

Rich Communications Services

Igniting business messaging with rich conversations

Author: Wally Swain

October 2025

In partnership with:



Omdia commissioned research, sponsored by Infobip

Contents

Summary	3
RCS for business enhances B2C communications	7
RCS plays a key role in the future of business messaging	7
Understanding the business benefits of RCS	13
Recommendations	17
Upgrade your text-message marketing plans to RCS.....	17
Replicate your e-commerce applications in RCS.....	17
Build customer experience and engagement platforms on RCS	17
Explore opportunities with GenAI in your RCS applications	18
Appendix.....	19
Methodology	19
Further reading.....	19



Summary

Rich Communication Services poised to grow revenue for enterprises

Rich Communications Services (RCS) has been around for 15 years, but now, as it becomes available on iPhones in important markets, growth has taken off. In the US, traditional short messages (SMS) are declining rapidly, and RCS messages fill the gap.

As a business-to-consumer (B2C) messaging channel, RCS delivers significant benefits for enterprises. The most important feature for both enterprises and consumers is verified sender: each message is branded with the enterprise's logo, and the sender (the enterprise) is verified by the carrier, enhancing consumer trust in the message. Consumers know that verified-sender messages are not spam, because they, service providers, and regulators know who sent the message.

RCS also enables rich-media messages and more engaging two-way interactions with consumers via chatbots. The RCS feature set means it can more effectively compete with messaging apps as a B2C communications channel with the extra advantage of being a trusted telco messaging service. It may not achieve the same global reach as traditional text messages (SMS), but it will come a close second, and being a universal, native messaging channel it is poised to exceed the addressable market for any single messaging app, including WhatsApp. The combination of these complementary telco messaging

Omdia commissioned research, sponsored by Infobip

services will provide enterprises with the at-scale business messaging channels they need to address many use cases across industry verticals.

This white paper provides a concise overview of RCS, contextualizing it as a necessary and important channel in any business communication strategy. RCS opens richer, more interactive use cases, enabling deeper customer interactions than SMS can offer.

RCS: An overview

The rich messaging upgrade to SMS

RCS is the evolution of the telco messaging service, SMS. Like SMS, RCS is a GSM Association (GSMA) communications standard. Unlike text-based SMS, however, RCS enables consumers and businesses to send and receive rich messages via a mobile data connection or Wi-Fi using the standard SMS inbox. Long available to Android users, RCS is supported by Apple in its iOS 18 software update, which rolled out in September 2024, and this support continues in iOS 26. This development was long awaited, because until RCS was supported on iPhones, it could not be a true successor to SMS. Omdia estimates that the RCS addressable market will immediately increase by a third with the addition of Apple devices. In France, for example, af2m (the French Association for Multimedia Services) says 85% of all smartphones today are RCS compatible. In Germany, RCS's reach exceeds that of WhatsApp.

A key advantage of RCS for consumers is that they do not need to download a messaging app such as WhatsApp to send and receive photos or videos. Messages arrive in their familiar SMS inbox and are sent from their native messaging app. Enterprises can use RCS to send more engaging and effective communications to their customers and to verify their brand as the sending identity. For enterprises, rich messages can be as simple as sending an image alongside some marketing text. The messages can be more interactive; for example, they could include buttons that allow consumers to send a quick reply, open a web link, or call a phone number. Finally, they can also be conversational: an RCS chatbot can be used to engage in a transactional journey with a consumer (e.g., purchasing a product). RCS represents a significant functional enrichment of SMS and has a high potential to deliver improved KPIs on enterprises' marketing and sales campaigns, enhanced and trusted consumer experiences, and higher-quality customer engagement.

RCS allows for much more diverse message types than SMS. Business models will likely coalesce around three messaging types (see **Figure 1**). Text-based and simple media messages will be sold at a similar price point to SMS and MMS.

Omdia commissioned research, sponsored by Infobip

Figure 1: RCS message types



Basic: A2P RCS messages that are either text based or branded with a logo to verify the sender. These messages are upgrades to SMS messages.



Single: Messages that include richer media than a simple image. Examples include messages with actionable marketing, advertising, and location sharing and the use of carousels and videos in messages.



Conversational: Messages that enable two-way interactions between brands and consumers. Examples include conversational commerce; location sharing for receiving special offers, finding a nearby store, or receiving assistance; and two-way technical support / troubleshooting (e.g., sending how-to videos).

© 2025 Omdia

Source: Omdia

RCS pricing varies by market and is defined by each mobile carrier. In general, RCS basic is often priced similarly to SMS, while RCS single is typically 20–30% higher depending on local market dynamics and over-the-top (OTT) channel pricing. RCS conversational is usually around twice the price of SMS but can be more. However, this includes a 24-hour session window for unlimited exchanges, making it cost-effective for two-way conversations such as customer care or sales.

Note that in the US, the lower tier is referred to as “rich,” which can include more features than “basic,” and “single” messages are called “rich media.” “Conversational” is not a standard offering in the country.

