



RCS: The future of business messaging is here

Gain a competitive edge, build trust and enhance security with personalized, rich media messaging delivered directly to your customers' phone inbox. Ensuring confidential and convenient communication always.



iOS 18's integration of RCS empowers financial institutions to connect with billions of customers globally through a universal, interactive messaging channel.

From account alerts and fraud notifications to personalized financial offers and support, RCS is reshaping customer interactions in banking. Omdia predicts a remarkable 1184% growth in RCS traffic by 2029, empowering banks and financial services to deliver interactive experiences within customers' existing phone inbox. This simple, impactful approach builds trust and enhances loyalty.

< Messages

RCS Business Messages ☒

Your network provider will send, receive and verify your RCS business messages.

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Infobip Rich Messaging

RCS Business Messaging brings rich experiences, right into your inbox. On iPhone!!!

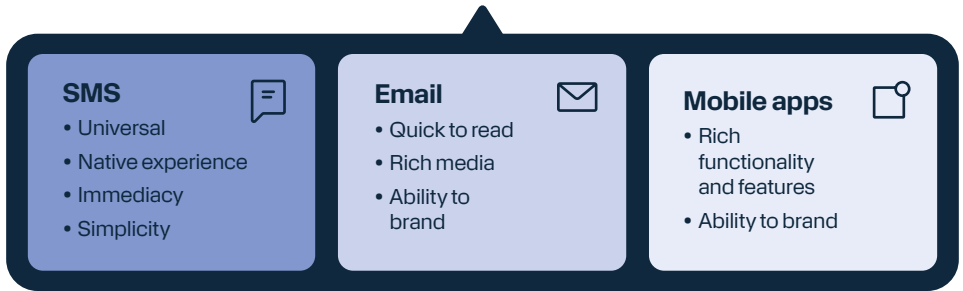
Options

Explore RCS

Find out more



All-in-one Solution: RCS combines the best of email, SMS, and mobile apps



Traditional forms of automated messaging leave customers frustrated

73%

of all banking interactions are **fully digital**

70%

of banking customers are looking for **personalized financial advice**, but only 26% are satisfied with the level of personalization

+1700

Active Banking and Finance customers globally, with 100+ billion interactions in 2023 on Infobip platform

Your partner in creating successful banking and finance stories

bankbazar.com

130%

Higher click-through rate

CO
vea

11%

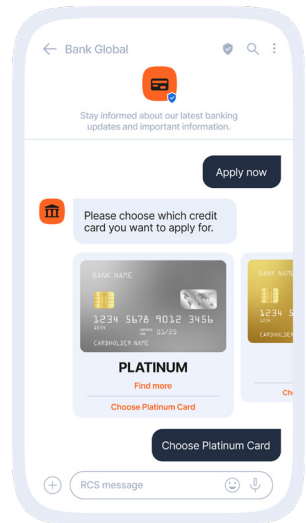
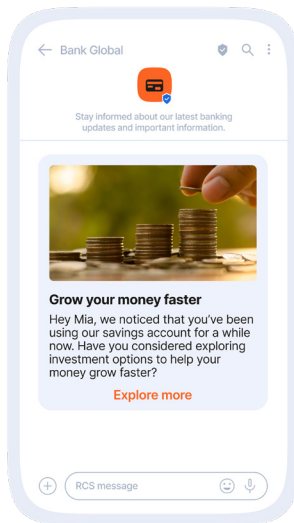
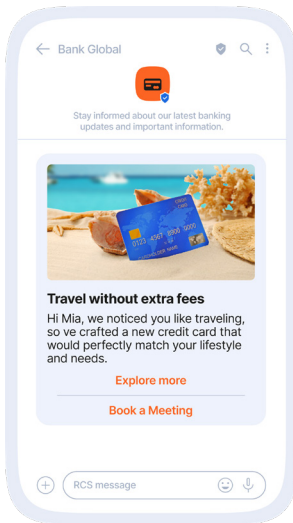
Higher conversion rate

niva
Health Insurance

80%

ROI

Cover all steps of the customer journey in a single chat



Discovery

- Send relevant banking products and services updates
- Connect with experts
- Provide support during credit facilitation or financing
- Electronic Know Your Customer
- Highlight and manage FAQs
- Assist in the search for nearby branches
- Offer appointment booking
- Automate new account creation

Onboarding & acquiring

- Send order confirmations, billing & delivery information and issue e-receipts
- Manage subscriptions or repeat purchases
- Deliver security codes and authenticate transactions
- Provide a guided product unboxing/ setup process
- Provide in-person level of customer support

Retention & Growth

- Promote and inform on loyalty
- Send customer satisfaction surveys
- Manage refunds and returns
- Create special promotions
- Send new service recommendations
- Send e-policy renewal reminders
- Provide self-service contact information updates

Experience the benefits of RCS. Contact us today for a demo and discover how Infobip can help your business thrive with RCS.

Navigating the world of RCS can be complex, but you don't have to do it alone. Infobip is your trusted partner for implementing and maximizing the potential of RCS. We offer a comprehensive suite of solutions, including:

- **RCS campaign management:** Easily create and manage engaging RCS campaigns.
- **Chatbot building:** Develop intelligent chatbots that enhance CX through
- **RCS Analytics:** Gain valuable insights into campaign performance and customer behavior

About Infobip

The world's most connected cloud communication platform.

Elements of Trust

- Secure
- Global
- Compliant
- Performant
- Reliable

Founding Principles

- Innovation
- Integrity
- Impact
- Trust

Technology Shifts

- Digital Transformation
- Omnichannel
- Security
- Cloud
- IoT

By the Numbers:

9,700+

Global
Connections

40+

Data
Centers

24bn+

Monthly
Interactions

10k+

Business
Customers

For more on Infobip's RCS Business Messaging services, visit our webpage
www.infobip.com/rcs