

# RCS Business Messaging

The new standard in customer engagement



## What is RBM?

**RCS Business Messaging (RBM)** is the business solution for brands to interact in a secure and trusted way with their end customers. It is based on the 5G GSMA messaging standard RCS (Rich Business Messaging) and works via the native inbox, with no requirement to download external applications.

[Here is the video](#)

## Offers bi-directional, multimedia and secure communication between users and brands

### Product features at a glance:

**Your brand as sender**  
Easily identifiable to build trust with recipients

**Carousel**  
Easy option to swipe left / right through products and topics

**Trackable actions**  
Tracked customer responses provide sophisticated analysis and measurable KPIs

**Verified sender**  
Users can trust the channel and brand through upfront MNO verification

**Customisable look & feel**  
Colours and brand logo ensure recognition



**Action buttons**  
Clear call to action buttons increase campaign success and user experience

## RBM enables multiple use cases in the digital customer journey

### Marketing

Interact with your audience and increase your open rate in comparison to other channels by

**over +200 %**

### E-commerce

Present your products and offers directly and increase your revenue and ROI by

**over +100 %**

### Customer support

Optimise your customer support service, e.g. for efficiency and cost per event, and increase your CTR by

**over +80 %**

### Engagement

Send your customers multimedia messages to their native inbox and increase your engagement rate by

**over +90 %**

### Sources:

<https://www.out-there-media.com/rcsreportform>  
<https://www.infobip.com/customer/bankbazaar>  
<https://www.sinch.com/insights/customer-stories/opportunities-to-engage-macif>

## RBM is the only native business messaging channel for your targeted two-way customer communication



Your brand identity



Secure & verified



Multimedia features



Inbound / Outbound

## Would you like to know more about RCS Business Messaging?

Please get in touch at [messaging-de@telefonica.com](mailto:messaging-de@telefonica.com) and visit our website [www.rcsbusinessmessaging.de](http://www.rcsbusinessmessaging.de)