Some carriers position RCS as a premium product because of added value such as verified branded senders, delivery and read receipts, interactive features, and integrations such as Google Wallet or Calendar. Others price it lower to encourage adoption. Since RCS is billed per delivered message globally, overall costs can even be 5–15% lower depending on the market.

Though RCS pricing can vary by market and carrier, its rich features and higher engagement often lead to better results with fewer messages sent. For example, Infobip customer

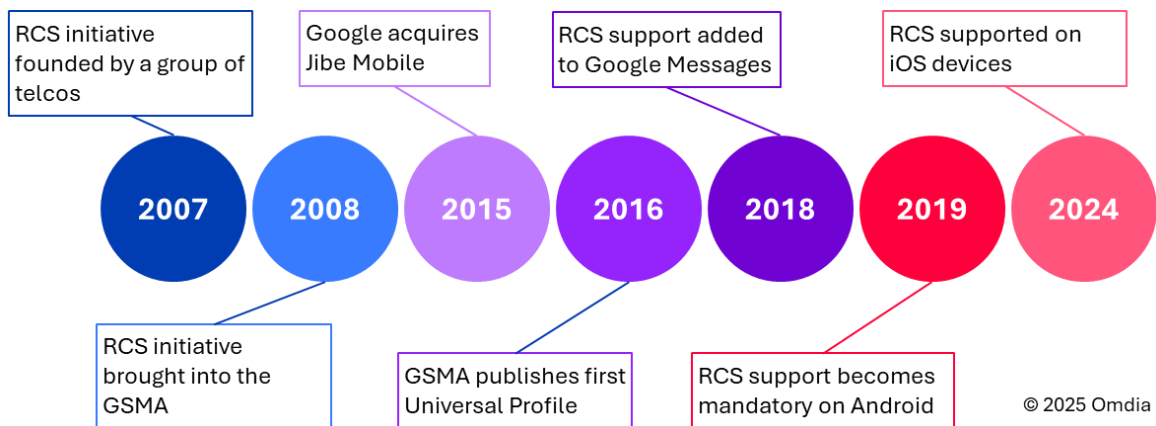
Omdia commissioned research, sponsored by Infobip

Digitaleo achieved the same campaign performance while sending 3× fewer RCS messages compared with SMS, demonstrating its efficiency and value.

Google Messages takes RCS mainstream on Android

Google has played a key role in the growth of RCS since 2016, when it acquired the RCS and hosting vendor Jibe Mobile (see **Figure 2**). The Jibe platform now serves as the backbone of the P2P and A2P channel in all but a handful of markets and allows telcos to deploy hosted RCS services, meaning they do not need to invest in their own RCS infrastructure, reducing deployment costs and minimizing risk. The acquisition of Jibe allowed Google to position itself as a leader in the RCS ecosystem alongside the GSMA. For instance, Google worked with the GSMA to produce the first Universal Profile to tackle RCS fragmentation.

Figure 2: RCS timeline



Source: Omdia

Because of competition from messaging apps and (in postpaid) unlimited SMS bundles, person-to-person (P2P, a.k.a. consumer) SMS is no longer a significant revenue earner for telcos, which has given Google free rein to intervene in the P2P RCS market with Google Messages. However, Google chose not to do the same with A2P RCS (a.k.a. B2C a.k.a. RCS for Business). Instead, the Android developer works with the telcos on their deployments of RCS for business to make it unique rather than just another OTT messaging channel.

Apple support is a vital step forward for RCS universality

Until November 2023, Apple steadfastly insisted it would not add RCS support to iOS. Apple Messages seemed destined to remain a walled garden with consumers having to use third-party apps (such as WhatsApp or Messenger) to reach their friends with rich media or to fall back on SMS or MMS. It also meant enterprises would have to use Apple Business

Omdia commissioned research, sponsored by Infobip

Messaging or another messaging app to target iOS device owners with rich media and interactive messages.

With the launch of iOS 18 in September 2024 and the addition of Apple support, RCS is the new universal messaging channel and a true evolution of SMS. The universal availability of RCS across devices gives RCS an advantage over OTT messaging apps. We already see the benefit in the US, where in May 2025 Google said it processed 1 billion RCS messages per day. Previously, we mentioned the high levels of coverage in France, and similar stories come out of Germany and the UK. Brazil, Latin America's biggest market, expects to see RCS launch over iOS 26 later this year.

