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Rich Business Messaging Boosts Sales and Brand Loyalty by Transforming the Customer Experience

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Consumers love deals, but they hate jumping through hoops to get them. Rich Business Messaging (RBM) enables the kind of convenient, frictionless experiences that maximize sales and brand loyalty – all while protecting consumers and businesses from fraudsters and spammers.

RBM is based on Rich Communication Services (RCS), which fundamentally changes how people can use their mobile devices to interact with airlines, retailers, rideshare companies, restaurants and other businesses. In fact, RCS campaigns have seen [200 percent increases](#) in click rates as compared to other channels. A key reason is that RBM provides application-to-person (A2P) features that aren't available with traditional SMS and MMS text messaging options. One example is rich cards, which support a combination of images, video, text, and suggested replies or actions known as “chips.”

Multiple rich cards can be sent as a group called a carousel. For example, when tourists message a local guide company about day trips, it could respond with a carousel of several destinations. Tourists then spin through the cards directly from the text messaging app native to their device, select the one that interests them and use a chip to get more information or go ahead and book.

This is a fundamentally different consumer experience compared to SMS and MMS. For example, although MMS supports multimedia content, it would require a series of messages to convey the same information that a single RCS carousel provides. RCS supports longer videos, so businesses have more time to showcase a destination, a product or a promotion. It also provides consumers and contact center agents with read receipts and typing indicators so neither side is left wondering whether the other





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person is still there and engaged. All this information and interaction stays within the text messaging app native to their device. This means not being required to download an app or clicking on a link to go to a website to get more information, which is an attack vector used by fraudsters who are increasingly leveraging those links to scam people. With the trust and security built into the RCS message campaign process, RBM can provide consumers with a higher level of confidence in the legitimacy of those digital interactions, especially since [87 percent](#) of customers actively avoid buying from brands they don't trust and [71 percent](#) of customers say they'll stop buying from a company altogether if their trust is broken.

Unlike MMS, which requires a cellular connection to work reliably – or at all – RCS is designed to provide a consistent experience over cellular and Wi-Fi. That's a major plus when consumers are in locations where cellular coverage is spotty or where their phone company doesn't offer service, such as when traveling in another country.

These benefits are among the reasons why trials of RCS found:

- Higher than average click-through-rates with RCS marketing campaigns seeing between [three and seven times](#) higher rates than that of Rich SMS.
- Very high engagement with [90 percent of rich messages opened within 15 minutes and customers interacting with RCS content for up to 45 seconds](#).
- Business campaigns using RCS messaging have shown an [80 percent conversion rate](#), indicating its effectiveness in driving engagement and sales.

Know Your Customer

Mobile phone numbers are now the primary way that over 3 billion people worldwide identify themselves online when interacting with businesses and other organizations. RBM leverages this preference to optimize customer experiences.

For example, apps and websites typically force consumers to tap out a hundred or more characters to enter their name, address and other information to make a purchase. RBM eliminates that tedium by using their mobile phone number to identify them and then automatically enter that information.

Know Your Business

One thing that consumers hate more than jumping through hoops is getting scammed and defrauded. The good news is that as a new technology, RCS was designed from day one with security in mind. RCS takes security a step further because it provides a framework for mobile phone companies to verify the identity and intent of businesses and other organizations before they're allowed to use this messaging channel. Combining that with authenticating the RCS connections to their network, mobile operators can trust that no one else is impersonating that brand. The verification process also can be ongoing to catch "drift," where an organization changes its campaign in ways that consumers would perceive as spam.

This robust vetting process and connection authentication is key for weeding out the scammers and fraudsters that would undermine the consumer experience. Furthermore, RCS enables mobile phone companies to show the sender's logo on messages to give consumers additional peace of mind that they're coming from a verified, legitimate business rather than an imposter. There is also a lower likelihood that a customer abandons a sale because they're much more confident that the message is from the business it claims to be.

With the [global RCS market](#) estimated to be worth \$8.37 billion in 2023 and expected to reach \$19.48 billion by 2028, RBM is already transforming the customer experience by offering an intuitive, convenient, and feature-rich alternative to apps, websites, SMS, and MMS. RCS will undoubtedly continue to soar as engagement, satisfaction, revenue, and operational efficiencies benefits are realized. We've only scratched the surface on what's to come.