



Your Guide on How to Win Your Customer leveraging **RCS** **Business Messaging**



Hi There!

Rich Communication Services (RCS) has been growing exponentially, already crossing more than 1Bn+ users across the globe.

Touted as SMS 2.0, RCS truly elevates the SMS experience, making it richer, interactive, & engaging, helping businesses globally capture customer attention in the SMS inbox.

The early adopters are seeing some mind-boggling results:

2x

Engagement reads

100%

Delivery rates

2x

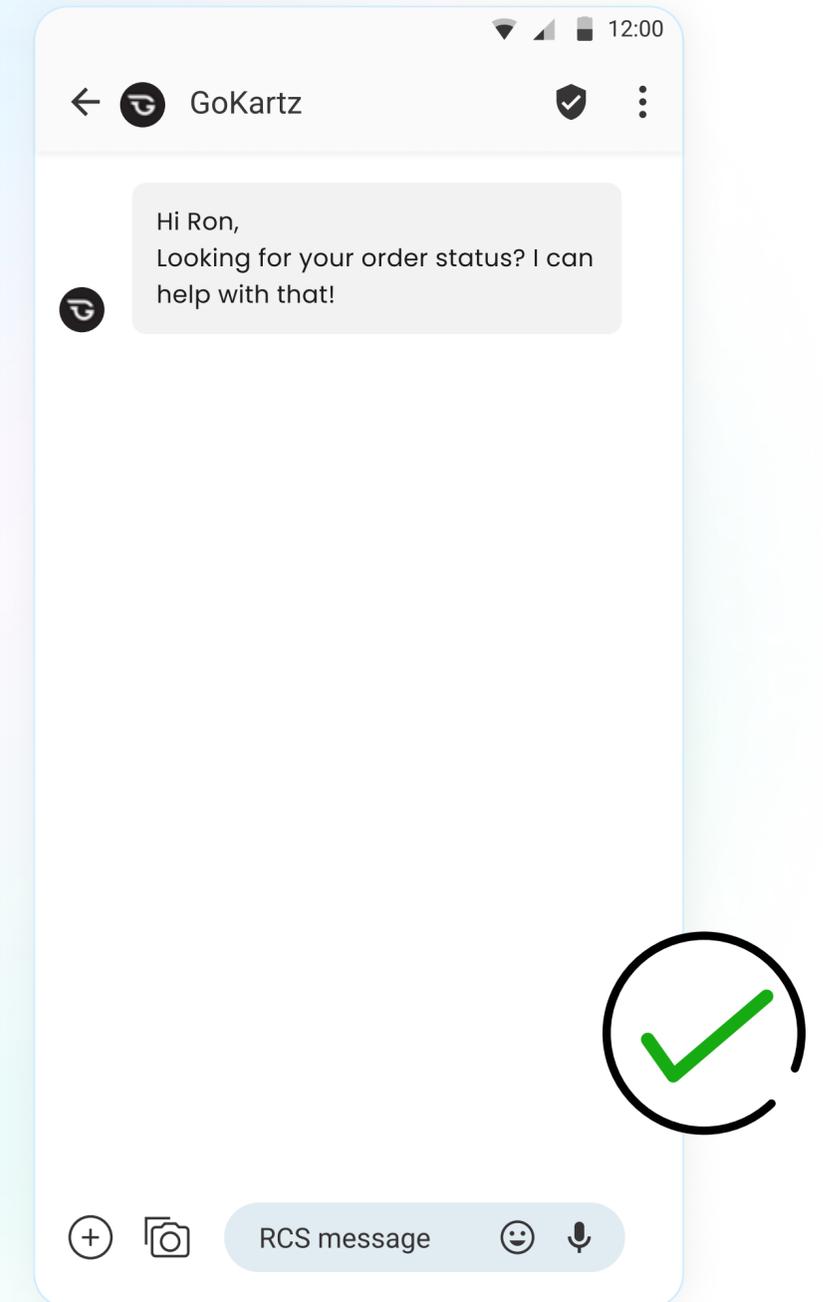
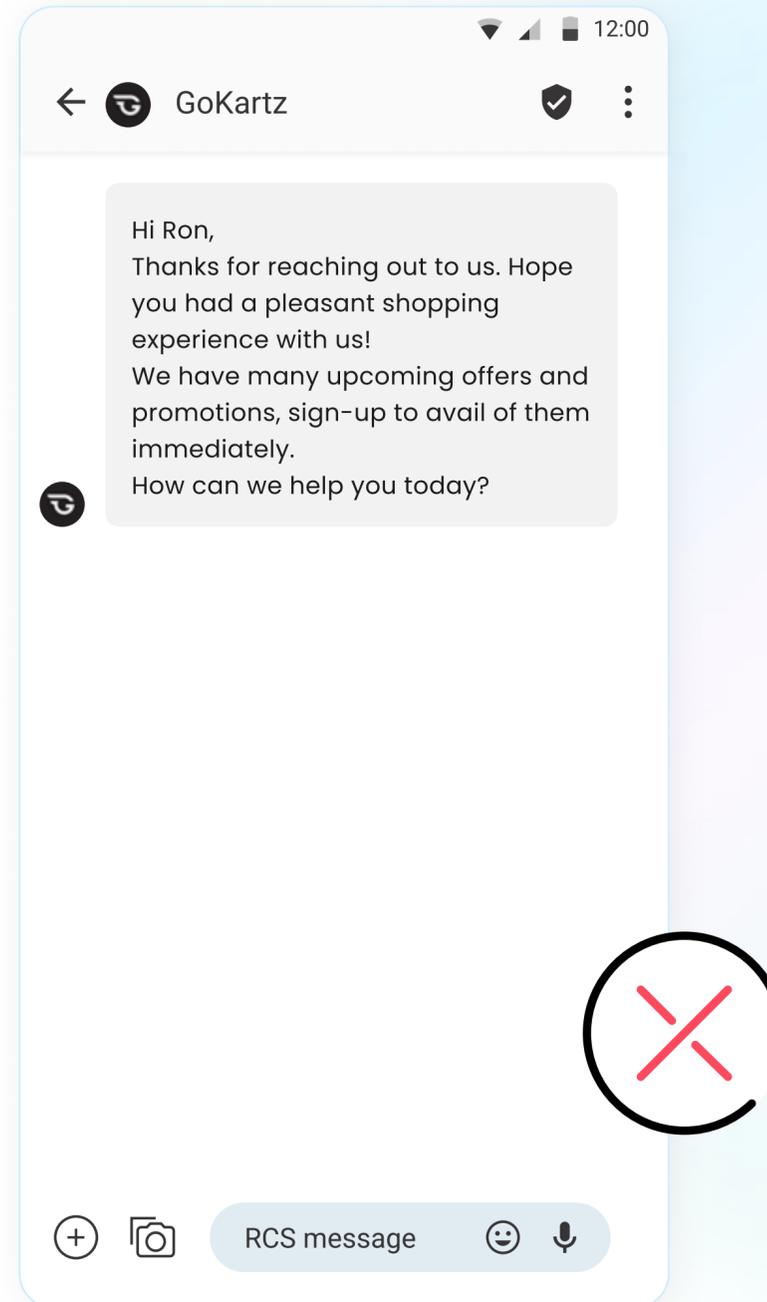
Open rates