RCS for Business enhances B2C communications

RCS plays a key role in the future of business messaging

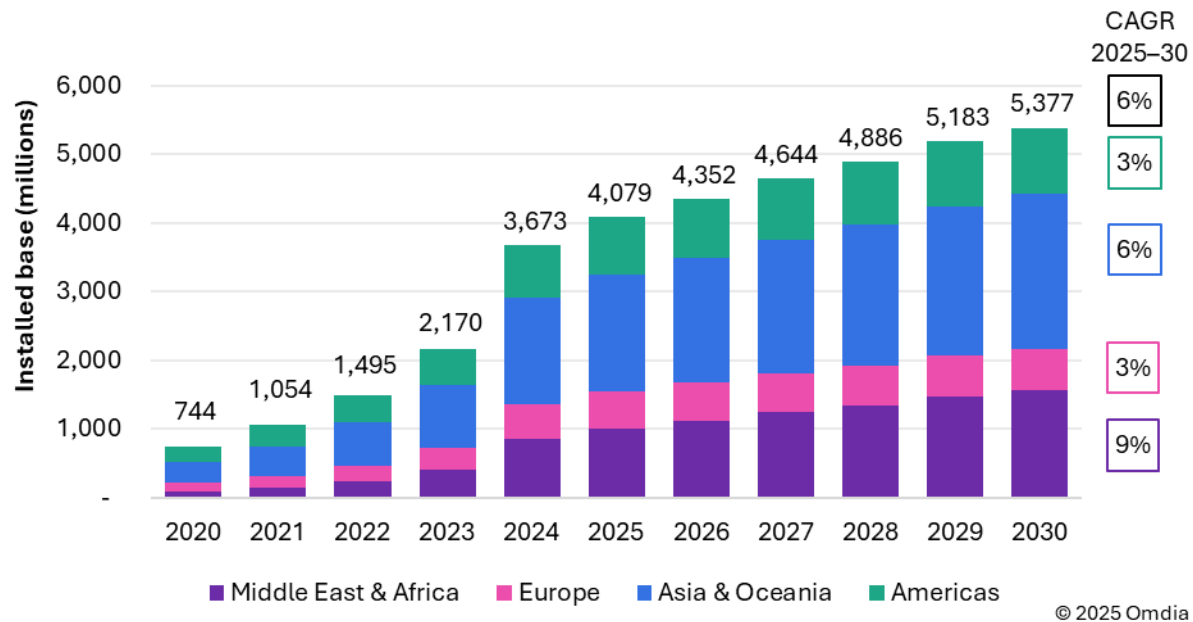
RCS for Business will breathe fresh life into messaging options for enterprises. RCS offers enterprises the ability to enable a more interactive and engaging customer experience with rich features such as

- Verified sender
- Branded sender
- Pictures and videos
- Interactive menus and carousels
- Read receipts
- Typing indicators
- Chatbot support
- Advanced analytics

The installed base represents those who own RCS-capable devices connected to a network that has enabled RCS; this installed base will send and receive a rapidly increasing amount of traffic over the next five years. **Figure 3** shows the global growth in the installed base of RCS through 2030.

Omdia commissioned research, sponsored by Infobip

Figure 3: Global RCS-enabled devices by region (excluding China), 2020–30



Source: Omdia

Omdia sees two regions as the primary drivers of penetration of RCS for Business over the coming years: the Americas and Asia & Oceania.

High iOS penetration in the US (56% of the active mobile installed base according to Omdia's *Smartphone Feature Penetration Database: Vendor & Model – 2Q25*) had suppressed RCS growth, but adoption has taken off since 4Q24. Messaging apps have not gained as big a foothold in the US as they have in other countries because of big, often unlimited, SMS bundles, leaving it wide open for RCS (which also uses the native mobile messaging app) to become a default telco messaging channel for consumers and enterprises across iOS and Android devices in the US.

In addition, Omdia expects major brands will work with US-based global marketing platforms to develop RCS-based campaigns. These companies will act as RCS trailblazers, identifying key RCS use cases and filtering their learnings down to subsidiaries in other countries. Consequently, Omdia forecasts an installed base in the US of 340 million by 2030.

These factors make the US the leading market for RCS in terms of penetration, traffic, growth and innovation.

In Asia & Oceania, China is a closed shop as far as RCS is concerned. Google (and consequently the RCS-based Google Messages) is banned in that country (which is why we

Omdia commissioned research, sponsored by Infobip

have excluded it from **Figure 3**). China has RCS, but it is a different, incompatible platform from the rest of the world. This means that in Asia & Oceania India, Indonesia, and the Philippines are the more interesting markets. By 2030, these three will have an RCS-compatible base of more than 1.2 billion devices representing over 55% of the region (excluding China).

In Latin America, Brazil and Mexico are leading the way in A2P RCS adoption, and there is already strong interest and use among enterprises such as Comex. Omdia expects the RCS base to be 113 million for Mexico and 171 million for Brazil by 2030, the latter aided by an expected 2026 launch of RCS over iOS 26.

Europe will see its RCS base grow from 531 million in 2025 to 604 million in 2030. France, with its 77% Android penetration (67% in Germany and 66% in the UK), has an advantage because its existing user base creates a head start for RCS for Business. Spain has a high Android penetration at 86%, but its smaller overall population makes it less of a priority for operators in rolling out RCS for Business. Omdia expects that many of the smaller countries in Europe will be slower to roll out A2P RCS.

The Middle East & Africa will be the smallest region for A2P RCS, but penetration in this region will grow fastest. The Middle East & Africa will have a larger RCS base than Europe by 2030, at 1.5 billion, but lower A2P RCS traffic.

