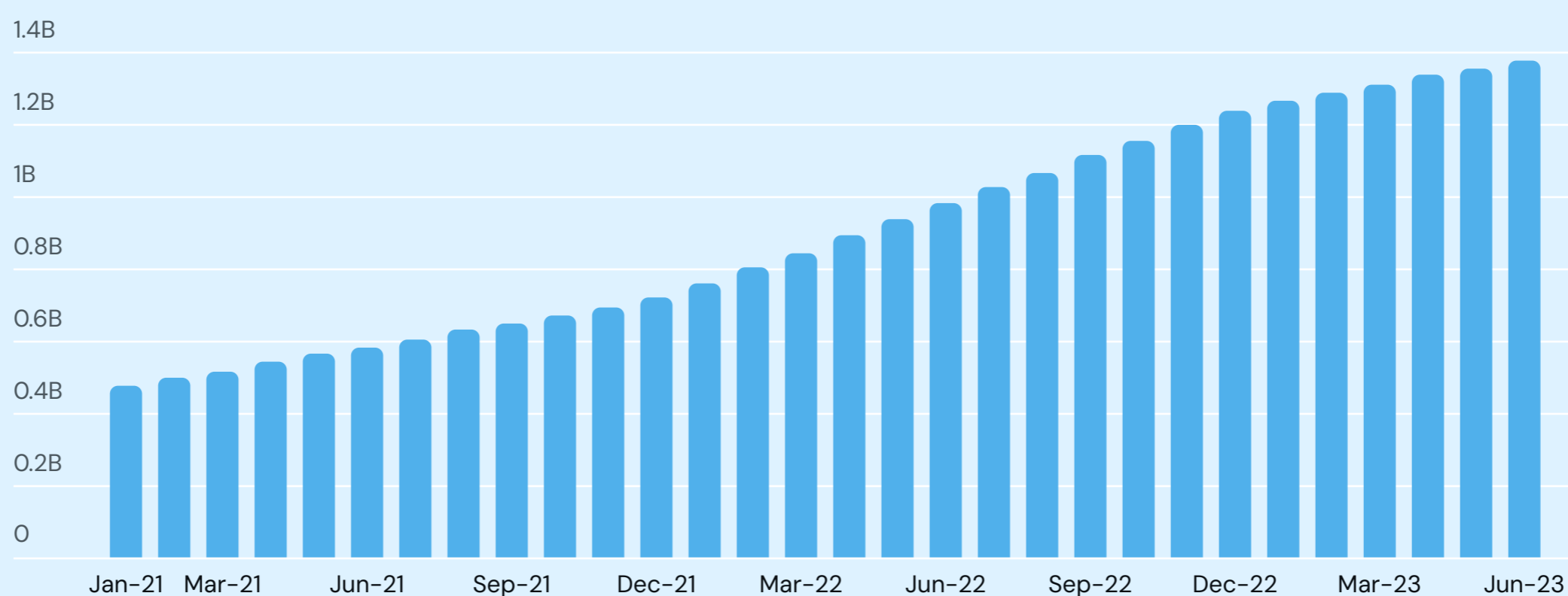
RCS operator coverage globally



RCS adoption varies by region, with some areas experiencing higher adoption rates than others. As of now, we see full operator coverage in the US, Canada, India, China, Japan, Brazil, South Africa, Nigeria, and much of western Europe (2023 data).

And as operators start facilitating this technology, we see businesses rapidly adopting it as well: According to [MobileSquared](#), in June 2023, RCS business messaging adoption had grown by over 40% over the previous 12 months, **more than any other messaging channel**.

Total RCS business messaging users



24%

share of total unique mobile users

40.9%

12-month growth

29%

penetration of smartphones

Source: MobileSquared, 2023

What's more, RCS messaging volume reflects this as well. MobileSquared expects total YOY RCS traffic to increase by about 106% between 2023–2024, and about 94% between 2024–2025.

[Our own data](#) supports significant growth in brands using RCS. For example, in November 2023, brands sent **25,000x more RCS messages** than they did in February 2022. This impressive figure includes messages sent during Black Friday and Cyber Monday 2023, solidifying RCS as a force in modern customer engagement strategies.

RCS is gaining momentum among mobile operators, businesses, and consumers alike, signifying a growing enthusiasm for this technology. The primary limitation for RCS for now is its exclusive availability on Android devices, though [Apple did announce in November 2023](#) that it would adopt the RCS messaging standard for iPhone sometime in 2024.