This guide will help you get similar results and more by helping you understand the nuances of RCS messaging and how to leverage it to bridge the gap between you and your customers.



Piece An Engaging Opening Message

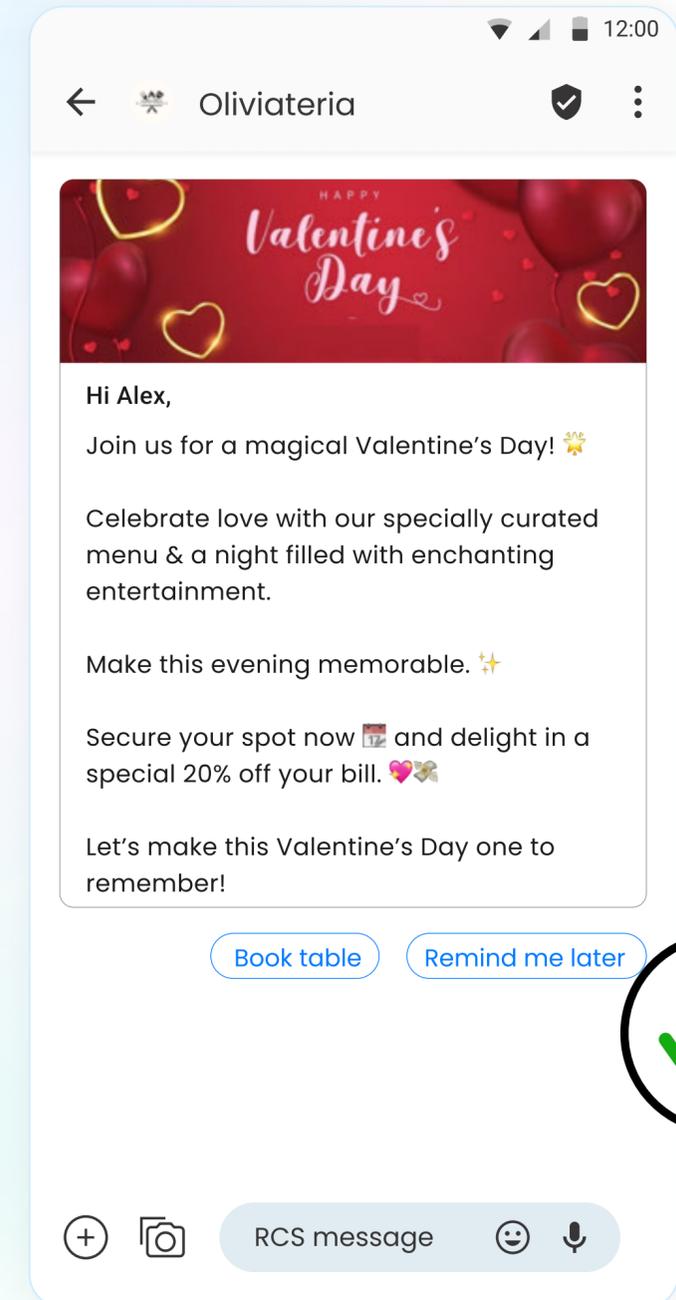
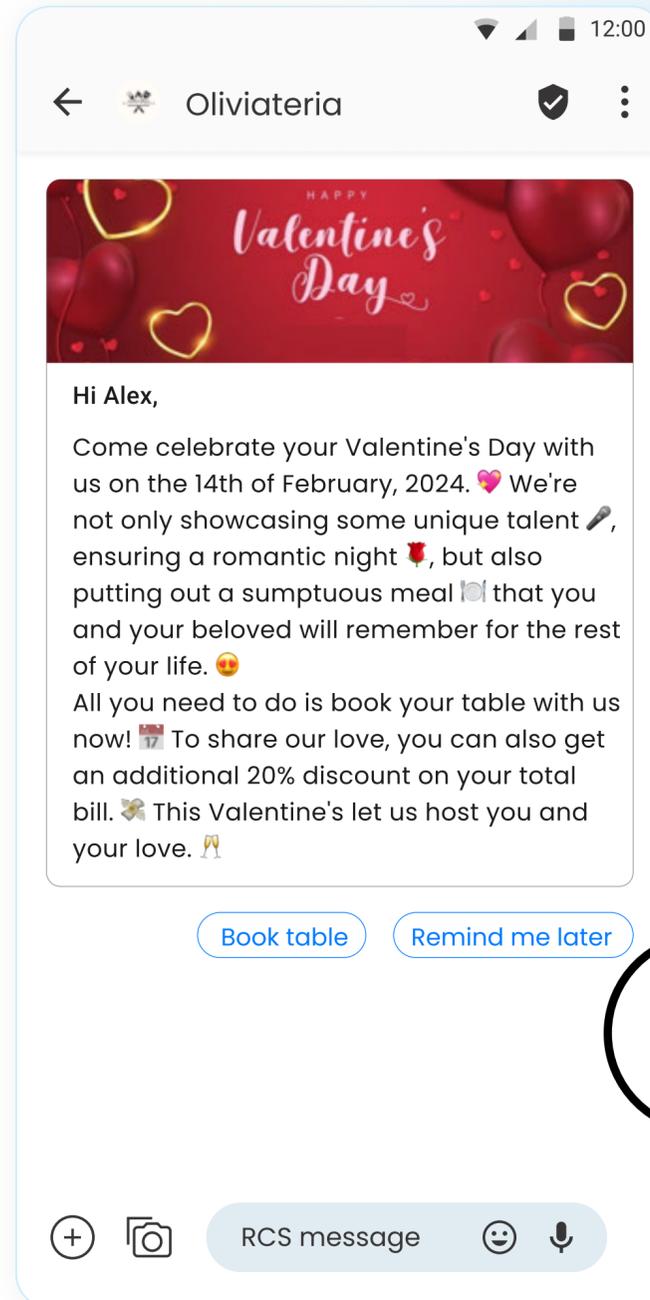
Set a personal and engaging tone. Make sure that it is engaging, personalized, & keeps the conversation flowing. However, avoid lengthy openings.