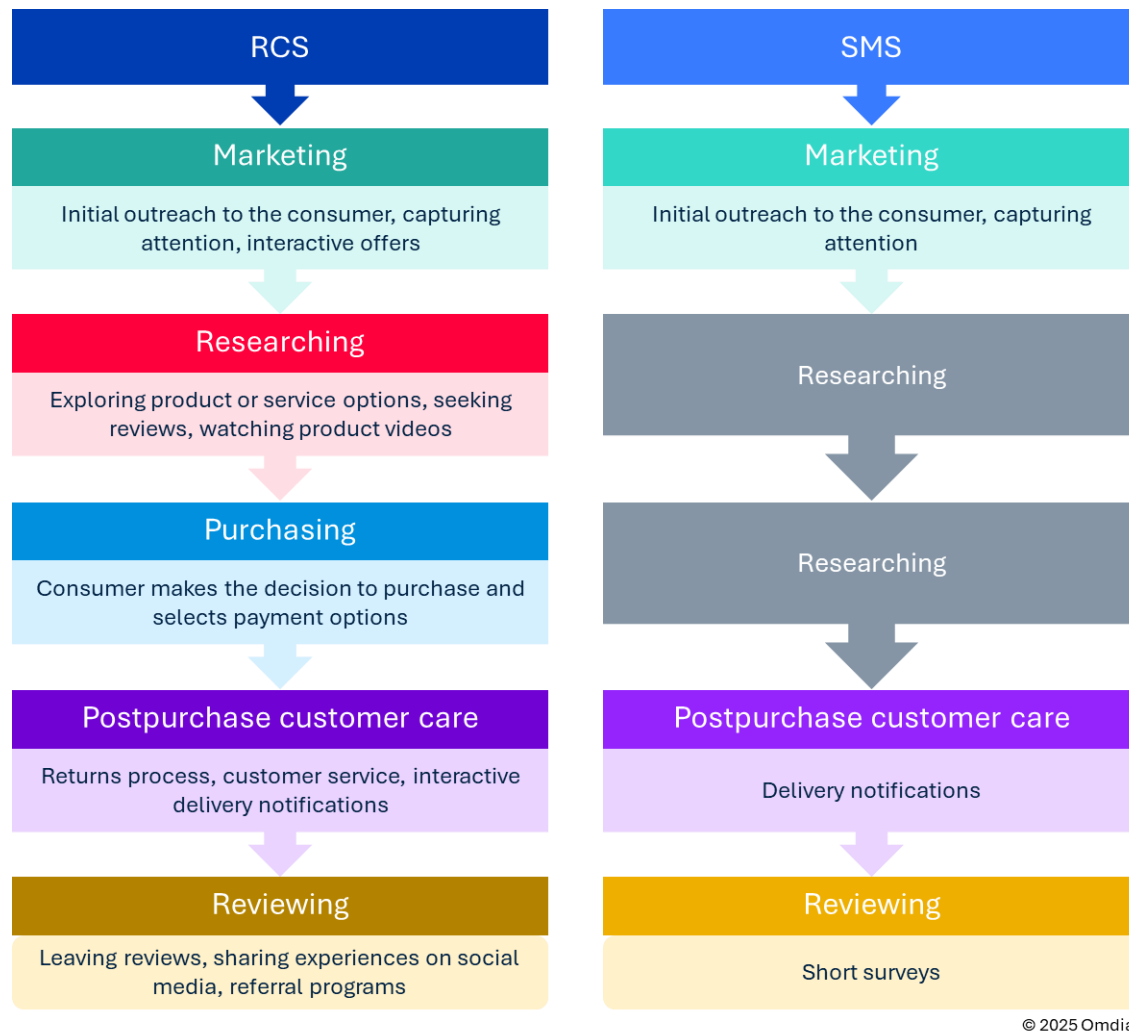
A rich set of use cases for a richer communications channel

Beyond marketing to supporting the whole customer journey

SMS works very well for marketing messages when it comes to reaching the widest possible audience with reliable and speedy delivery. However, RCS gives enterprises a telco-owned and regulated messaging option that allows them to take consumers through the entire customer journey from the initial marketing pitch right through to purchase and beyond (see **Figure 4**).

Omdia commissioned research, sponsored by Infobip

Figure 4: RCS vs. SMS through the customer journey



Source: Omdia

Of course, enterprises can engage with their customers using messaging apps or an enterprise's own dedicated app. However, different messaging apps are popular in different countries. There is also fragmentation of messaging apps within countries: two or three apps may have similar penetration levels, which affects the size of an app's addressable market within a country and, consequently, its accessibility to enterprises. Consumers may also be unwilling to engage with brands on their preferred messaging app, wishing to use it only for personal communications. Meanwhile, dedicated brand apps rely on consumers to download and install them on their devices.

RCS, on the other hand, will be available on almost any smartphone regardless of the operating system. With a verified sender on RCS (i.e., a verified brand), consumers can also

Omdia commissioned research, sponsored by Infobip

be sure that they are having a genuine interaction with the business sending the message. RCS for Business can be part of a strategy to drive traffic to dedicated apps, reassuring customers that the usage and communication is genuine.

Enabling the entire user journey on one channel, RCS allows for a seamless consumer experience.

