

The background is a light blue-grey gradient with various communication-related icons scattered around. These include speech bubbles of different colors (white, blue, yellow) containing icons like a lightbulb, a star, a gear, and a person. There are also lines connecting these icons, suggesting a network or flow of information. The central text is prominently displayed on a large yellow speech bubble shape.

# Rich Communication Services

September 2025



# Welcome to the Future of Messaging

**Explore how RCS enhances**  
communication beyond traditional SMS  
with rich features.



# Key Features of RCS



## Rich Media

Supports images, videos, and interactive content



## Enhanced Interactivity

Includes quick replies and buttons for user engagement



## Improved Security

Offers end-to-end encryption for safer messaging



## Universal Compatibility

Works across diverse devices and platforms seamlessly

Source: GSMA, RCS messaging standards and benefits explained

A large, yellow, cloud-like shape with a scalloped border, serving as a background for the text.A small, stylized umbrella with an orange canopy and white polka dots, located on the left side of the yellow cloud.A small, stylized leaf or petal with a blue outline and white polka dots, located on the right side of the yellow cloud.

# Experience Messaging Revolution

Raise your hand if you're ready!



# Benefits of RCS



## User Experience

**Rich media support** and interactive features



## Engagement

Higher response rates through **visually appealing messages**



## Branding

**Consistent brand presence** with customized messaging



## Communication

**Faster exchanges** and streamlined conversations



# Exploring Rich Communication Services Features



## Rich Cards

Enhanced visuals for products and services in chats.



## Suggested Actions

Allows users to respond swiftly with predefined options.



## Location Sharing

Share real-time locations seamlessly within conversations.

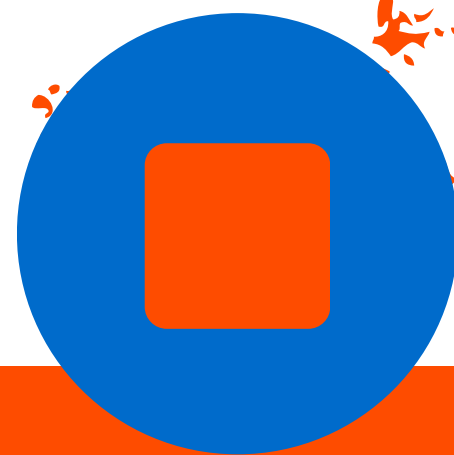


# RCS vs. SMS: Feature Comparison



## Rich Content

Enhanced media support, images, and videos



## Interactivity

Quick replies, carousels, and buttons



## Security

End-to-end encryption and secure messaging



## Delivery Reports

Real-time status updates and read receipts

Information sourced from industry reports and expert analyses.

Share your thoughts on messaging improvements!



# RCS: The Future of Messaging

Explore how RCS enhances communication over traditional SMS services effectively.







# Get in touch to learn more about RCS

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