Keep Conversations Engaging

Balance is the key. Always try to mix information types but keep it digestible. Avoid overwhelming users with too much content or excessive scrolling, especially with images and rich cards.

Make sure that everything is easy to read on the screen.

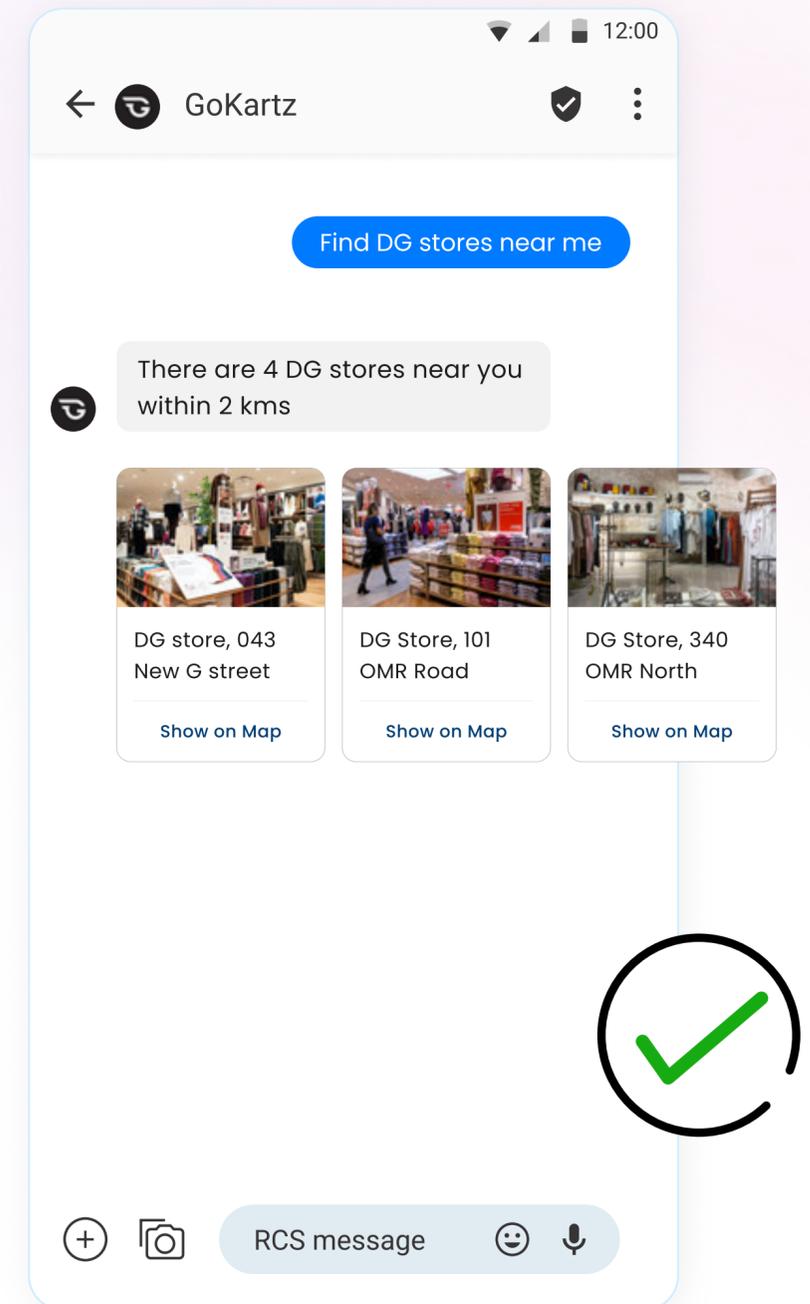
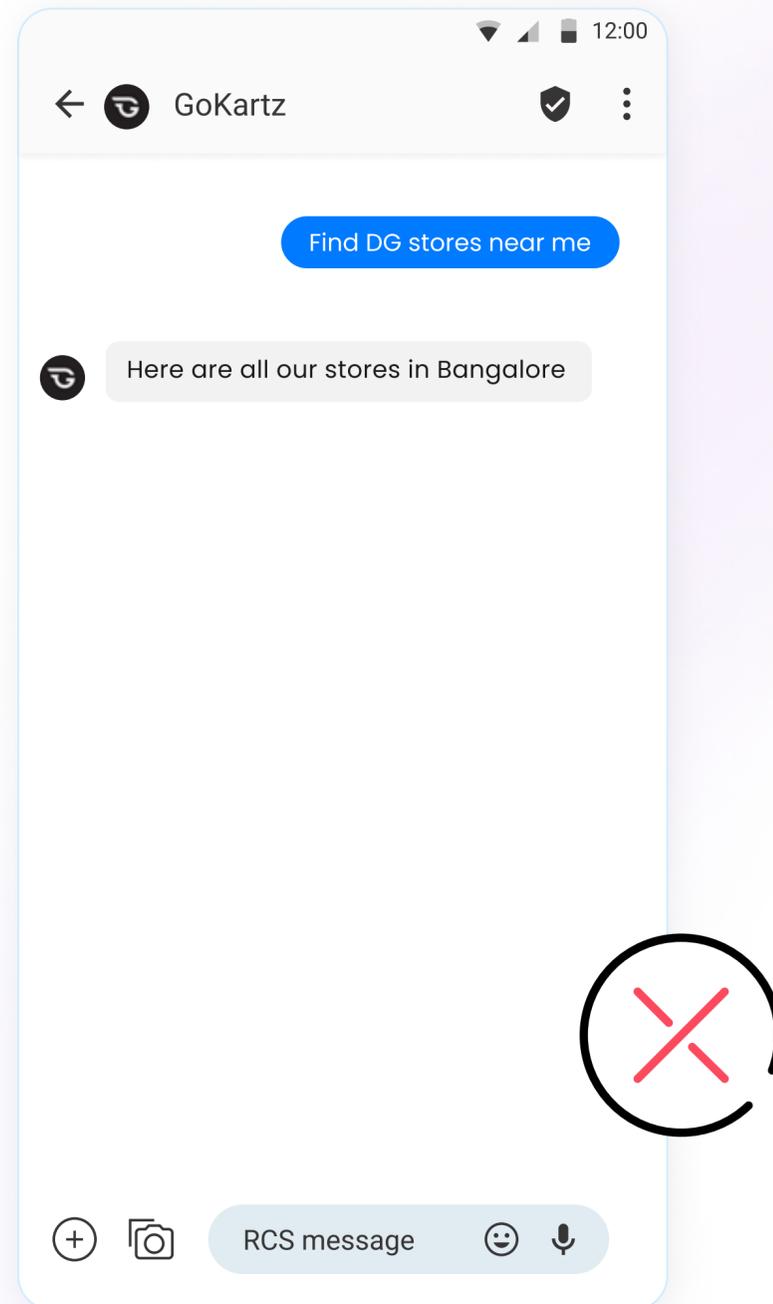


Quickly Resolve Queries

Strategize and design multiple conversation flows for fast and clear answers.

For example, if asked about store locations, provide the nearest ones, not a list of all stores available in the city.