Authentication makes RCS an ideal channel for secure communications

In Omdia's view, RCS's verified-sender feature is a key factor making it the messaging channel of choice for enterprises. Because the verification is carried out by telcos, which have elevated levels of consumer trust, RCS has an edge against any verification that messaging apps perform when onboarding enterprises to their channel.

The GSMA added end-to-end encryption (E2EE) for A2P RCS messages in 2025's Universal Profile 3.0, raising the security level of RCS. This was available on Android but was previously an open question with Apple; the GSMA has removed any doubt. Unlike messaging apps, however, any telco messaging service must be compliant with domestic telco regulations, which typically include lawful interception for security and law enforcement agencies.

Innovation is key to maximizing the business benefits of RCS

For businesses to get the most out of RCS, they need to explore all the channel's options. Though it is sensible to start with the known use cases—migrating simple text-based messages or messages with a single image from SMS and MMS to RCS—businesses should experiment with the channel's richer media capabilities. Two-way, conversational messaging opens another door for enterprises looking to get the most out of customer interaction. RCS features such as the following allow for a multitude of interactive and rewarding experiences:

- Adding brand colors and integrating a logo into conversations
- Sharing documents
- Videos
- Menu carousels
- Rich cards
- Maps

Omdia commissioned research, sponsored by Infobip

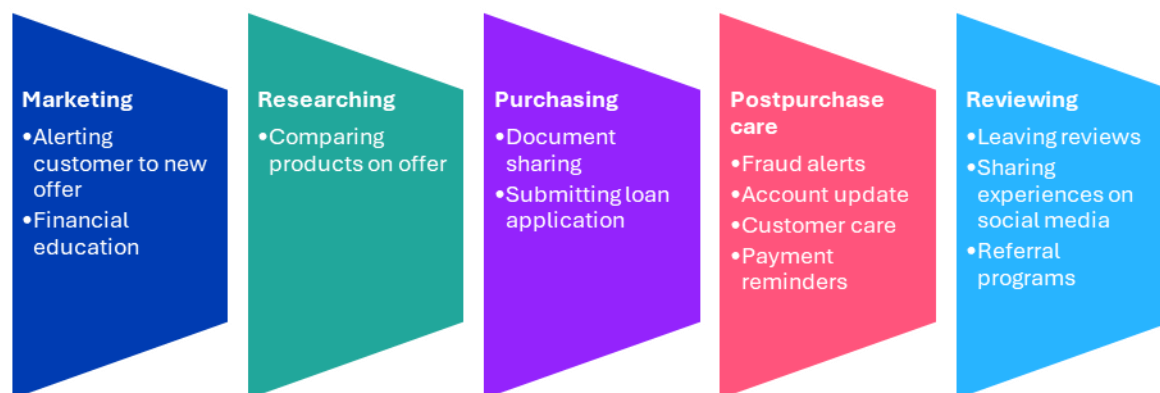
Looking to the future: The role of AI and generative AI in RCS

Personalization moves a marketing campaign from generic to highly relevant and is exceptionally engaging for consumers. Generative AI (GenAI) will allow enterprises to create ultra-personalized experiences, learning from every interaction with every individual to craft communications that are most likely to generate interest, prompt a sale, or provide enhanced customer care. And because an AI-powered chatbot can respond to conversational language, the interactions will feel genuine. Leveraging RCS conversational mode and the capabilities of GenAI, interactions will be almost humanlike. This means GenAI will allow chatbots to shift from support conversations to personalized product recommendations and from there into a continuing cycle of customer engagement.

RCS in finance

Conversational banking allows financial institutions to turn a simple marketing campaign into an application and to provide customer service functionality within a chat. Banks can use AI to offer personalized financial advice, prompting customers to investigate additional products and services while checking on their current products. The RCS ecosystem has built a suite of APIs covering fundamental finance-oriented capabilities such as number verification, SIM swap, and device location for payments validation. RCS conversation mode enables customers to respond directly to important notifications such as fraud alerts rather than having to separately call a customer service center.

Figure 5: RCS through the finance customer journey



© 2025 Omdia

Source: Omdia

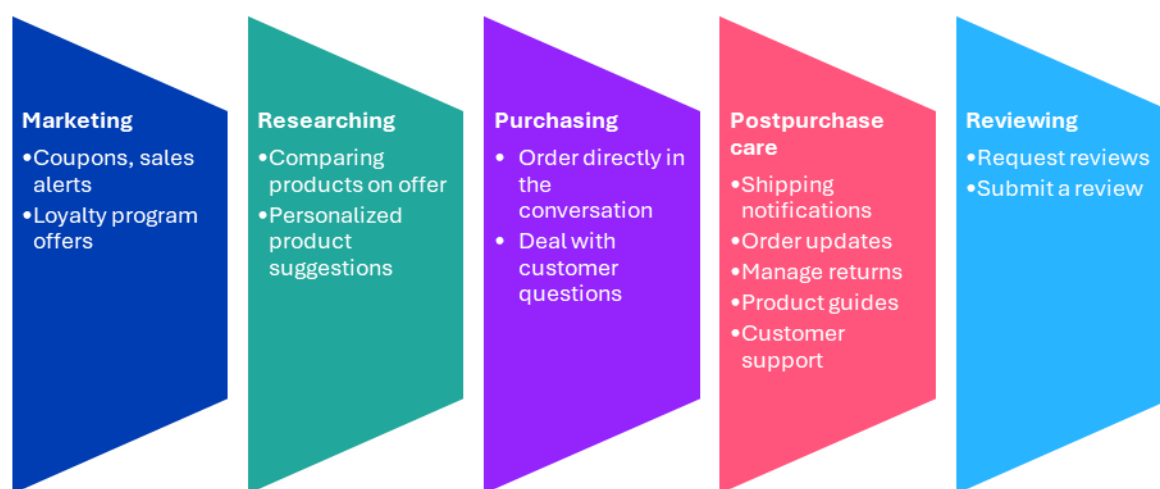
Omdia commissioned research, sponsored by Infobip