No matter when iPhones support RCS, it presents a good opportunity at your organization. With RCS, you can deliver compelling messages to your Android customers, providing them with more engaging experiences, while those in your audience without RCS-enabled devices or those in markets that don't support RCS will receive SMS messages.

This ensures continuous communication with all your customers, while – for now – Android users benefit from especially engaging content.

In summary, the evolving landscape of messaging technology underscores the significance of RCS. Jonathan Campbell articulates an encouraging outlook about RCS.



“With Google, and now Apple’s full commitment of RCS, it’s evident that RCS Business Messaging as a channel will dominate. Enhanced security, superior customer experience, and advanced features make it a crucial channel for businesses. Going into 2024, RCS will be available on 1+ billion devices, and accelerating everything from simple, secure branded text only messaging to AI-driven interactions. At Sinch, we’re thrilled for the future!”

[Jonathan Campbell](#), Senior Director of Messaging at Sinch



SECTION 4

Implementation and budget

Navigating the allocation of time and resources needed to bring on a new technology can be daunting, particularly when it competes with other projects and priorities. However, implementing RCS is surprisingly easy, and in this section, we'll talk about why that's the case.

As you build your business case, we want to make the path clear and reassure you how straightforward the implementation path can be.

Ease of integration

When you think about getting started with a new messaging strategy, you might be thinking about each channel requiring its own integration and maintenance.

And that might be the case with some providers. That could be why many businesses that want to embrace a rich messaging future start with an easy solution: Auto-upgrading existing SMS messages to RCS where it's possible and maintaining SMS where

needed. This is certainly the easiest option if transitioning to a new API isn't feasible due to budget constraints, or backend systems being intricately tied to SMS.

That's something you can easily do with Sinch. When you choose to send RCS with Sinch, you can choose to auto-upgrade your SMS messages or use RCS as part of our omnichannel [Conversation API](#) – meaning that you'll have just one API that you use to turn on many different messaging channels like SMS, RCS, WhatsApp, and more. Plus, with the API, all data and conversations with your business can be safely stored in your CRM or marketing automation platform.

Below is a checklist of how easy it is to set up your sender agent to start sending RCS messages with Sinch:

| What you need to do to send RCS | Estimated time |
|--|----------------|
| <ul style="list-style-type: none"> ✔ Decide to deploy an RCS sender | Varies |
| <ul style="list-style-type: none"> ✔ Fill out enrollment form (2 pages) with basic information like: <ul style="list-style-type: none"> • Business details • Branding information (including your logo) • Which message type you want to send • Information about opt-in/opt-out requirements • Acknowledgement that Google will be added as a data sub-processor | < 1 day |
| <ul style="list-style-type: none"> ✔ Test messages for approval | < 1 day |

After we get your enrolment form, we'll need to set up an RCS sender agent before you can send RCS messages, which includes the following steps:

| What Sinch needs to do to set up an RCS sender agent for your brand | Estimated time |
|---|----------------|
| ✔ Create and register your RCS sender IDs | 24 hours |
| ✔ Create and register your RCS sender IDs | 48 hours |
| ✔ Obtain operator approval to send production traffic | Up to 14 days |

Privacy and data responsibilities

As you consider any new messaging program, you should carefully evaluate how your messaging provider will handle, store, and protect user data.

In your business case, you could evaluate the provider against a few key considerations:

- **Privacy measures:** Look for a provider with robust privacy commitments to help you build trust with users.
- **Compliance:** Ensure the provider complies with relevant data protection regulations.
- **Transparency:** Understand if/where user data is stored and processed.
- **Direct connections:** Look for a provider with direct connections to Google for enhanced data integrity.

The importance of sending RCS through an independent and trusted partner like Sinch can't be downplayed. We help ensure all necessary checks and balances to safeguard your customers' personal data including maintaining multiple instances of our platform to ensure appropriate data sovereignty. Regardless of your market, this not only guarantees compliance with data protection regulations but also builds trust with your audience.

You can find more on our commitments to privacy and data protection below:

- [Security commitment](#)
- [Privacy notice](#)

With Sinch, we connect your RCS traffic directly to Google where possible without using any third-party intermediaries. This not only simplifies the process but also reflects our partnership with Google, ensuring a reliable and efficient RCS messaging experience.

For any additional requirements having to do with privacy and data handling, please reach out to our team and we'll be happy to help you.

Costs and budget

If you're seriously considering implementing RCS through any provider, you should be carefully assessing cost considerations, factoring in potential set-up expenses, ongoing maintenance, and the long-term value it brings to customer engagement.