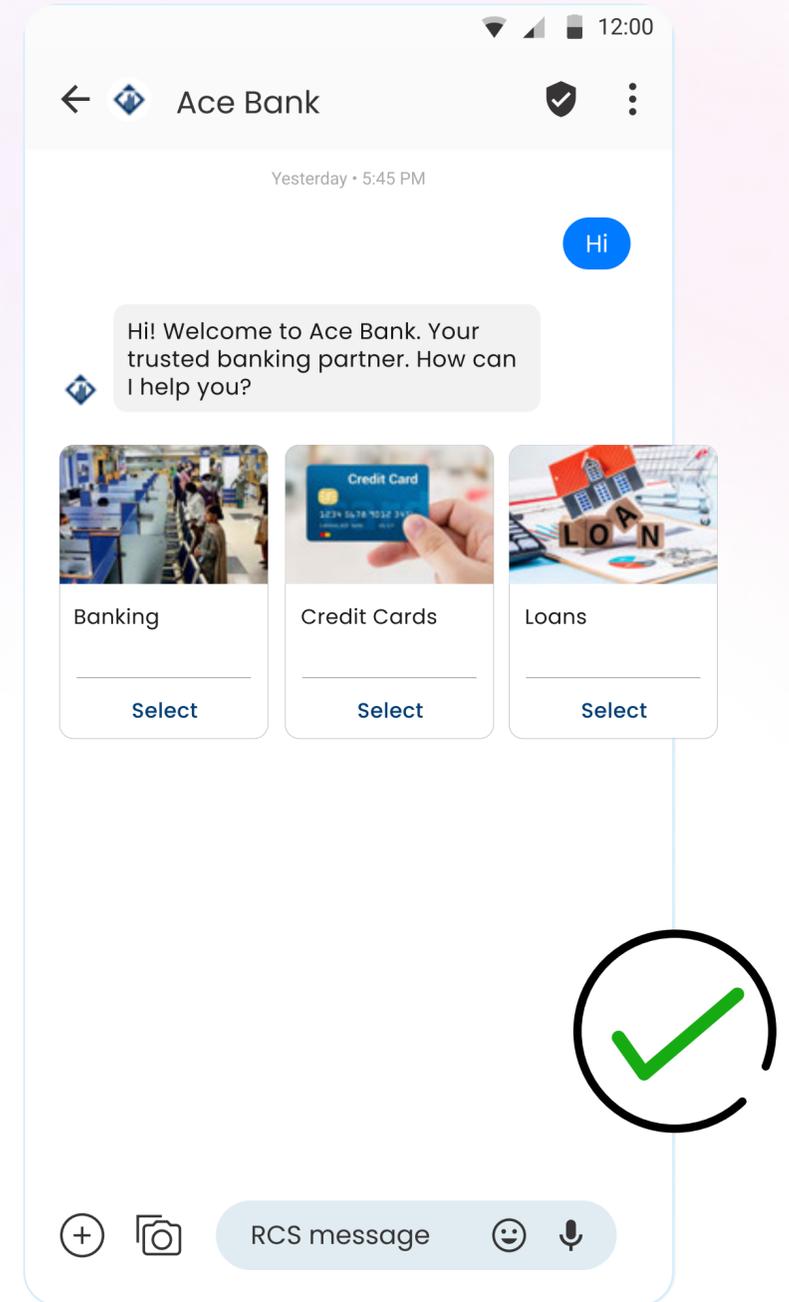
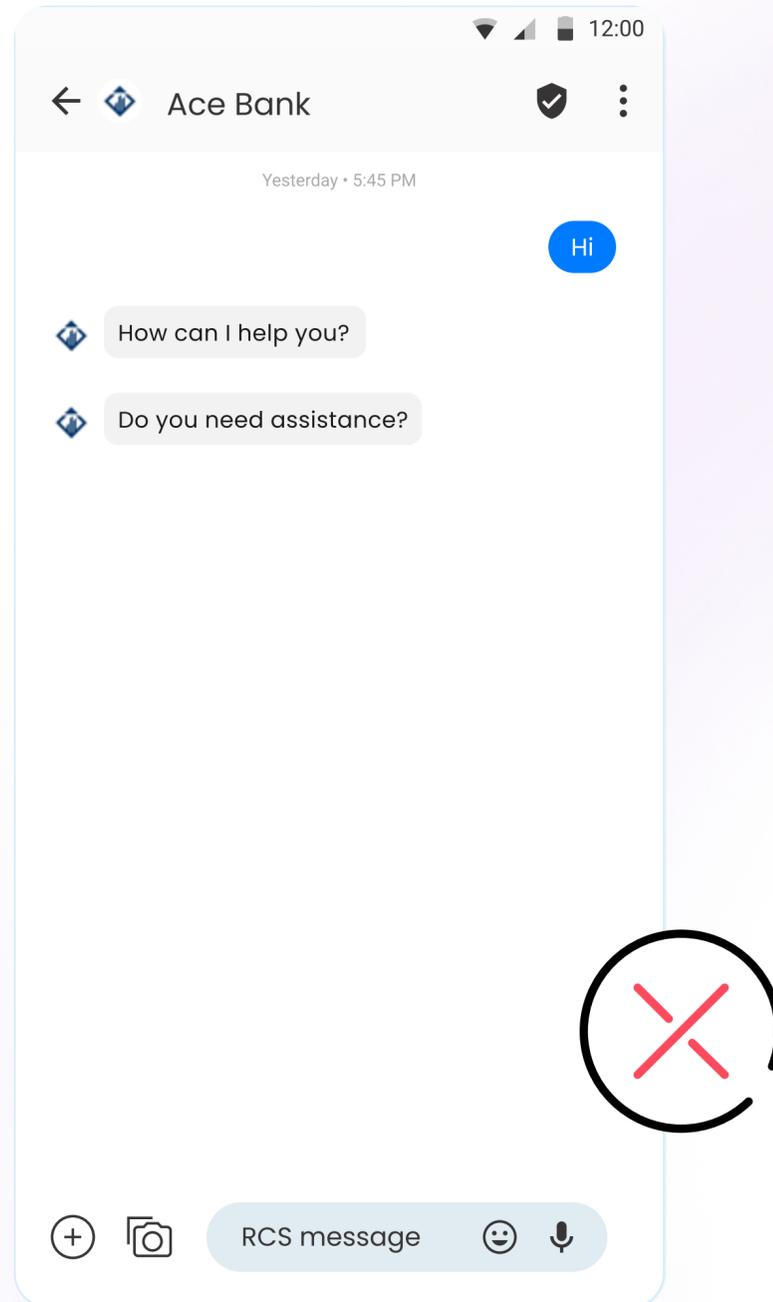
Always make sure to keep responses concise to avoid any confusion on the part of the customer.