RCS in retail

A loyalty scheme run via RCS can prompt an entire user journey from initial approach to the customer with an offer right through to the review process. The customer can browse products via a carousel and ask questions in the chat. That advice can prompt a sale, with order updates, review requests, and eventually more personalized offers.

Knowing what a customer has ordered, a retailer can send proactive guidance on how to use a product. Abandoned carts can be followed up, not with an email but with a selection of offers tailored to the customer, who can then order directly in the conversation.

Figure 6: RCS through the retail customer journey



© 2025 Omdia

Source: Omdia

Understanding the business benefits of RCS

More effective marketing campaigns, enhanced customer care, and communications

RCS for Business enables interesting use cases to enhance the customer journey, and it is proven to deliver higher KPIs.

Conversations open a variety of options for enterprises across many verticals. The entire customer care journey, for instance, could take place in an RCS conversation with AI providing a more genuine, personalized, and humanized experience by enabling the

Omdia commissioned research, sponsored by Infobip

chatbot to understand conversational language and reply in kind. Retailers can create interactive product catalogs directly within a chat and send personalized recommendations within retargeted messages. In finance, RCS allows banks to send personalized fraud alerts and enables consumers to act on the alert within their RCS-based messaging app or call the bank with the tap of a button rather than having to search for the number. RCS can be used within healthcare to combine appointment scheduling with personalized healthcare advice, telehealth services, and medication reminders.

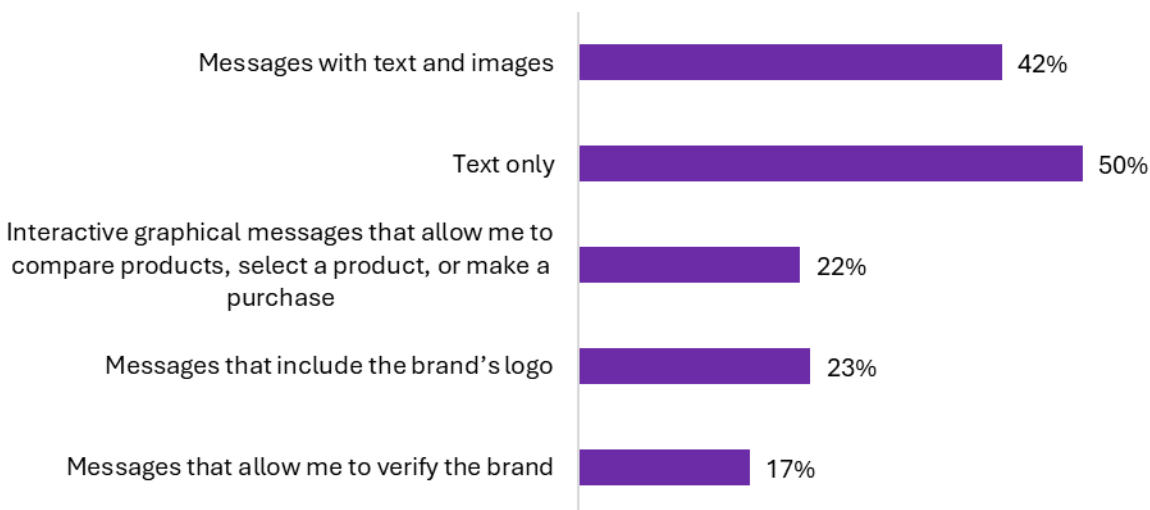
Conversational customer experience platform provider Infobip has helped businesses deliver successful RCS campaigns, and they have reported real increases in outcomes. Infobip and partners Verizon and Clerk Chat helped the NFL team Los Angeles Rams build an RCS application for its fans to browse the team's schedule and purchase tickets. This was an overwhelming success, with the Rams reporting 60% growth in ticket sales and 70% lift in engagement compared with the previous application based on traditional SMS. Similarly, French local marketing company Digitaleo finds 3× higher conversion rates with RCS versus SMS from richer messages (image, video, interactivity) with a 10% lower cost per click.

Brazilian fintech UME uses a combination of RCS messages, RCS conversations, and chatbots. The company reports 80% of chatbot conversations are resolved without human intervention. More importantly, it reports 100% conversation rate for debt collection via RCS compared with 60% for SMS, demonstrating increased customer engagement and trust.