For the most part, with Sinch, cost considerations are generally not inhibitive. RCS messages sent via Conversation API are typically comparable to sending SMS.

Costs are pay-as-you-go and priced per message or 24-hour conversation. You can play around with costs for SMS [here](#) to get a rough estimate, or we can help validate or create a new estimate based on your needs.

Total time to set up RCS Sender Agent (e.g., time needed to send your first RCS campaign):
3-16 business days

SECTION 5

The results

Are you ready to revolutionize your business' customer engagement and enhance your bottom line? Regardless of your specific goals, RCS can make a significant impact, so now we'll walk through the tangible results and benefits that it can bring to your organization.

Business goals & KPIs

With its emphasis on customer experience and real-time communication, RCS stands out as one of the most engaging forms of messaging. But what business goals can RCS actually help you achieve?

- **Foster customer and brand loyalty** by consistently sharing engaging, relatable content that exceeds expectations and promotes a lasting connection.
- **Improve customer satisfaction** by promptly addressing concerns and providing personalized, exceptional service.
- **Increase revenue** by delivering enhanced interactions that drive conversions and sales.

Here are some key metrics and KPIs that your business is probably already tracking, as well as how RCS helps you meet those goals.

| Goal | Related KPIs | How RCS helps you achieve these goals |
|-------------------------|-------------------------------|--|
| Foster customer loyalty | Churn rate | Use interactive, personalized product carousels to keep customers engaged. Send geotargeted content or announcements to drive traffic to a particular event or store. |
| | Customer lifetime value (CLV) | Send loyalty program updates and exclusive offers with rich media content . |
| | Repeat purchase | Provide personalized, timely recommendations using images or videos based on past purchases. |
| | Net promoter score (NPS) | Solicit customer feedback via an interactive survey with quick-reply options . |

| Goal | Related KPIs | How RCS helps you achieve these goals |
|-------------------------------|------------------------------------|--|
| Foster brand loyalty | Build trust | Rely on fully verified sender IDs and branded messages . |
| | Customer response rates | Use quick-reply options and interactive buttons to make it as easy as possible for customers to respond. |
| | Increase customer interactions | Let subscribers send RCS messages directly to your brand with ease using QR codes or buttons on your website (coming soon!). |
| Improve customer satisfaction | Customer satisfaction score (CSAT) | Integrate RCS with a conversational chatbot for faster, more interactive issue resolution. If a customer requests changes, send a new copy, ticket, or receipt directly to their mobile inbox . |
| | Complaint resolution time | Use quick-reply options and interactive buttons for real-time issue resolution. |
| | Delivery completions | Use interactive buttons to allow customers to choose to leave their package in a safe place, or schedule redelivery. |
| Increase revenue | Conversion rate | Incorporate clickable buttons into customer mobile messaging campaigns to lead customers to product or web pages. |
| | Average order value (AOV) | Use RCS product carousels to showcase complementary or alternate items. |
| | Upsell and cross-sell | Use RCS product carousels to show commonly purchased additional items or options. |
| | Reduce abandoned carts | Send customers images of items they've left in their carts. Take payments directly from a user's mobile inbox . |

ROI potential

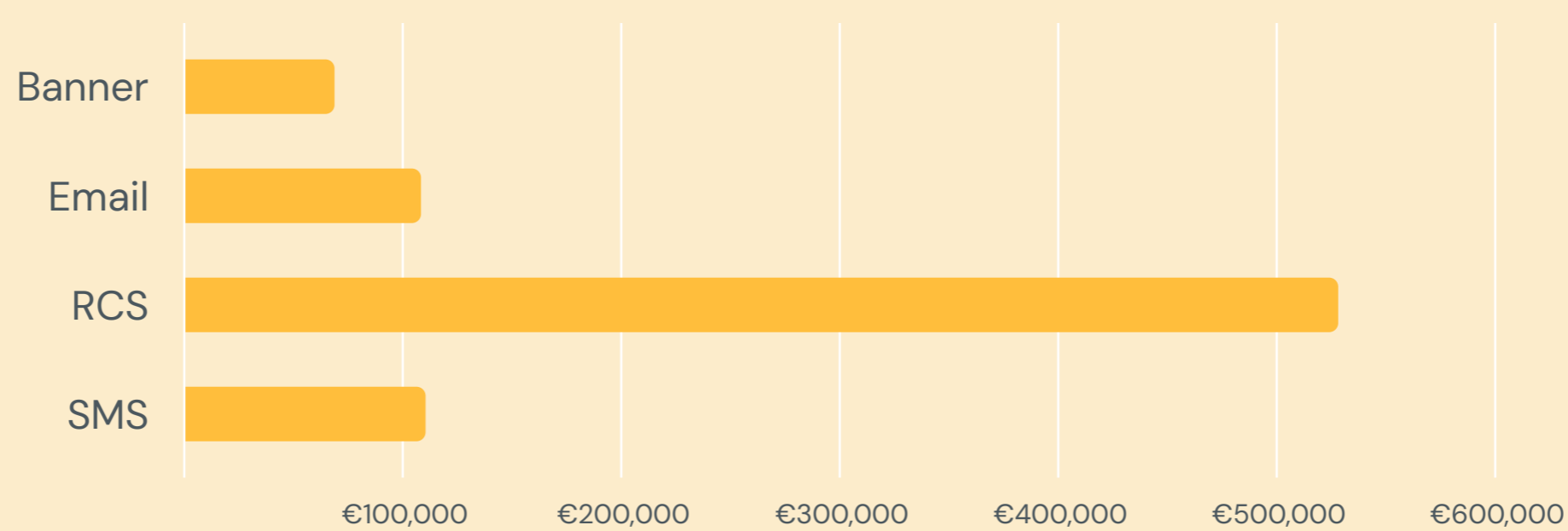
In the short term, RCS can lead to immediate improvements in customer engagement and conversion rates.

