

E-BOOK

The RCS playbook

Turning every text into an experience



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The RCS playbook:

Turning every text into an experience

[RCS \(Rich Communication Services\)](#) is here to redefine business messaging, with some businesses seeing 42% more engagement, a 9% increase in average cart sizes, and a 2.5x boost in conversion rates compared to other messaging channels.

And with Apple now starting to support [RCS for Business](#), we want to show you how this opens the door for creating richer, more personalized experiences directly in your customers' native mobile inboxes, with no extra apps required.

In this playbook, you'll see why RCS is the ultimate tool for transforming your digital communications and connecting with your customers like never before.

Ready? Let's dive in!

42%

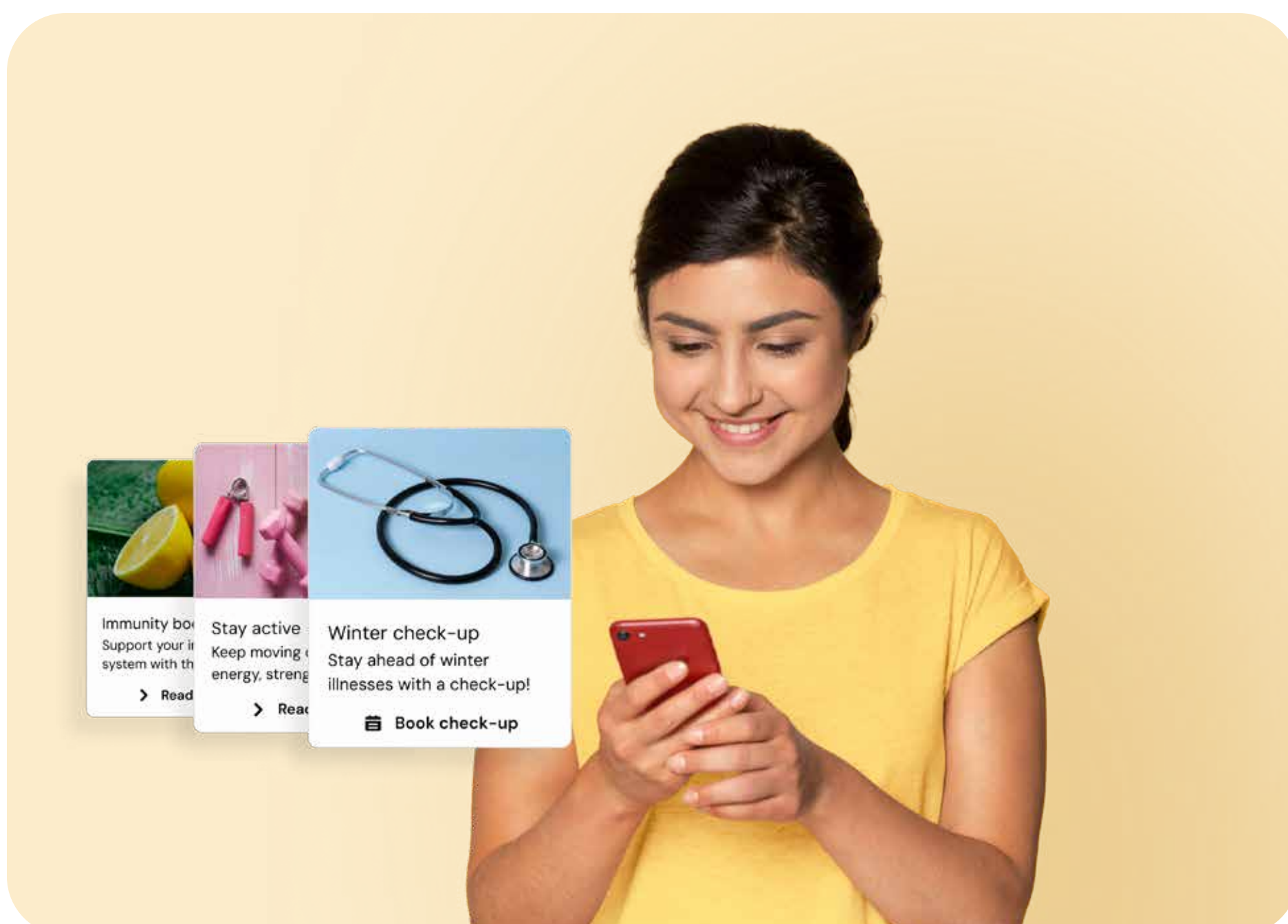
more engagement

9%

increase on average
cart sizes

2.5x

boost in conversion
rates



CHAPTER 1

What is RCS? The modern messaging standard

RCS (Rich Communication Services) is a person-to-person messaging protocol designed to deliver better experiences across [Apple](#) and Android devices. Think of it as a richer, more engaging alternative to regular texting, with high-resolution images, videos, reactions, and typing indicators.

RCS for Business puts this technology to work for business-consumer communications and takes it even further.

Understanding RCS for Business

RCS for Business takes messaging to the next level, offering powerful ways to engage with customers and drive results:

- Send branded, verified messages with cards, carousels, suggested actions, and more, straight to your customers' native messaging inboxes.
- Enable dynamic conversations.
- Gain access to improved analytics like read rates to help refine your messaging strategy.
- Reach your messaging goals, whatever they may be.

Whether you need to send a quick delivery update or build an immersive AI-driven conversational experience, [RCS for Business offers three messaging types](#) to suit your goals:

Put simply, RCS upgrades personal texting, while the business solution redefines what's possible in business messaging.

Discover more in our post, ["What is RCS messaging? Google's communication chat protocol explained."](#)

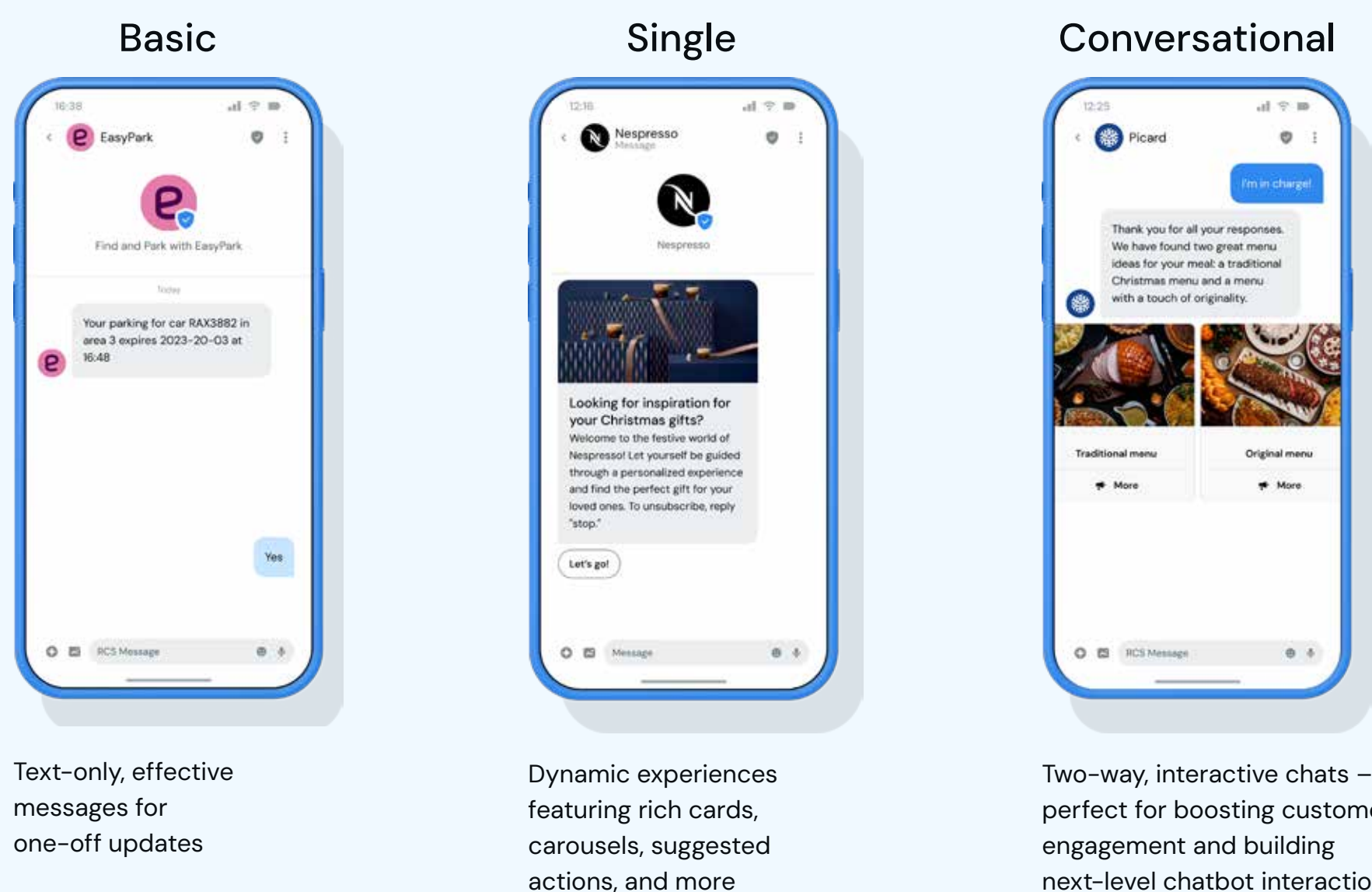
To keep things clearer, when we talk about RCS in the following chapters, we're referring to RCS for Business.