Some enterprises might hold back from using RCS out of fear that consumers do not want to receive RCS for Business messages, but Omdia's Digital Consumer Insights 2024 survey (see **Figure 7**) shows that even though most consumers have limited exposure to media-rich business messaging, nearly a quarter of global consumers are interested in messages that allow them to perform the research stage of the customer journey. Nearly half are interested in messages that combine text and images. Omdia expects consumers to prefer more interactive messages as they become exposed to them.

Omdia commissioned research, sponsored by Infobip

Figure 7: What format of marketing/notification messages from businesses do you most prefer?



Notes: Survey conducted in Australia, Brazil, Canada, China, Egypt, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Saudi Arabia, South Africa, South Korea, Spain, Turkey, UK, and US.
Total respondents: 16,277

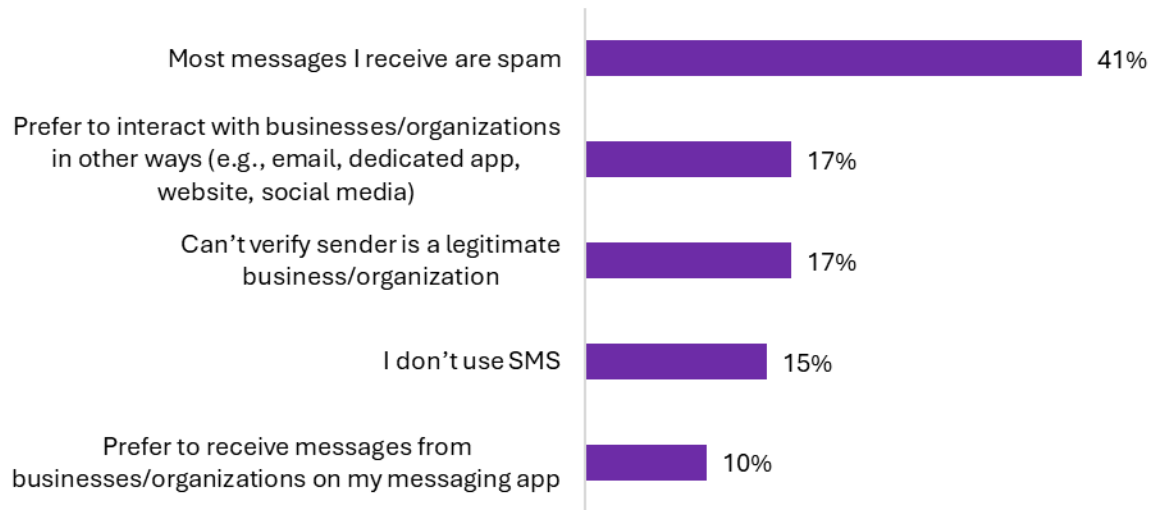
© 2025 Omdia

Source: Omdia

In fact, consumers do not want to open SMS messages from unrecognized numbers. A2P SMS revenue has been affected by years of consumers receiving unsolicited and unwanted messages from unverified senders; responding to SMS from unverified senders is riddled with dangers. Data from Omdia's Digital Consumer Insights 2024 survey backs this up: 41% of respondents told us that they do not open messages from businesses because they perceive that most of them are spam (see **Figure 8**). A further 17% said they do not open messages because they cannot verify that the sender is legitimate.

Omdia commissioned research, sponsored by Infobip

Figure 8: Why don't you open messages from businesses/organizations on your mobile phone?



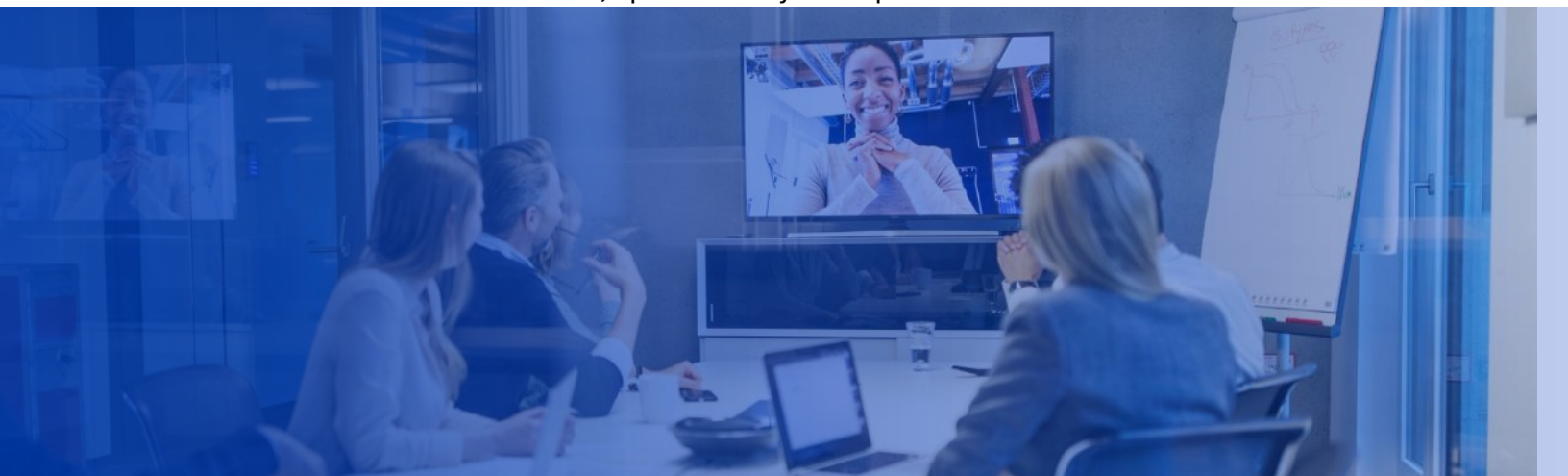
Notes: Survey conducted in Australia, Brazil, Canada, China, Egypt, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Saudi Arabia, South Africa, South Korea, Spain, Turkey, UK, and US.
Total respondents: 3,750