Ensure Message Clarity

Avoid sending repetitive or fragmented messages.

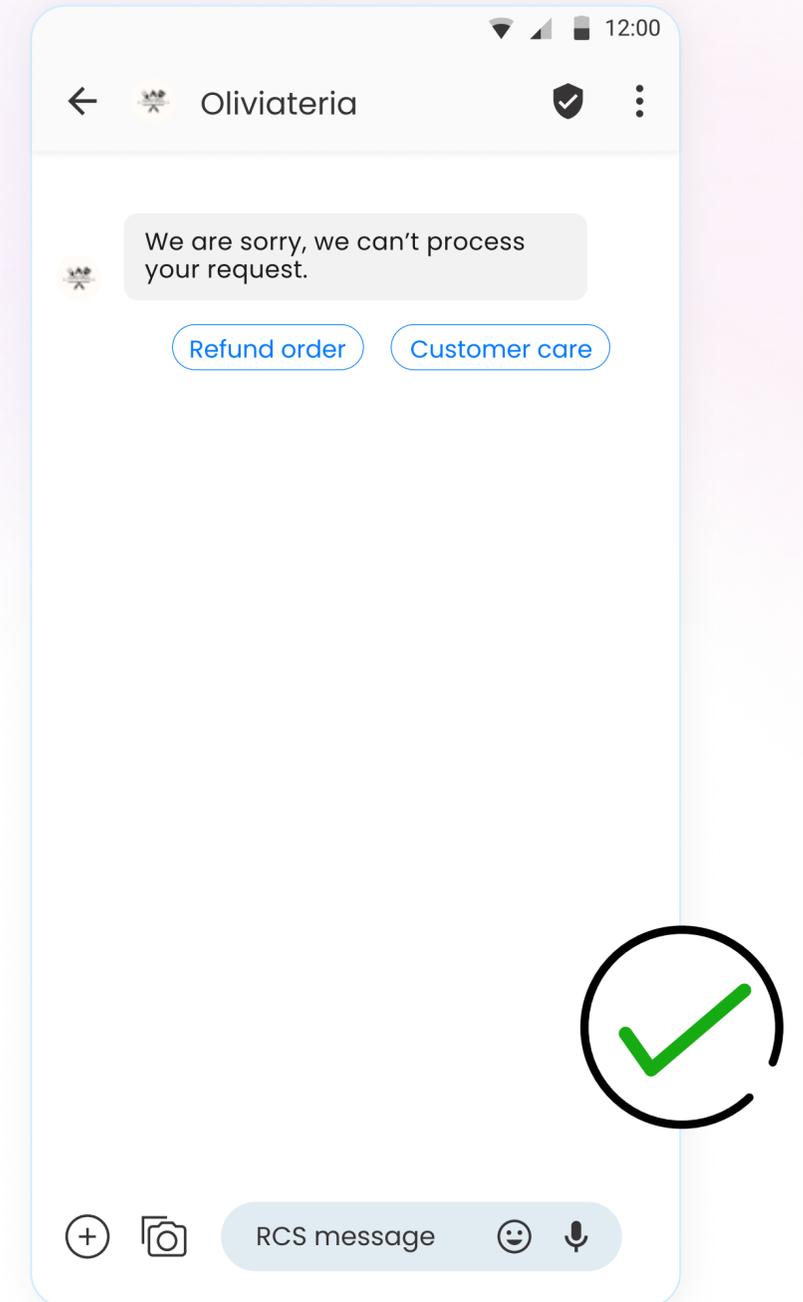
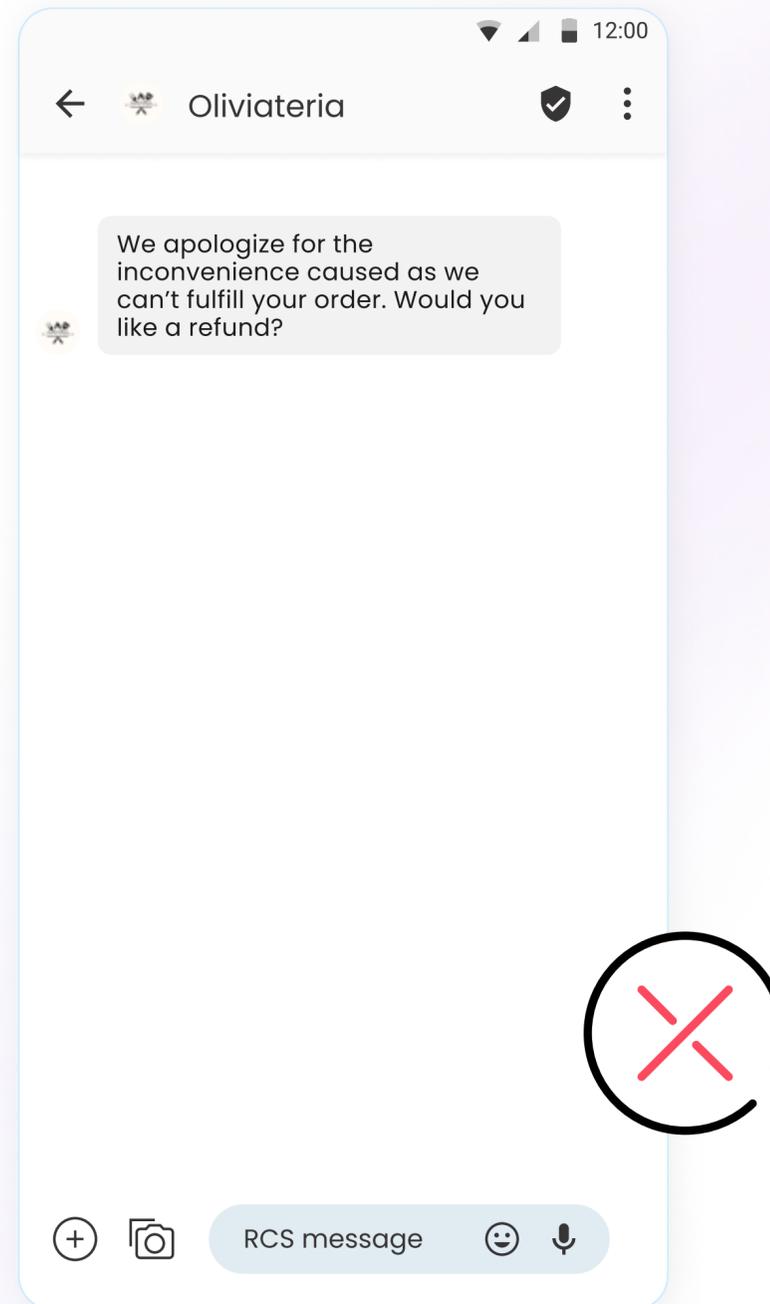
Keep the responses precise to what the user asked for and if needed send brief responses asking for necessary details. Ensure to guide the user on the path of clearing their query.