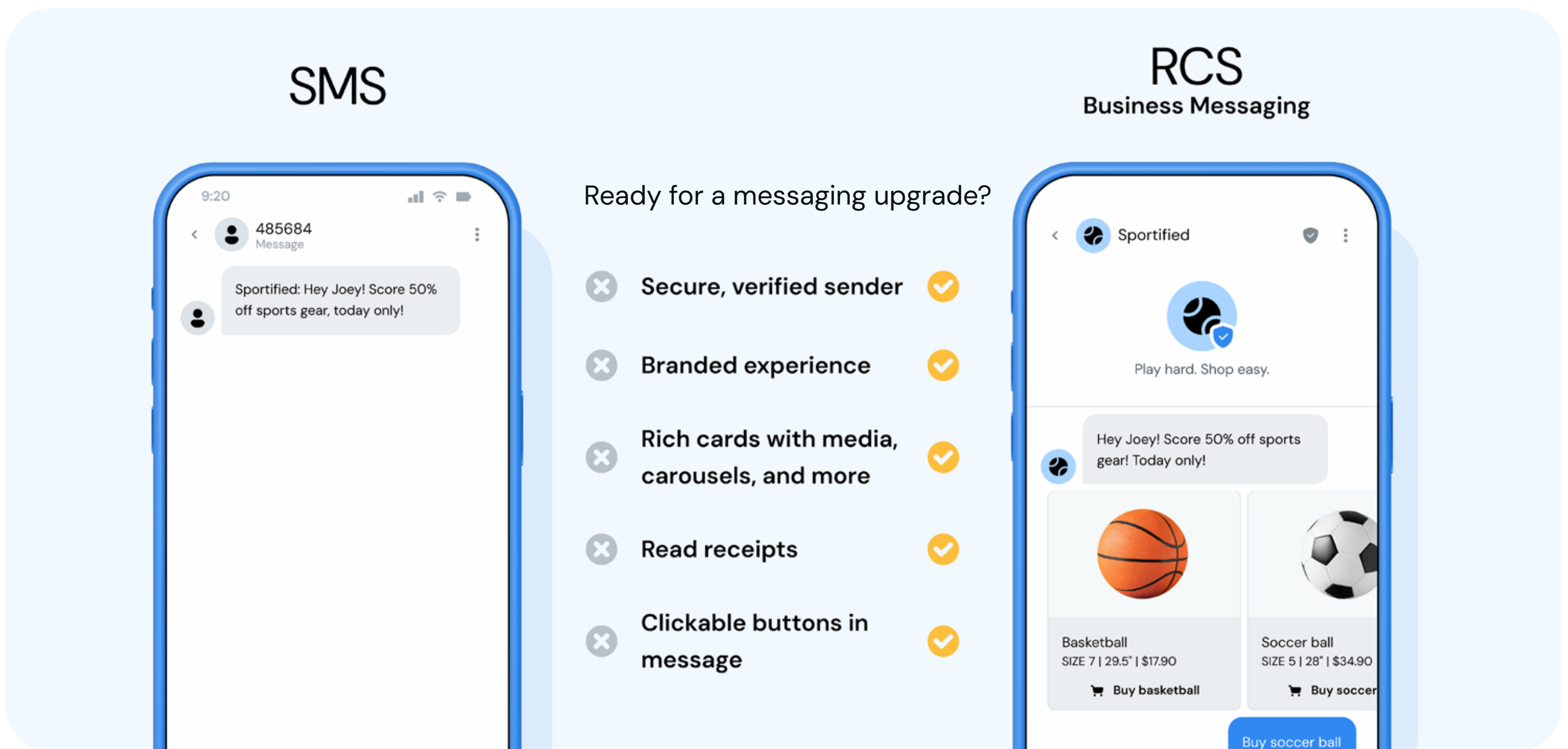
How far has RCS adoption come?

[RCS started out as Android-only](#) and has really taken off recently with Apple starting to roll it out for both personal and business messaging for select markets and carriers in 2024. This is a big step toward making RCS available everywhere.

Now, with support from both major operating systems and more users and businesses jumping on board, RCS is only going to keep growing.

Basic, Single and Conversational RCS for business messaging at a glance





Is RCS the new SMS and MMS?

SMS has been the go-to for mobile messaging for decades, offering simplicity and universal reach, but it has its limitations. And as the way people communicate evolves, so must the tools businesses use to engage with them. Let's break down the [key differences between SMS and RCS](#) to help you understand where each fits into your communication strategy.

SMS: Reliable, familiar, and everywhere

SMS is the OG of mobile messaging. It can reach nearly everyone with a phone, no WiFi required. It's simple, reliable, and works great for basic interactions or as a fallback when other channels fail, but its features are limited compared to richer channels like RCS or WhatsApp. [How is RCS different from MMS](#), you ask? It works for sending images or videos in certain markets, but it can't match the interactivity of richer messaging channels.

RCS: The next step in mobile messaging

RCS delivers a better experience than SMS on both Android and compatible iOS devices, similar to over-the-top (OTT) channels like WhatsApp. But the big difference is that RCS messages are delivered to a user's native message inbox, meaning there's no need for users to download a third-party app! Plus, RCS works over both Wi-Fi and cellular data networks (like 4G or 5G).

With features like real-time, branded messaging, rich media, suggested replies and actions, read receipts, verified senders, and more, RCS business messages are a powerful way to create memorable experiences with higher engagement rates – and with a [messaging API](#), it's easier than ever to make that happen.