Let's look at an example of ROI from a €30,000 campaign by channel from MobileSquared, the global market leader in business messaging intelligence.

Investing €30,000 in banner advertising, an email campaign, or an SMS campaign will yield returns, but opting for an RCS campaign stands out as the clear frontrunner. With an estimated ROI of over €500,000, **the potential returns from RCS significantly outshine those of any other channel.**

ROI from a €30,000 campaign, comparison by channel

This visual representation and ROI potential can help decision-makers at your organization grasp the enormous potential that RCS offers.



Source: MEF RCS World, 2022

In fact, as he [presented this data](#) at the 2022 Mobile Ecosystem Forum, Nick Lane, Founder and Chief Insights Officer at Mobile Squared estimated that **the ROI of RCS is five times that of SMS.**

For enterprises, embracing RCS translates into a high-impact, cost-effective strategy that can swiftly enhance customer engagement, drive conversions, and build a strong customer base.

SECTION 6

The proof

Now that we've been through the ins and outs of RCS, you may be thinking, "where's the proof?"

Here it is: Real-life examples of businesses that have embraced RCS and experienced great outcomes for customer engagement, brand loyalty, and their bottom line.



Case study: Picard

Picard Surgelés, a French food company specializing in frozen products, rolled out RCS messaging to improve customer communication for the busy Christmas season.

Picard built a conversational experience that helped customers design their holiday menu, accounting for things like diet, budget, and desire (or lack thereof) to cook.

For non-Android users, they used Rich SMS (which is essentially SMS with rich media) to guide them to a landing page for a similar, yet slightly less seamless, experience.

This approach improved their holiday engagement, and RCS was a true star.



Here are the results of their A/B test that compared RCS to Rich SMS:

3x

higher open rate

42%

increase in engagement

10%

increase in cart conversions



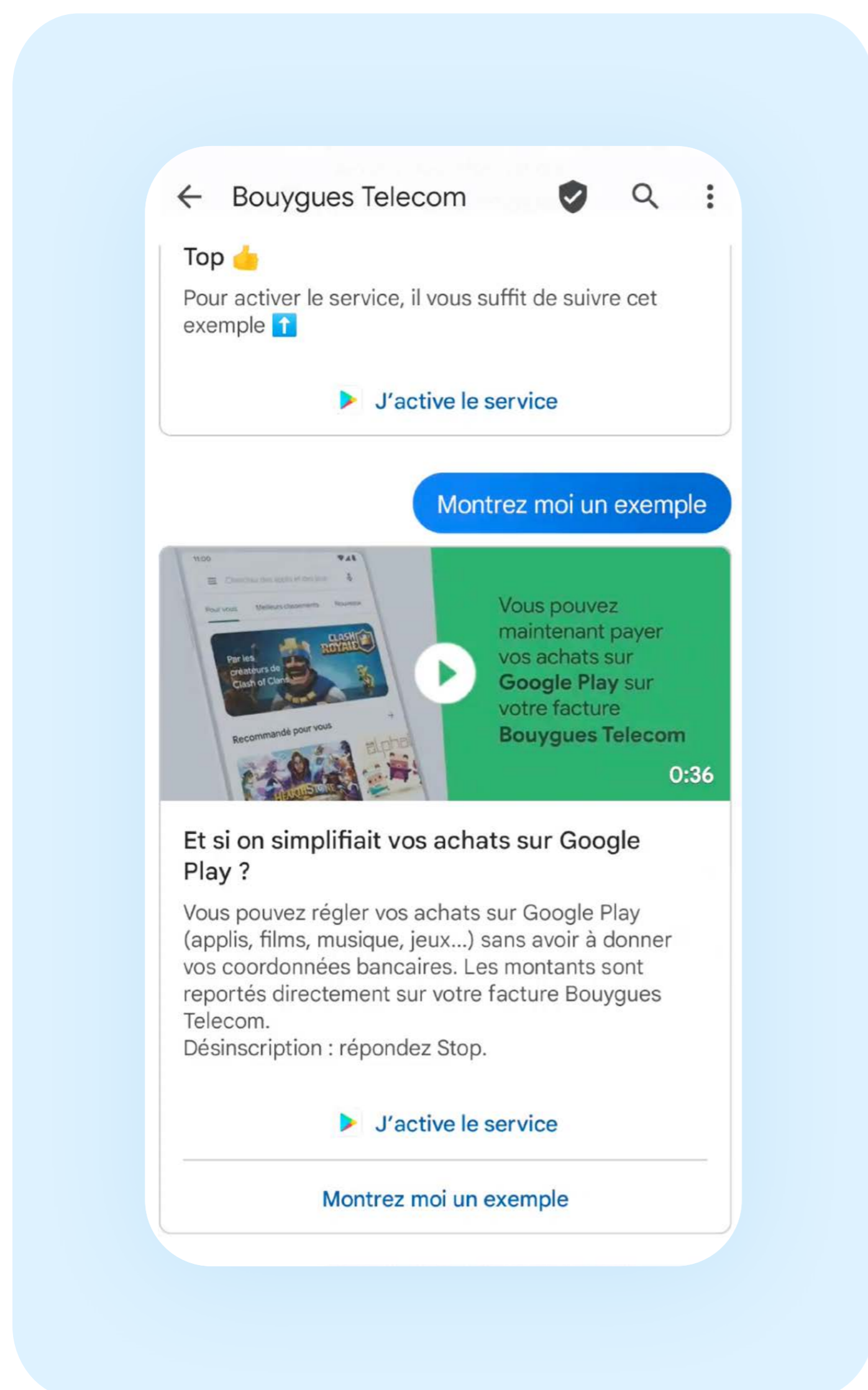
“[RCS] makes it easy for our customers to understand our value proposition and has great marketing activation potential for brands.”

Charlotte Lebrun, CRM manager at Picard

Case study: Bouygues Telecom

Bouygues Telecom, the third largest mobile network operator in France, used a targeted RCS campaign to reduce churn when its customers were paying their invoices.

Bouygues Telecom used a video that explained their service directly in the RCS message, and used quick reply features to allow recipients to activate the service or start a discussion with a conversational chatbot.



Through this approach, Bouygues Telecom optimized subscriptions and sales, resulting in:

69%

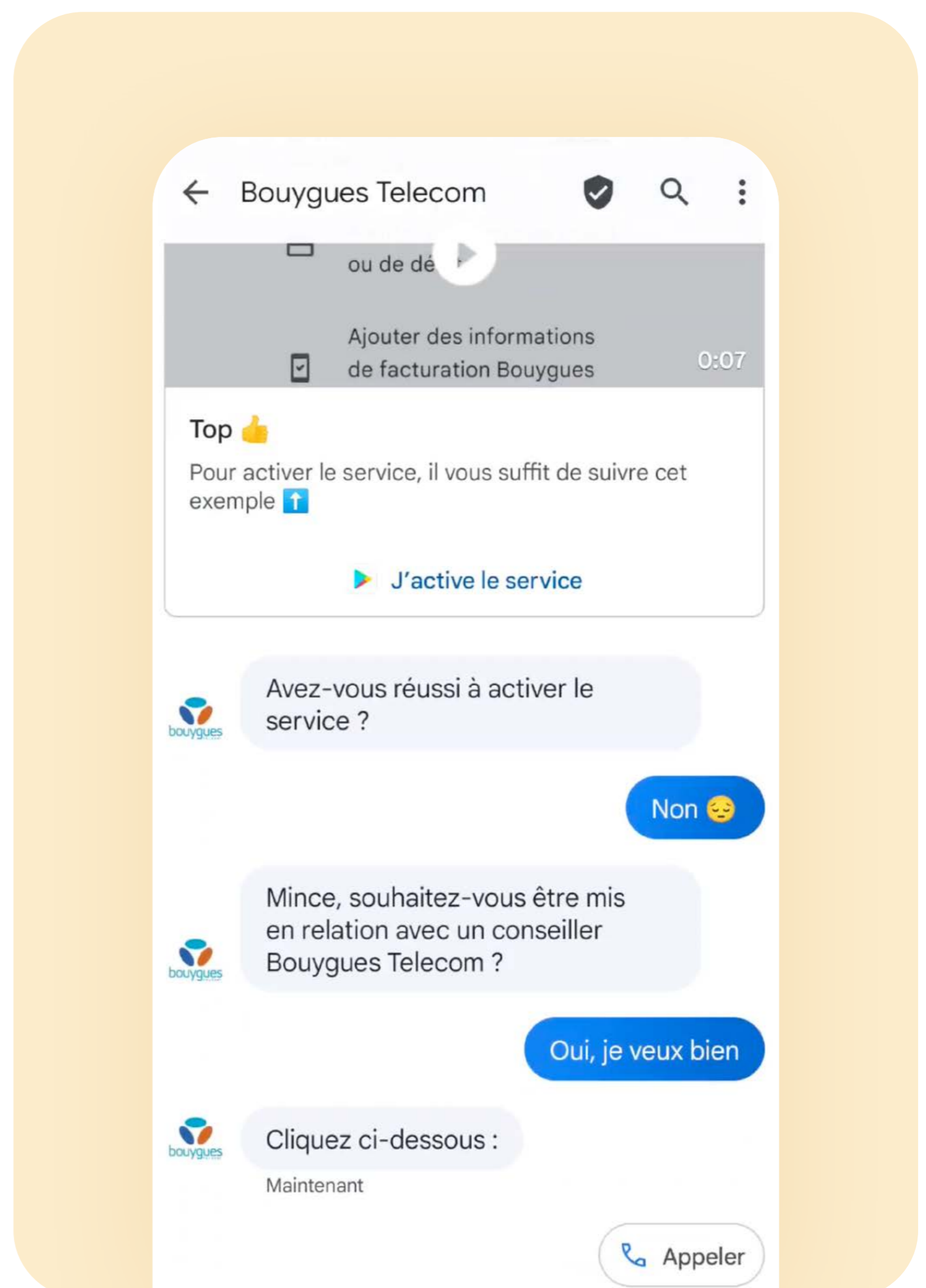
read rate

66%

completion rate

80%

increase in conversion (as compared to SMS)



Case study: Micromania-Zing

Micromania-Zing, a major video game retail company, used RCS as part of its omnichannel marketing strategy to support its customers with their Christmas purchases.

A few days before Christmas, Micromania-Zing used RCS messages to reach customers who had not yet purchased gifts and to remind them to do so.