Use Simple & Direct Language

Make sure to use simple and everyday words to improve readability by the user.

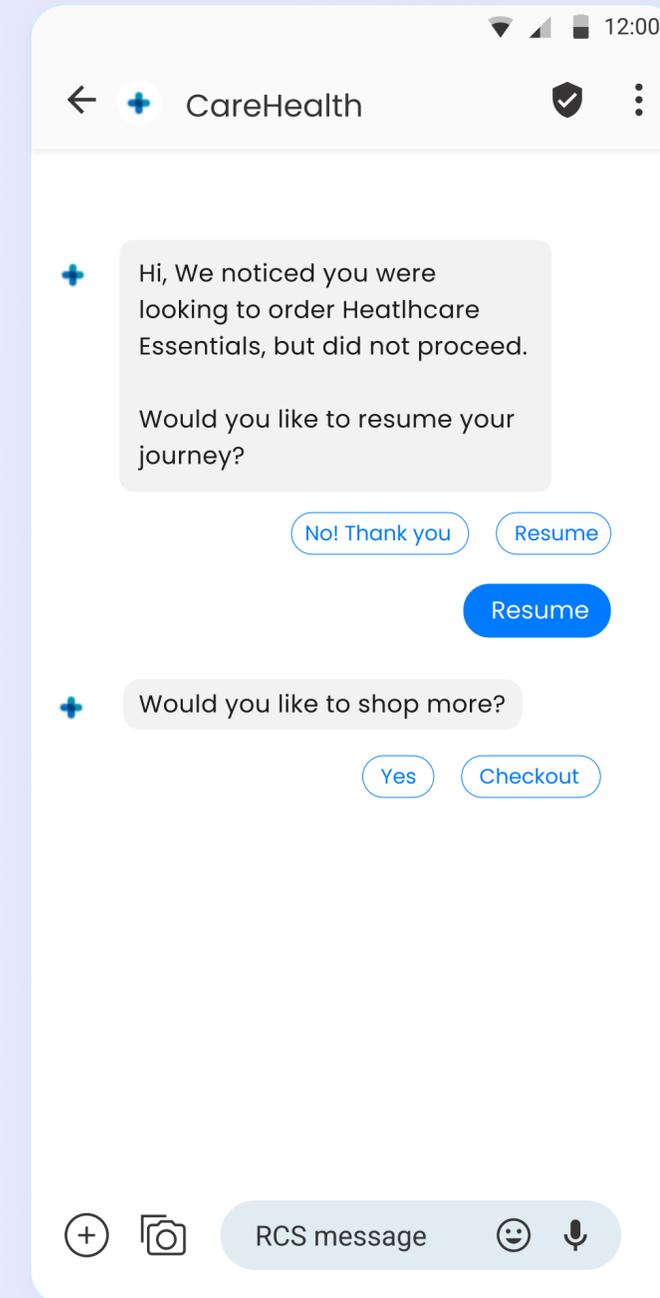
Always try and keep the chat conversational, ensuring that your messages sound like how another person would respond.