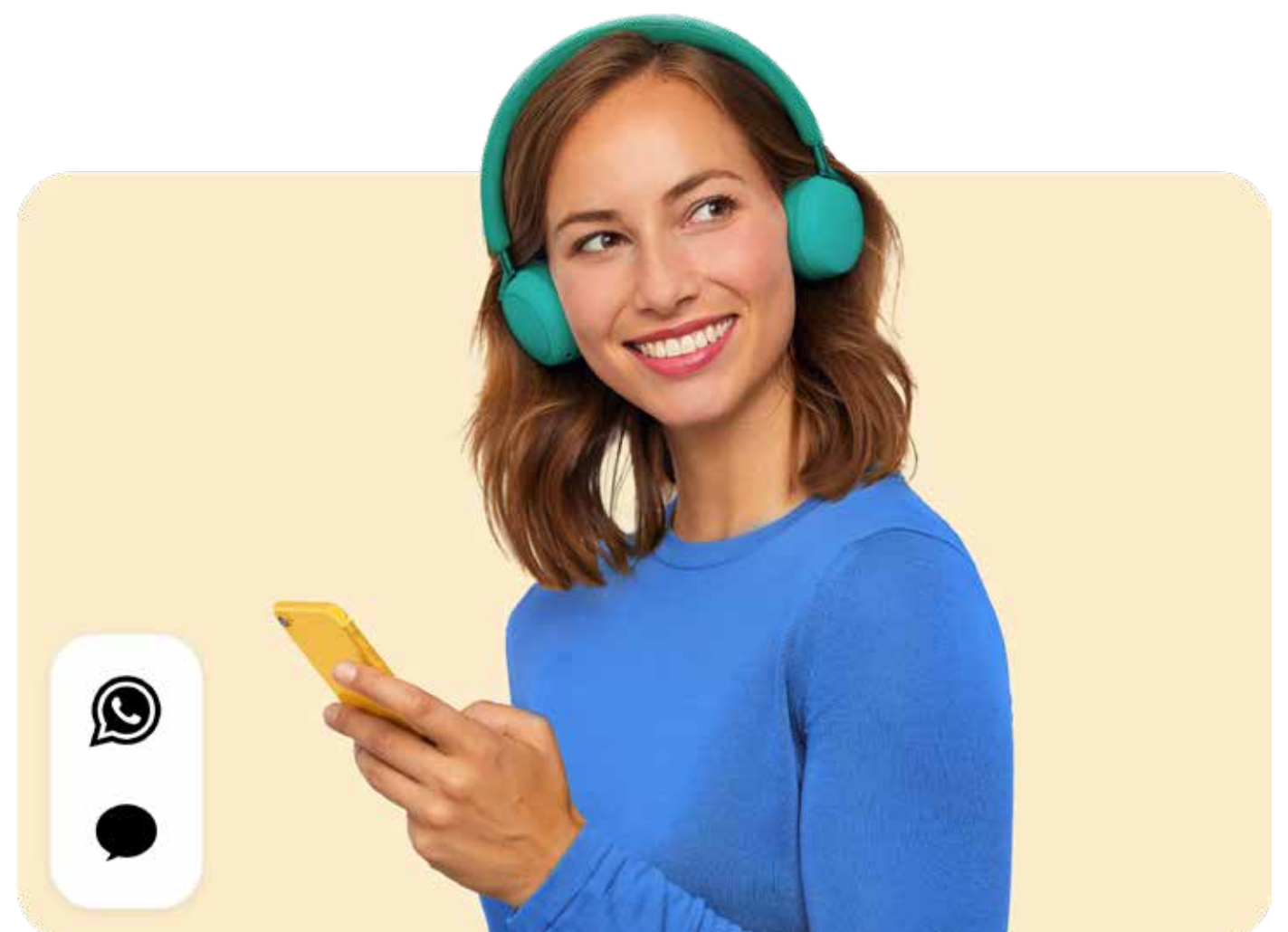
RCS, WhatsApp, iMessage: Better together?

[RCS and WhatsApp](#) have a lot in common. Both offer rich messaging features like high-quality media, read receipts, and interactive options. With Apple now supporting RCS, it's easy to wonder if RCS might someday replace WhatsApp.

But it's not about replacing – these channels excel in different ways, making them complementary rather than interchangeable. That's why it's important to tailor your communication strategy to your customers to meet them where they are and better reach your goals.

Wondering where iMessage stands in all this (or rather, its business version, Apple Messages for Business)? Again, it all comes down to your goals and audience. Check out our dedicated blog, ["RCS vs iMessage: What's the difference?"](#) to understand each channel's unique benefits.

Now, let's dive deeper into what makes RCS such a game-changer for business communications and how companies are using it to drive results.



CHAPTER 2

Building trust, one RCS message at a time

Did you know that [87% of consumers](#) actively avoid buying from brands they don't trust, and [71% of customers](#) will cut ties if that trust is broken?

Establishing trust with your customers is essential for building a strong relationship – one where they remain engaged, informed, safe, and happy.

87%

of consumers actively avoid buying from brands they don't trust

71%

of customers will cut ties if that trust is broken

Luckily, there's a solution for that. With RCS, every message is branded and verified and lands straight in your customer's native mobile messaging app, [ensuring a secure, reliable experience](#).

Let's break down how it works.

Get recognized instantly

With RCS, your customers never have to wonder, "who's this?" again – your [verified sender profile](#) displays your brand name and logo in every message. Instant recognition means zero guesswork, and total confidence in your messages.

Trustworthy interactions, every time

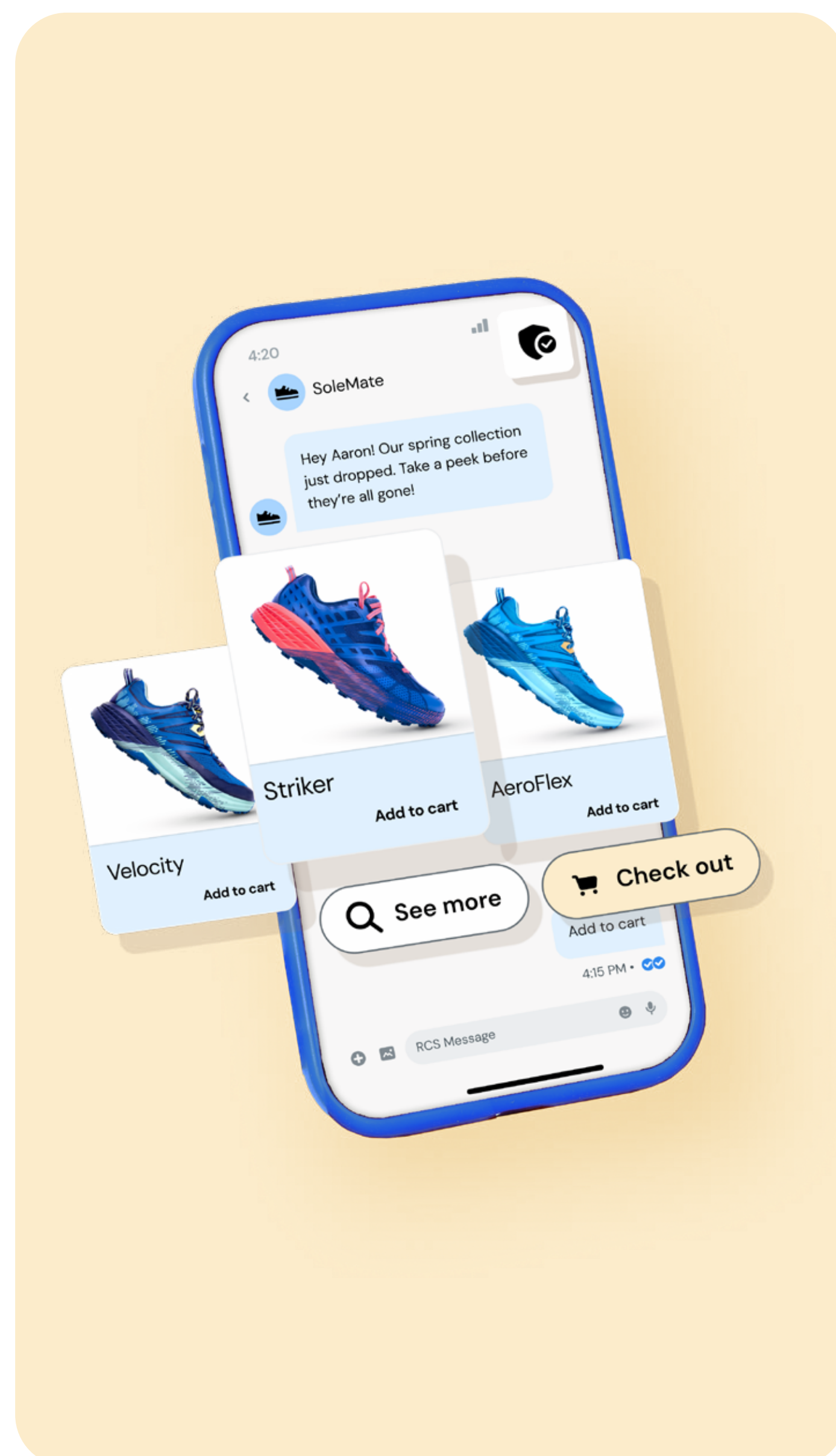
As a user, engaging with a verified sender profile gives you extra peace of mind for important updates like [one-time passwords](#) or fraud alerts. RCS helps build trust by making interactions feel more familiar and authentic.

Say "goodbye" to spam

Spam and unwanted messages? No, thank you. Only verified businesses get to send [branded RCS messages](#), so your customers get messages they can trust from brands they know – no shady senders allowed.

Messaging that respects boundaries

Customers call the shots. They only get messages they've signed up for – so it's totally on their terms. Plus, RCS supports encryption to keep those interactions secure and private. And for your business? You're reaching an audience that actually wants to hear from you – while ensuring their data stays safe



CHAPTER 3

Text an experience with RCS

Regardless of your goal, RCS can help bring your messages to life.

Businesses using RCS have seen [200% increases](#) in click rates compared to other channels – proof that engaging messages lead to a better customer experience.