86%

increase in read rate as compared to their email newsletter

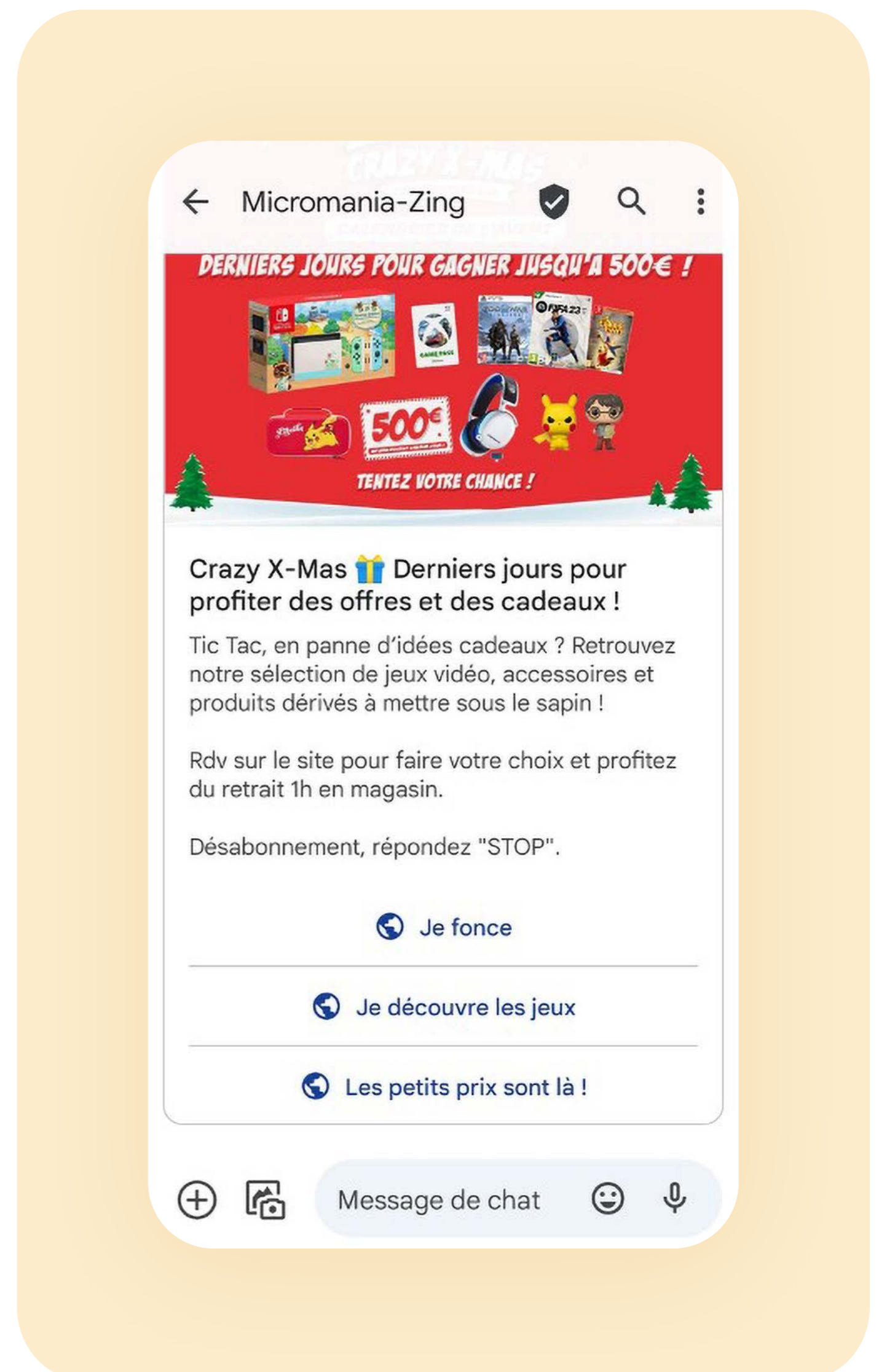
120%

increase in web redirections versus Rich SMS



"Our contact strategy allows us to develop the customer experience. We are constantly adapting this, ... [and] RCS was an obvious choice to reinforce our system with a conversational format. [This]... allowed us to boost traffic to an audience looking for good deals."

Caroline Pineau Marescal, Data & CRM Manager at Micromania-Zing



CONCLUSION

Recommendations for next steps

So, there you have it – RCS offers immersive, engaging, and interactive experiences that extend beyond the limitations of traditional SMS. And the potential for RCS is in more than understanding its capabilities; it's in investing in RCS for the future.

RCS is aligned to address your business' unique customer needs and challenges, meeting a global demand by consumers to have two-way conversations. The interactivity of RCS, location-based features, verified senders, and more ensure your messages not only engage but resonate with your audience.

After you lay out the opportunity, the budget, key metrics, and ROI potential, end your business case with a strong recommendation to bring RCS into your organization. Here are a few ideas to inspire you:

- ✔ **RCS will help us revitalize conversion rates.** With its immersive and interactive features, RCS can help us with the plateauing conversions we're experiencing with email and SMS. We can captivate our audience with rich media and interactive content, rejuvenating our ability to turn engagement into conversions.
- ✔ **RCS will help us transform our customer engagement strategies.** We can significantly boost engagement, satisfaction, and loyalty through its rich media capabilities, interactive features, and ability for personalized messaging. And with its fallback to SMS for non-compatible devices, we can maintain reliable communication with a broader audience, ultimately improving reach and experience.
- ✔ **RCS will help boost website traffic and engagement.** With captivating content and engaging experiences sent via RCS, we can effectively channel traffic to our website, leading to enhanced online interactions and, ultimately, increased revenue.
- ✔ **RCS will help us build and maintain trust with our customers.** RCS has built-in features like verified senders to ensure that our messaging campaigns are relevant and prioritize compliance.
- ✔ **RCS is our key to gaining a competitive advantage.** Given the increased enthusiasm and adoption of RCS by mobile operators, we can expand our reach among Android users.



Additional resources to enhance your business case

Looking for more RCS resources and inspiration? We've compiled a few additional resources to support your business case and your implementation of RCS.



[Apple to roll out RCS support in 2024.](#) Read all about what we know (and what we don't know!) about Apple's announcement that it will support RCS sometime in 2024.



