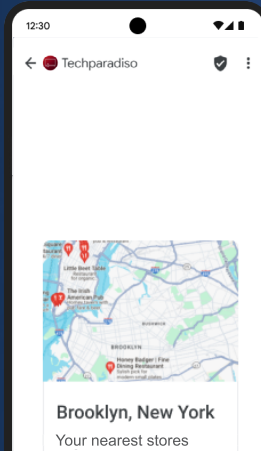# iBASIS BUSINESS MESSAGING

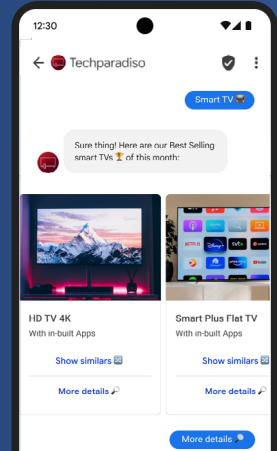# Drive Meaningful Customer Action with RCS

Discovery

Help users with brand and product discovery

Differentiate and capture attention with targeted offers, promotions, and benefits
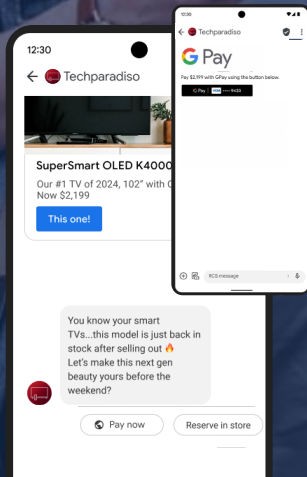
Engagement

Enable customers to find exactly what they are looking for, faster

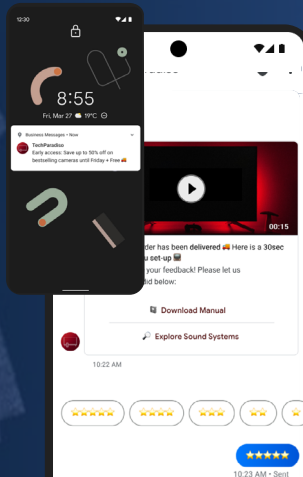Guidance and product recommendations with Rich Media

Transaction

Get shoppers to a purchase decision with smart actions

GPay, add to wallet, BOPIS, up- and cross- sell
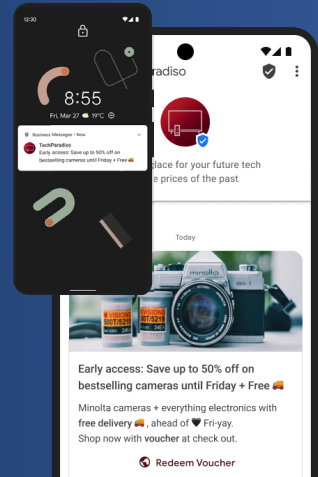
Proactive Post-purchase Support

Reach out to your post-purchase customers with helpful tips / guidance

Send how-to videos, update on delivery

## Re-engagement for Retention & Loyalty

Keep the conversation going with Back in Stock, Abandoned Cart, and Promotions alerts

Sales/ offers and new launches with one tap 'Quick Buy', rewards, and loyalty points

*Source: Google

iBASIS BUSINESS MESSAGING

Rich Communication Services (RCS)
A Richer, Personalized, and Interactive Solution

A rich messaging protocol offers images, video, action buttons, and conversations in a smartphone app-like experience through the native messaging app of the phone. Users can access RCS functionality within the same SMS app they currently use, and on both Android phones and Apple.
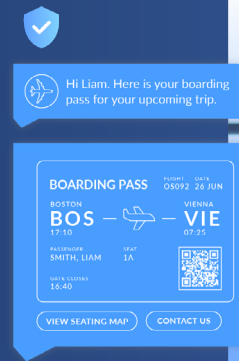
Reach Your Customers More Efficiently

74% SINGLE MESSAGE
more likely to engage
with a brand through RCS*

72% CONVERSATION
more likely to purchase online
if they can ask questions in real time*

*Source: Google Business Communications

Effortless RBM Onboarding with iBASIS

Launching RCS Business Messaging (RBM) campaigns can be a complex process, requiring business to create RBM Agents and secure necessary agent approvals. iBASIS eliminates this complexity, providing a seamless, fully supported experience.

A2P EXPERTISE
· Hubbing
· Enterprise

PRICING STRATEGY
· Market pricing audit
· Flexible commercial model

ADVANCED PRODUCT
· Campaign manager tool
· Opt-in/Opt-out capabilities
· Verification & onboarding
· Simplified billing solutions
· Template management
· SMS fallback

STRONG PARTNERSHIPS
· Google partner
· 20+ year partnerships with MNOs

COMPREHENSIVE SUITE OF MANAGED SERVICES
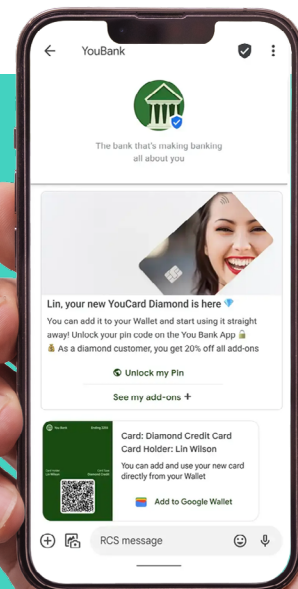· Agent registration
· Administration

*Source: Google

Enhanced Security Drives Higher Customer Trust

· **Sender Verification**: Business identity verified, reducing spam and phishing risks
· **End-to-end Encryption**
· **Rich Media Verification**, like read receipts
· **Improved Fraud Detection**
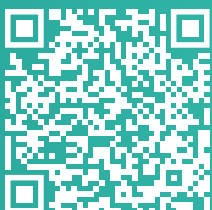
Embark on your RBM journey with iBASIS.

Contact your account manager for an RBM demo.