But what makes RCS so powerful? Let us give you a few examples.

200%

increase in click rates
vs. email

500%

Up to 500% higher
engagement rates
vs. SMS*

20%

click-through rates

No downloads, just conversations

RCS works right in your customers' native messaging apps – no downloads, no hassle. It's smooth, seamless, and makes connecting with your customers as easy as possible.

More than just a text

Pixelation? Not with RCS. You can add high-resolution images, videos, maps, and more. When visuals boost click-through rates [by 52%](#), why stick to plain text? Your customers will love the sharp details, and even better, they can interact with those messages in real-time.

Instant responses

Quick-reply buttons make it easy for your customers to respond with just a tap. And with AI integration, you can keep them engaged with instant, personalized conversations that fit their needs in the moment, with minimal typing required!

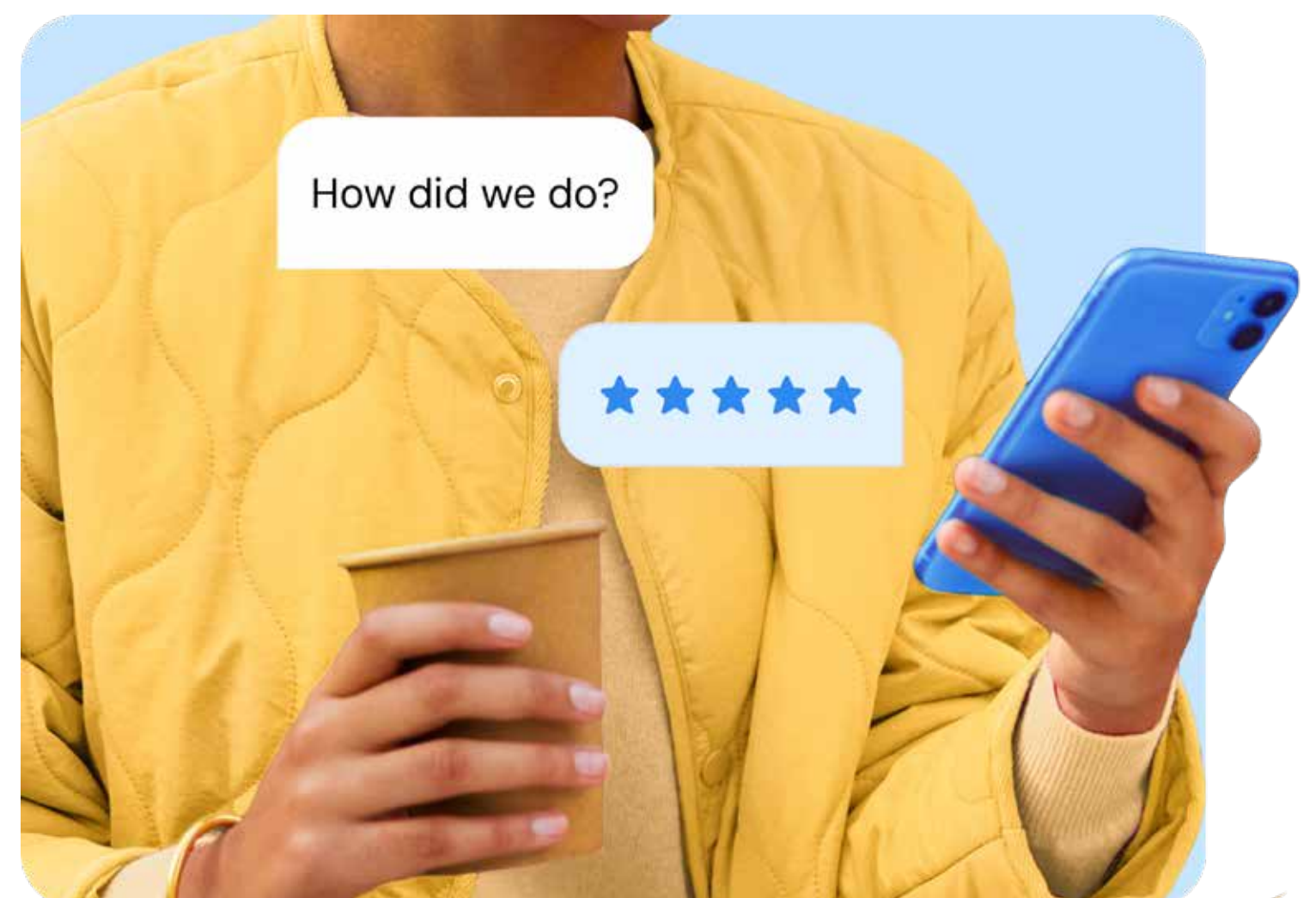
Showcase your offers

Carousels in RCS mean you can present multiple items or offers in a single message. This means customers can swipe through your latest and greatest, all without ever leaving their messaging app.

Unparalleled engagement

You've heard that RCS is interactive, but what does that mean? It means your customers can act on your messages rather than just read them. From booking appointments to making purchases or signing up for events, businesses have seen [RCS engagement rates](#) soar by up to 500%* compared to SMS!

*Source: Google, 2024



CHAPTER 4

Turn every interaction into real results

Let's face it – time is money, and as a business, you need tools that help you work smarter, not harder.

That's where RCS comes in. With [Apple finally on board](#), you should be prepared for it to become the most effective way to reach customers right where they spend their time: their native mobile inbox. No apps to download, no extra steps.

But how exactly do [RCS statistics](#) stack up when it comes to boosting business efficiency? We've got a few ways.

Actionable insights

Wondering who read your RCS message? You'll know. Curious how long they stayed engaged? It's about [45 seconds](#) on average! Detailed analytics track everything from delivery to read rates, giving you the data you need to make better decisions and fine-tune your strategy.

Branded messaging means instant impact

Forget wasting time explaining who you are, because every RCS business message comes branded. This helps your customers instantly recognize it's you, helping you cut through the noise and build trust faster.

Quick replies, fast conversations

Two-way conversations have never been easier. Quick-reply buttons let customers respond instantly, without having to type a thing. This means faster customer service, quicker resolutions, and fewer abandoned messages.