Steamline Interaction With Suggested Replies

Suggested replies are pre-defined responses which users can select to respond to your agent quickly.

This is a great way to guide the user in what they want to do all within the chat platform. We have seen that users will generally use suggested replies over typing text if they are provided.

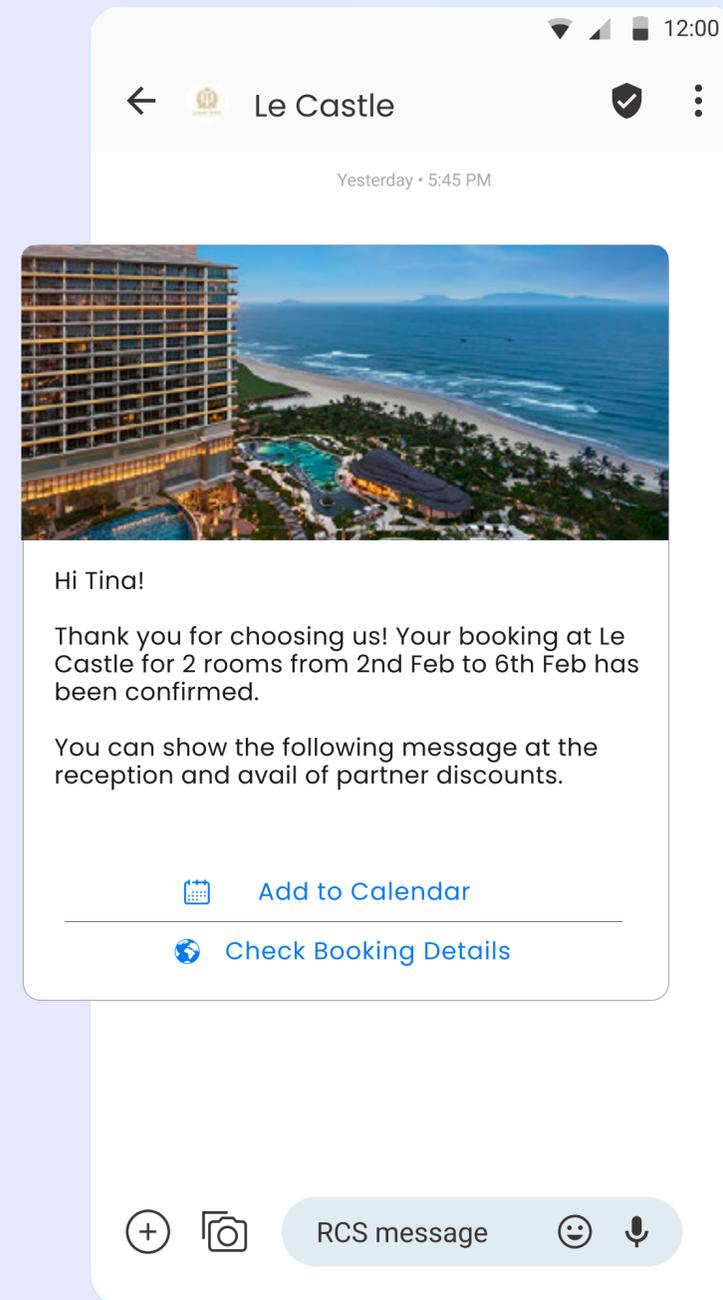


Utilize Suggested Action Buttons

Suggested actions are one of the cornerstone features of an RCS Message. They allow users to complete useful actions to take the user journey to the next step.

There are many versions of actions a brand can use such as

- Dial a number (put a phone icon)
- View Location (Map pin)
- Add to cart (shopping cart icon)
- Schedule a meeting (Calendar icon) and many more.



Thank you

Gupshup is the leading conversational engagement platform for marketing, commerce, and support automation. Its automation solutions enable more than 45,000 brands across India, Latin America, Europe, Southeast Asia, the Middle East, and the US to deliver a better customer experience, increasing revenue and reducing costs. Citibank, AkzoNobel, Khan Academy, Unilever, MPL, Netflix, Flipkart and Ola are among the company's main clients. With a single messaging API for over 30 channels including voice, text, and chat, the conversational engagement platform processes over 10 billion messages per month. Valued at \$1.4 billion, the company has prominent investors such as Tiger Global, Fidelity Management, and Research Co. LLC, among others.

#1 Conversational Engagement Platform for
Marketing | Commerce | Support

Explore products



Hazelnut 100% Arabica
Flavoured Ground Coffee

Rs. 493 ~~Rs. 540~~

 Shop Now



Classico 100% Arabica
Ground Coffee

Rs. 474 ~~Rs. 530~~

 Shop Now