[Boosting engagement over the holiday season with RCS.](#) Read the full Picard case study that goes more into how they used RCS to increase revenue and customer engagement.



[Global Rich Communication Services \(RCS\) Market 2023-2028.](#) Dive into this comprehensive market report on the global RCS market from Research and Markets.



[RCS World 2023 \(video\).](#) Learn from marketing leaders from three global brands about how they leverage RCS as a digital marketing channel at MEF's RCS World event in 2023 in Paris.



[What is RCS messaging?](#) Learn about the ins and outs of RCS messaging including all of its capabilities.



[RCS World, Day 1 \(video\).](#) Watch Nick Lane, Chief Insight Analyst at MobileSquared, give a full presentation about the ROI of RCS at MEF's RCS World event in 2022 in Dublin.



[6 innovative holiday campaign ideas using RCS.](#) Get inspired by six global brands using RCS for their holiday campaigns.



[The price is right!](#) Get inspired by Cdiscount, a retailer using RCS messaging to increase revenue from their customer base of nine million people!



[The ROI of RCS conversations, or engagement over scale.](#) Go through Nick Lane's full PowerPoint presentation from RCS World in 2022.



[Branded messages with RCS.](#) Explore the incredible potential of RCS in this recent webinar.

RCS business case template

| | |
|--------------------------------|--|
| Project name | Give your project a title – this could be something straightforward like, “RCS implementation initiative,” or something a little more fun, like, “Innovating [Business Name]’s communications with RCS.” |
| Date submitted | YYYY-MM-DD |
| Submitted by | Your name + title |
| Executive summary | Give a brief overview of the proposal and the key benefits of adopting RCS at your organization. |
| Problem statement | Describe the current situation and the problem you aim to solve with RCS. Remember to make it as specific as you can to your business and customers. |
| The solution | Explanation of RCS and its engaging capabilities, including how it’s different from your business’ existing messaging channels. |
| Benefits of RCS | Using bullet points, list the benefits RCS will bring to your organization. |
| Market analysis | In bullet points, give an overview of the current market trends and recent developments of RCS as a messaging technology. Include a brief list of competitors using RCS if relevant. |
| Expected results | Go through specific business goals and KPIs that you expect to impact with RCS. |
| Costs and expected ROI | Create a short cost-benefit analysis. Detail your business’ estimated costs for implementing RCS. Project the anticipated ROI, considering the enhanced customer engagement and potential business growth realized with RCS. |
| Implementation timeline | Briefly describe how you’ll roll out RCS at the organization, and if there is any phased approach. |
| Risks | List what could prevent the success of the project. |

How Sinch can help

RCS can help your business meet the demands of your customers and exceed their expectations with dynamic, engaging communications. At Sinch, we're always around to help – and are looking forward to embarking on your RCS journey with you!

Backed by a global Super Network, Sinch powers secure, scalable communications across messaging, voice, and email – simple and reliably. No more juggling multiple complex solutions and partners. The result? Meaningful customer communications.

Our solutions encompass:



Messaging

Build flawless mobile experiences with solutions for SMS, MMS, RCS, and all the leading messaging apps.

[Explore Messaging APIs](#)



Voice

Give customers easy, reliable options to reach you with scalable, toll-free numbers and service, or a local presence in multiple markets.

[Learn more](#)



Email

Make email comms a breeze with our powerful, intuitive email solutions, and build connected experiences in no time.

[Explore email](#)



Verification tools

Enhance app security with a purpose-built verification solution.

[Explore Verification API](#)



Conversational AI

Scale your conversations using powerful AI chatbots and voicebots.

[Explore Chatlayer](#)



Omnichannel contact center

Deliver a unified customer service experience across voice, video, chat, messaging, and email with our all-in-one cloud contact center solution.

[Learn more](#)



Conversation API

Keep things simple and connect multiple messaging channels with one integration for a seamless omnichannel conversational experience.

[Learn more](#)





Sinch, the Customer Communications Cloud, directly powers meaningful conversations at scale across messaging, voice, and email to help businesses deliver unified, personalized experiences that truly revolve around their customers — no matter the channels they use.

Over 150,000 businesses, including 8 of the 10 largest tech companies in the world, rely on us for their customer communication needs.

We dream big — for our company, our customers, and our employees — and we hire the best talent worldwide to help us bring our vision to life. We have a local presence in more than 60 countries — probably somewhere near you!

Shares are traded at NASDAQ Stockholm: XSTO: SINCH. Learn more at sinch.com.