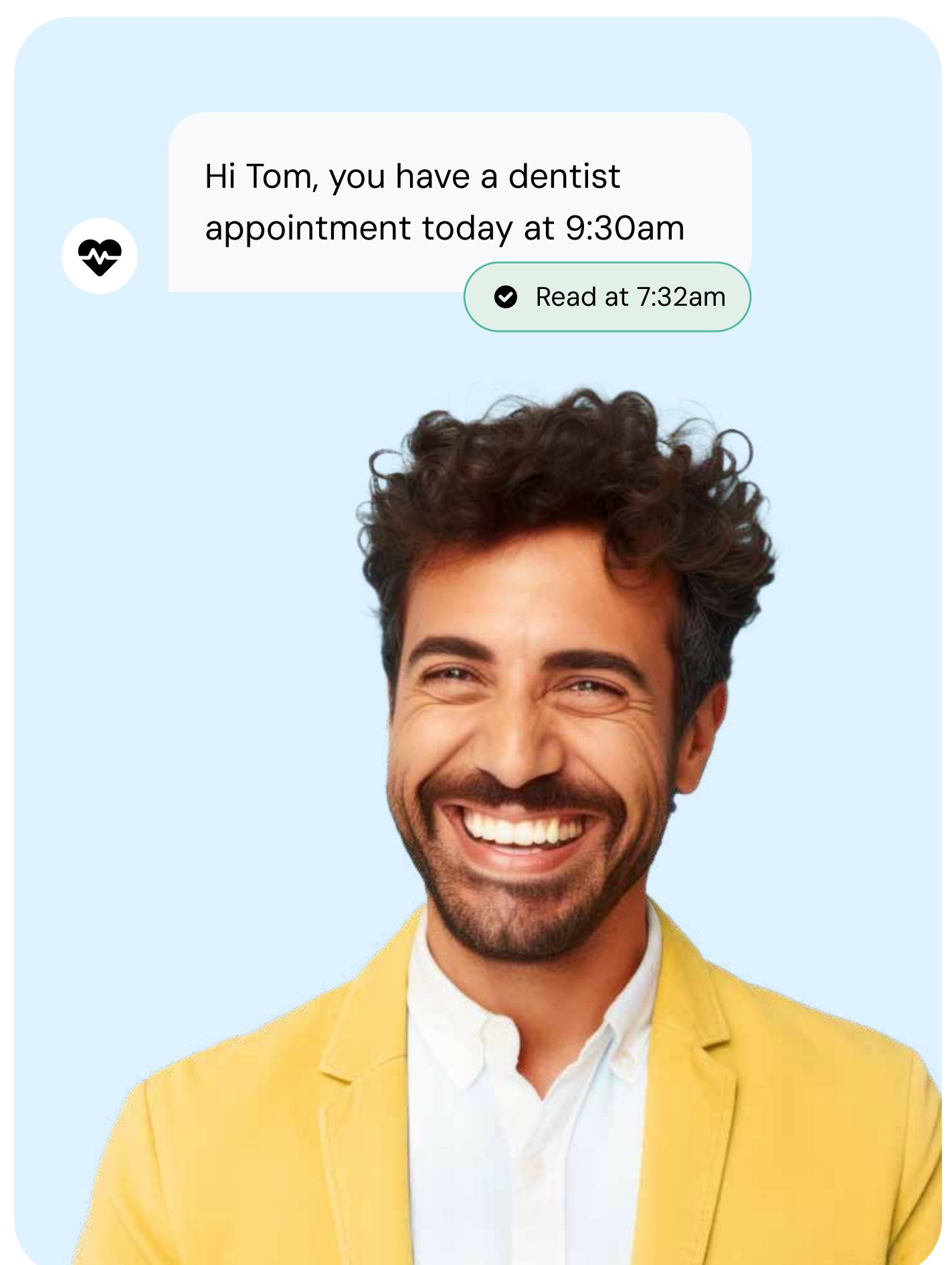
More value out of every message

Some businesses see RCS [click-through rates hitting 20%](#) – leaps and bounds above other channels. And with customers spending almost a minute engaging with rich content, you're making every second count.

Now you've seen how RCS for Business is shaking up customer communications with secure and interactive conversations that engage, inform, delight, and instill trust.

- Simple: App-like experience right in your customer's native messaging inbox.
- Secure: Branded, verified profiles show your customers exactly who they're talking to.
- Rich: Packed with interactive features and enhanced analytics to help you hit your business goals.

Let's dive into examples of [how businesses can use RCS](#) to achieve amazing results.



CHAPTER 5

How RCS keeps customers engaged, informed, safe, and happy across industries

At Sinch, we help businesses connect with their customers so they can keep them engaged, informed, safe, and happy – no matter the industry. But how does that look in action? Read on to discover some practical examples.

Engage, convert, repeat: Up your retail game with RCS

How do you keep customers engaged in a world of distractions where they're bombarded with thousands of marketing communications every day?

With attention spans shrinking, retailers need to go beyond basic messages; they need to deliver experiences. That's where RCS steps in, turning traditional texts into rich, interactive conversations that capture attention and keep customers coming back.

4 examples of winning shopping experiences with RCS

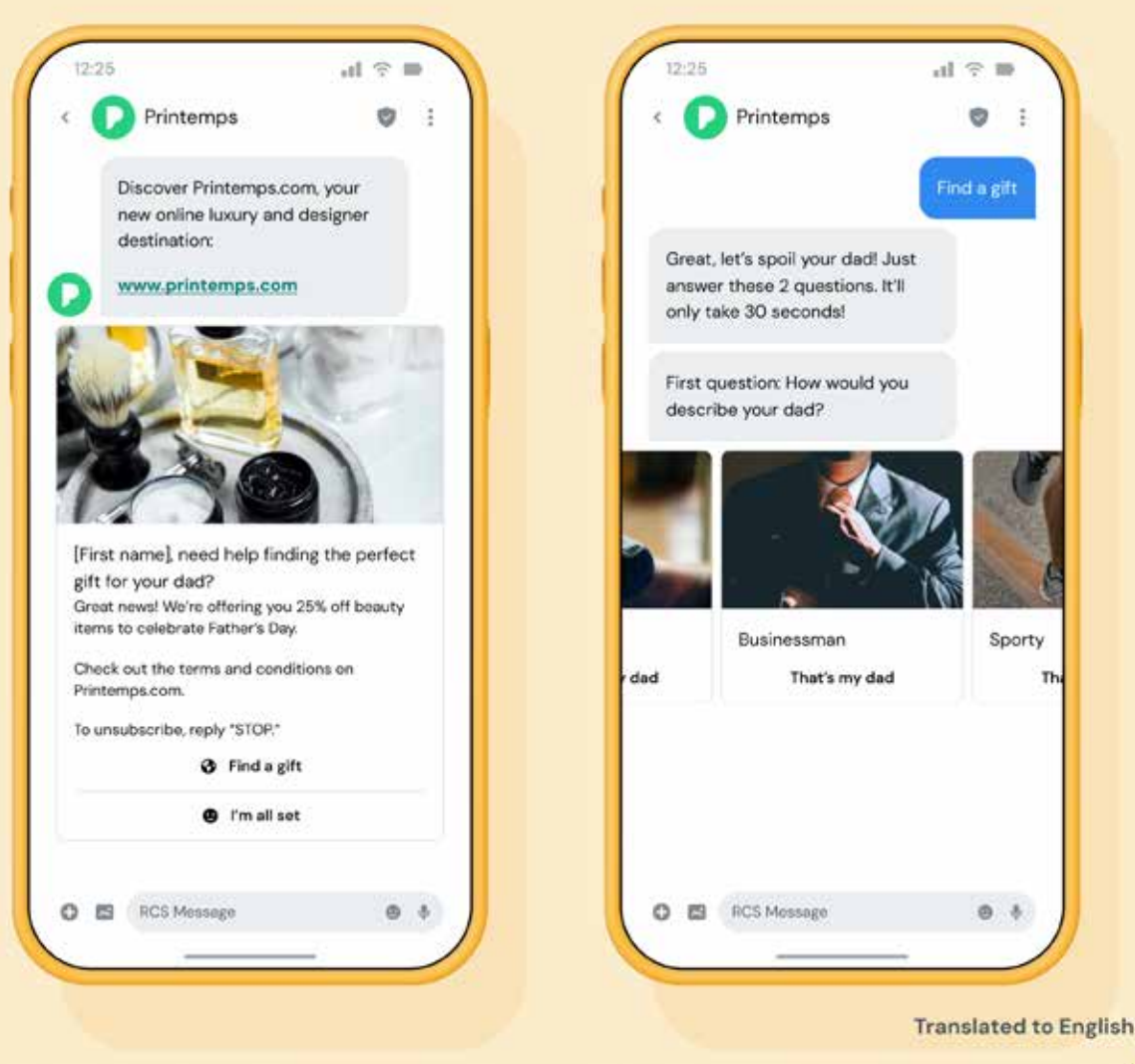
1. Personal shopping help

When browsing an online store, it's easy to feel overwhelmed by the number of options. With RCS, retailers can offer real-time personal shopping assistance directly through messaging. Recommend products based on their preferences, provide styling tips, or answer questions about availability – RCS enables personalized interactions that simplify and enhance the shopping experience.

Printemps boosts sales during the Black Friday and back-to-school seasons.

Printemps

French luxury department store [Printemps](#) uses RCS to create personalized shopping experiences on both Black Friday and for the back-to-school period – and it just works



3x

more redirects than Rich SMS

3x

higher read rate than email

75%

read rate

2. Interactive product carousels

RCS product carousels allow customers to explore your products in a dynamic way. Customers can browse through categories, view detailed product information, tap to order from your website, and even make purchases without leaving the conversation – a great way to capture their attention while simplifying their shopping experience and increasing conversions.