© 2025 Omdia

Source: Omdia

With verified sender on RCS, businesses can begin to gain consumers' trust once more, meaning consumers are more likely to open messages. In addition, because RCS has read receipts, enterprises can see exactly how effective their campaigns are.

Omdia commissioned research, sponsored by Infobip



Recommendations

RCS is entering a high-growth phase, driven by Apple support, Google's Jibe platform, and telco adoption. For enterprises, it offers a verified, rich, and secure alternative to SMS that improves engagement rates by up to 3× while reducing campaign costs.

Upgrade your text-message marketing plans to RCS

Your customers will engage more with campaigns because of richer communications (images, video, carousels, etc.) and because they are reassured that they are not being spammed. Those in the vanguard of RCS marketing report higher close rates than they had with short-message campaigns.

Replicate your e-commerce applications in RCS

Increasingly, consumers want all their apps on their phones and use laptops less. RCS benefits from using the native messaging apps in their phones (nothing to download and install), and the RCS ecosystem has developed a rich suite of APIs to validate transactions. Consumers rate "trust" highly when using their debit and credit cards on their mobile phones, and RCS APIs build that trust. Businesses that have already implemented RCS-based e-commerce say their sales are up over traditional SMS-based efforts.

Build customer experience and engagement platforms on RCS

Image- and video-rich experiences and interactivity create more compelling customer experiences, for example, in customer care. RCS conversation pricing creates an attractive model for interactive engagement such as care or sales. As before, leveraging a consumer's native messaging app, obviating the need to download and install specialized software,

Omdia commissioned research, sponsored by Infobip

makes RCS convenient to use. RCS-enabled businesses report higher levels of engagement with the richer, more trustworthy technology.

[Explore opportunities with generative AI in your RCS applications](#)

Marketing, e-commerce, and customer experience engagements have greater power with consumers when they are personalized as much as possible. GenAI does that in two ways: using AI technology improves targeting and customization so personalized messages arrive at the right time to maximize success, and GenAI-powered chatbots leverage RCS's conversational capabilities to humanize interactions with customers.

Omdia commissioned research, sponsored by Infobip

Appendix

Methodology

This white paper makes use of Omdia messaging forecasts and the results of the Digital Consumer Insights Survey 2024 together with previous Omdia writings on RCS and industry conversations.

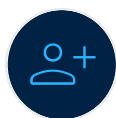
Further reading

[Smartphone Feature Penetration Database: Vendor & Model – 2Q25](#) (September 2025)

GSMA, “[Universal Profile](#),” retrieved May 2025

Af2m, “[En France, 77% du parc de smartphones est désormais compatible RCS](#),”

September 12, 2025



Wally Swain, Principal Consultant, Telecoms

askananalyst@omdia.com

Omdia consulting

Omdia is a market-leading data, research, and consulting business focused on helping digital service providers, technology companies, and enterprise decision makers thrive in the connected digital economy. Through our global base of analysts, we offer expert analysis and strategic insight across the IT, telecoms, and media industries.

We create business advantage for our customers by providing actionable insight to support business planning, product development, and go-to-market initiatives.

Our unique combination of authoritative data, market analysis, and vertical industry expertise is designed to empower decision-making, helping our clients profit from new technologies and capitalize on evolving business models.

Omdia is part of Informa TechTarget, a B2B information services business serving the technology, media, and telecoms sector. The Informa group is listed on the London Stock Exchange.

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Omdia’s consulting team may be able to help your company identify future trends and opportunities.

Copyright notice and disclaimer

The Omdia research, data, and information referenced herein (the “Omdia Materials”) are the copyrighted property of TechTarget, Inc. and its subsidiaries or affiliates (together “Informa TechTarget”) or its third-party data providers and represent data, research, opinions, or viewpoints published by Informa TechTarget and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice, and Informa TechTarget does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa TechTarget and its affiliates, officers, directors, employees, agents, and third-party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa TechTarget will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.

Get in touch

www.omdia.com
askananalyst@omdia.com