Picard

Frozen food retailer [Picard](#) created an AI-powered conversational RCS experience to help customers plan their holiday meals, letting them choose menus based on dietary needs, budget, and cooking preferences. The results speak for themselves:

10%

more redirections

3x

more clicks

42%

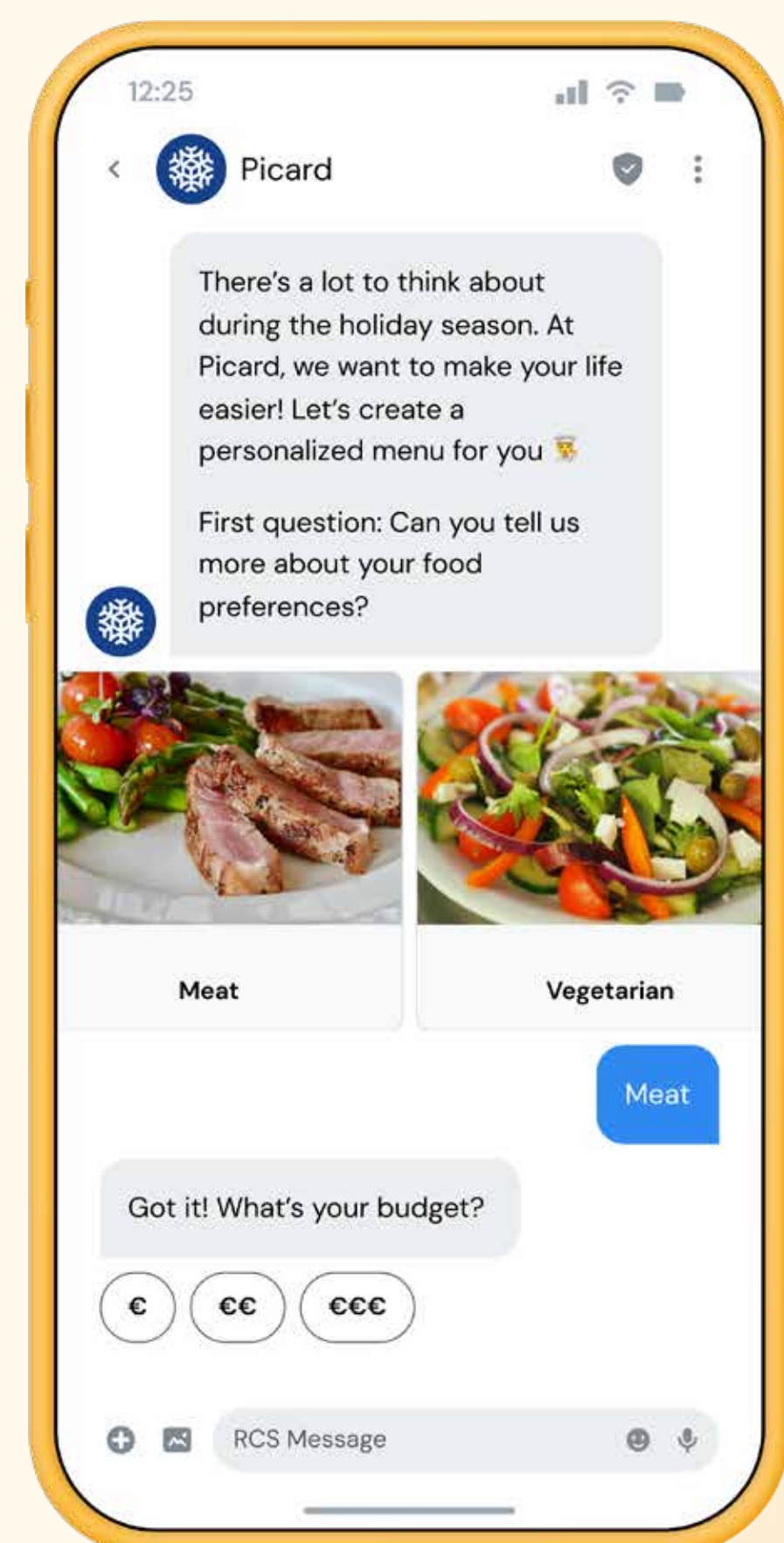
increase in customer engagement

Unlike traditional SMS campaigns, RCS provides insights into delivery and open rates, allowing for better campaign monitoring.

Alix Berthon, CRM Manager

42%

Picard boosts engagement



3. Flash sales and promotions that pop

Picture this: A customer receives an interactive message about a sale tailored just for them, with rich cards, product carousels showcasing your hottest products, countdown timers to drive urgency, and “Buy now” buttons to shop instantly.

With RCS, your offers become mini shopping experiences that let customers snag deals in just a few taps.

How Courir turned up sales during the most competitive time of the year!

Courir

For over 40 years, [Courir](#) has been the go-to destination for sneaker lovers across Europe. But staying ahead in a competitive retail space is tough, even for industry leaders – and even more so during the holiday season.

The solution? An eye-catching RCS campaign featuring a GIF with animated text and a call-to-action button driving customers to their website.

And the results speak volumes:

137%

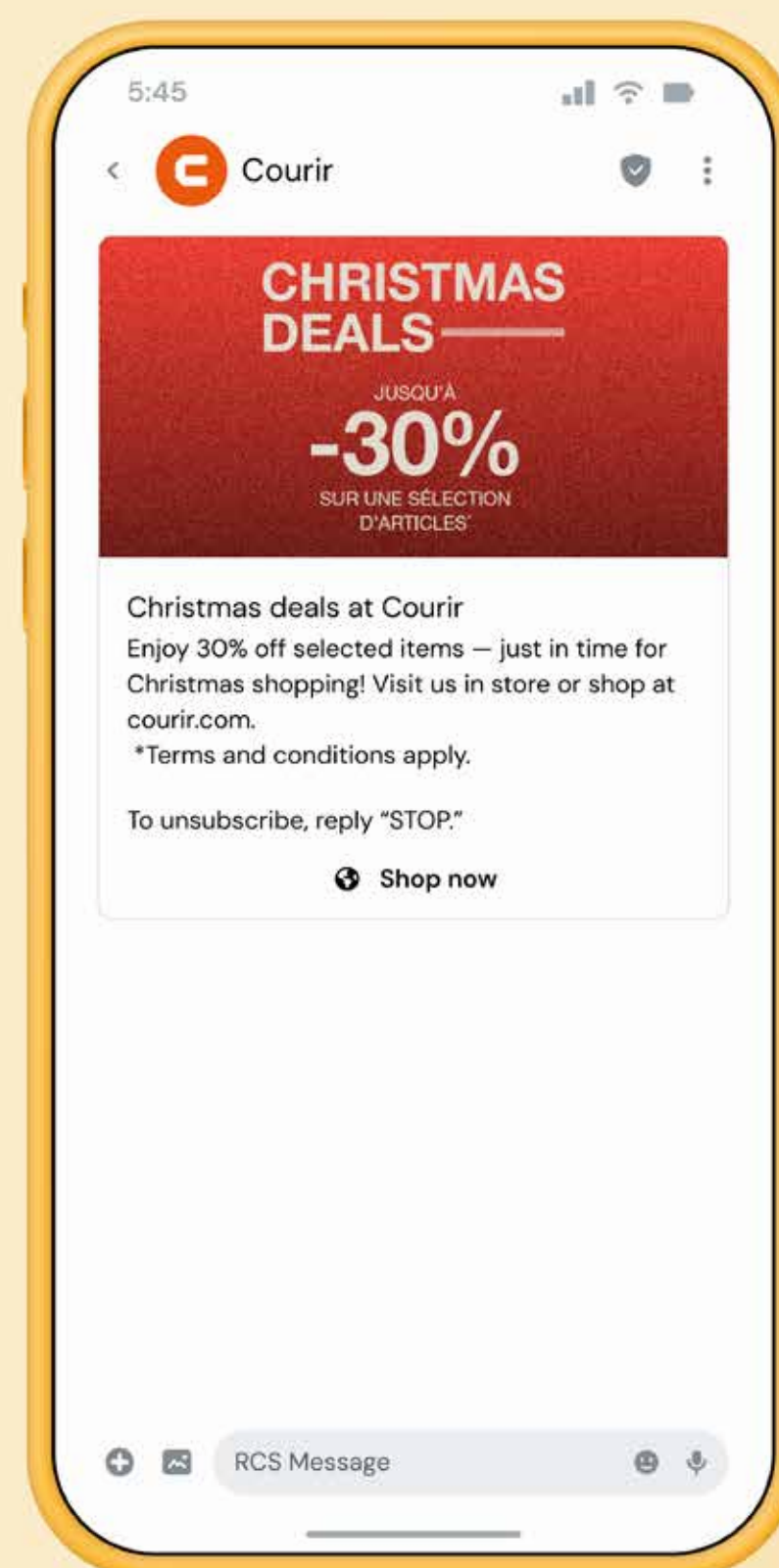
ROI

74%

read rates

3x

higher campaign revenue



Micromania -Zing

Micromania-Zing, part of the gaming retail giant Game Stop, uses RCS to reach customers with promotions, loyalty offers, pre-ordering, and more. They include up to four calls-to-action to make it easier for customers to take the next step

7x

more clicks than Rich SMS

2x

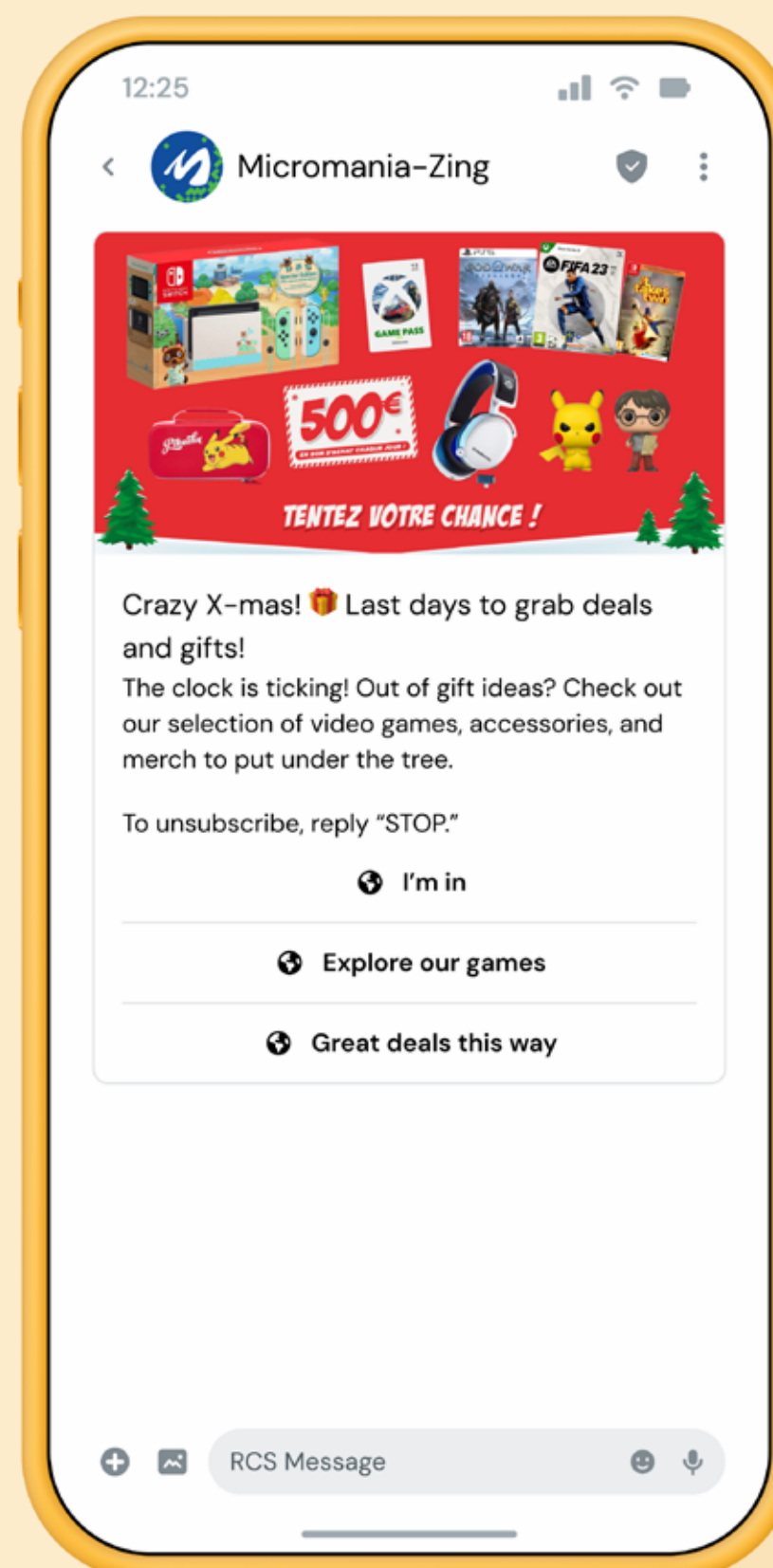
better visibility with RCS

86%

higher read rate than newsletter

RCS was an obvious choice to reinforce our system with a conversational format. Thanks to Sinch's support and expertise, we were able to boost traffic among an audience looking for good deals

Caroline Pineau Marescal
Data & CRM Manager, Micromania



Cdiscount

Cdiscount, an online marketplace, uses RCS features like images, CTAs, videos, and quick-reply buttons to capture customer attention and get them to act. This has had great results:

4%

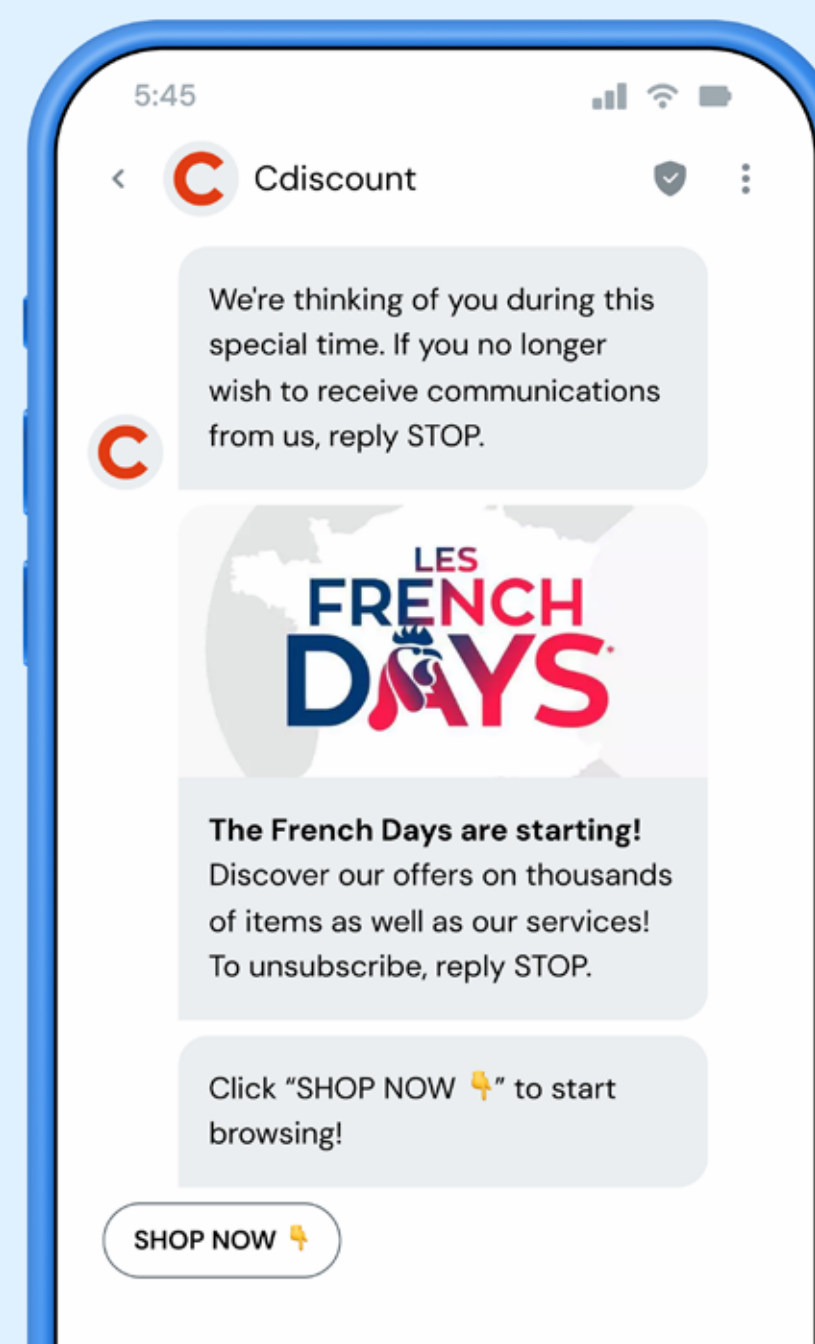
increase in revenue

9%

boost in average basket size

9M

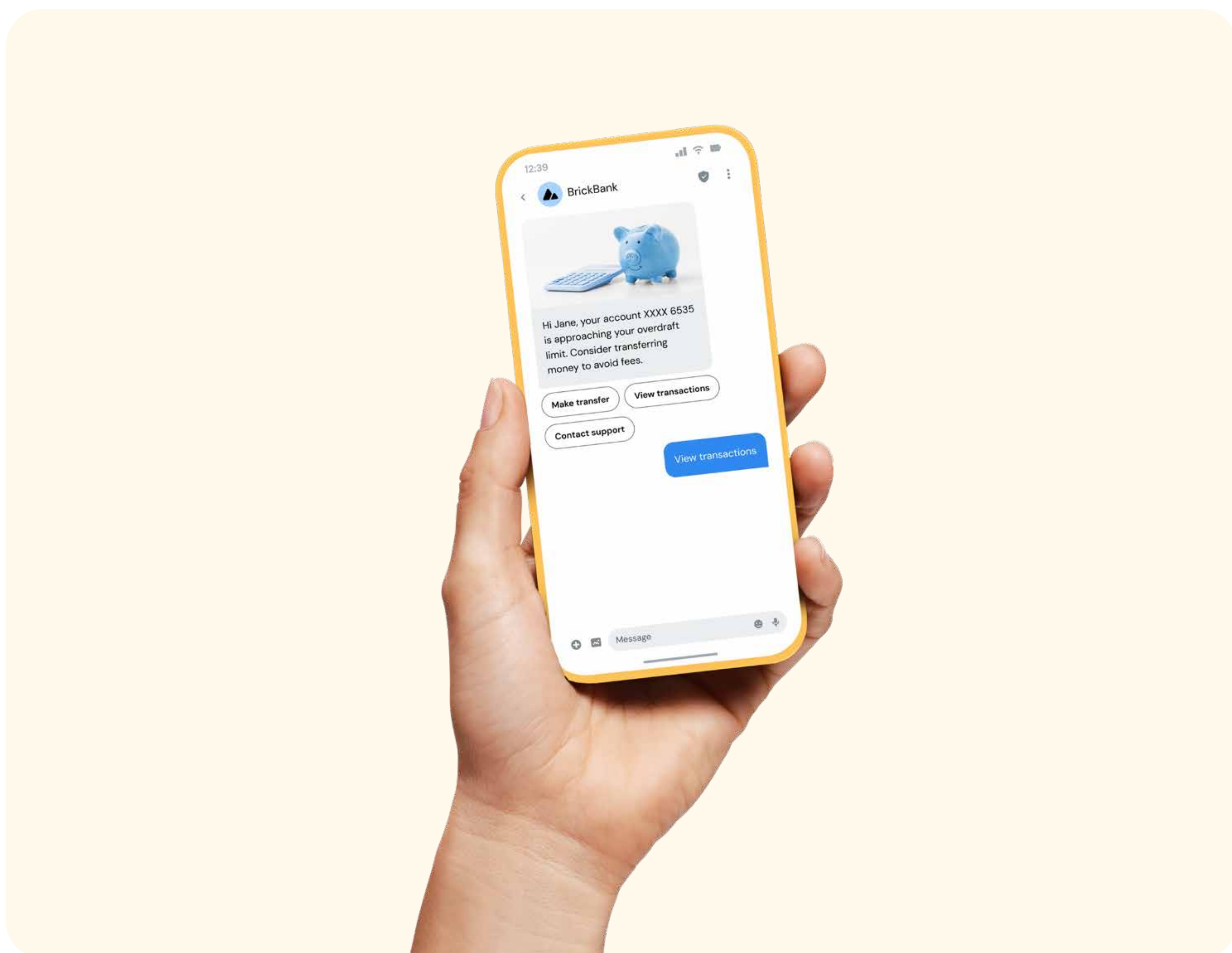
customers



Turning financial services communications into scroll-worthy experiences

Financial communications are serious business, but that doesn't mean they have to be dull.

Whether it's keeping customers informed with real-time updates or providing personalized financial insights, [RCS lets financial institutions deliver secure, informative messages](#) that captivate customers, build trust, and create experiences that strengthen relationships.



5 surefire ways to enhance financial communications with RCS

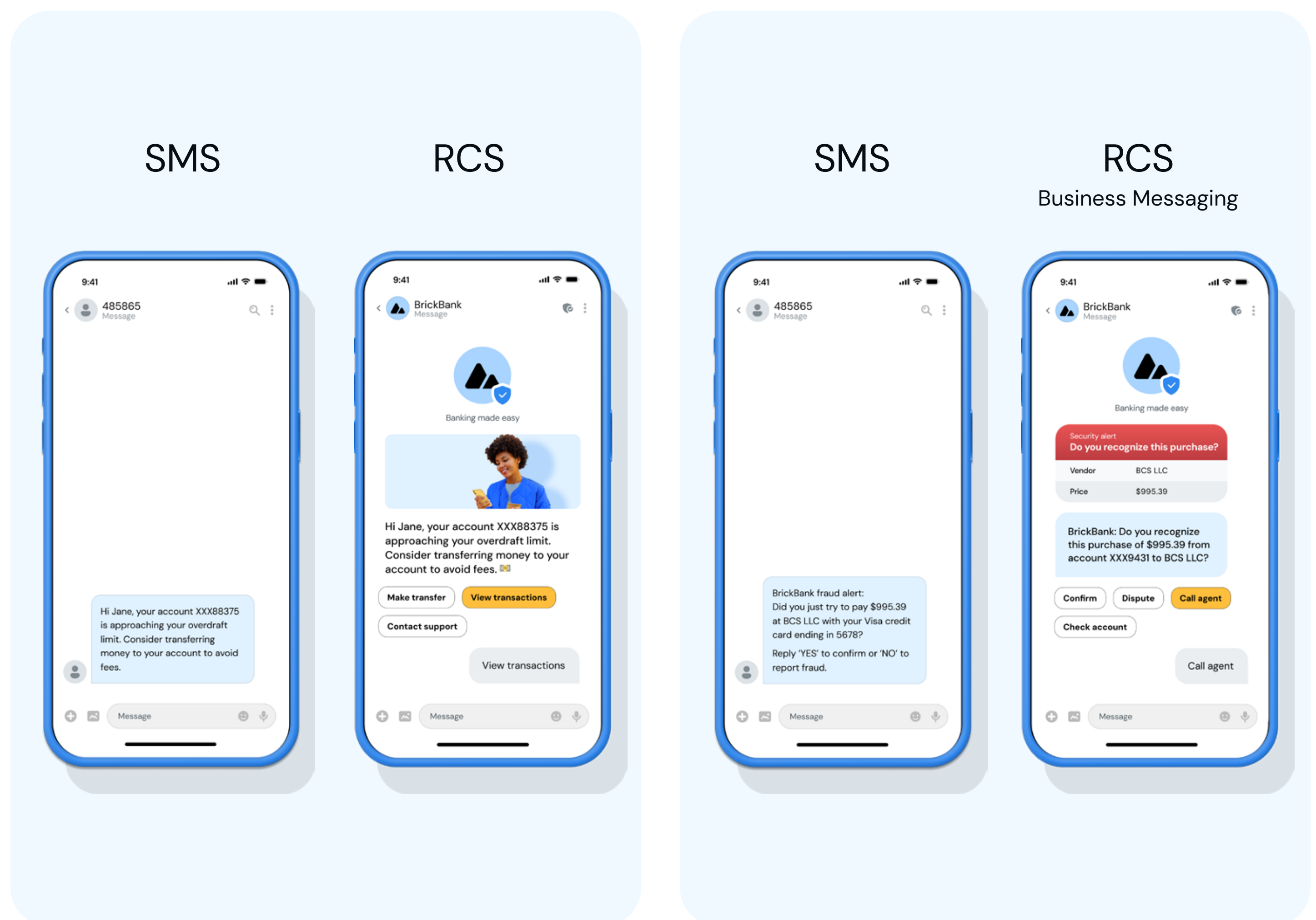
1. Instant account updates at your customers' fingertips

With RCS, financial institutions can send real-time account notifications about transaction activity, balance changes, policy updates, and more in a branded, verified, and engaging way. Rich media and clickable buttons encourage action so customers can stay on top of their finances without having to leave their messaging inbox.

2. Trustworthy fraud alerts that get acted on

RCS takes fraud detection to the next level by enabling financial institutions to send real-time, branded alerts from verified profiles, keeping customers safe and giving them confidence the message is truly from their bank. With options to confirm or deny transactions right in the message, they can act quickly to protect their accounts and feel secure every step of the way.

There are the spammers and scammers. And then there's you.

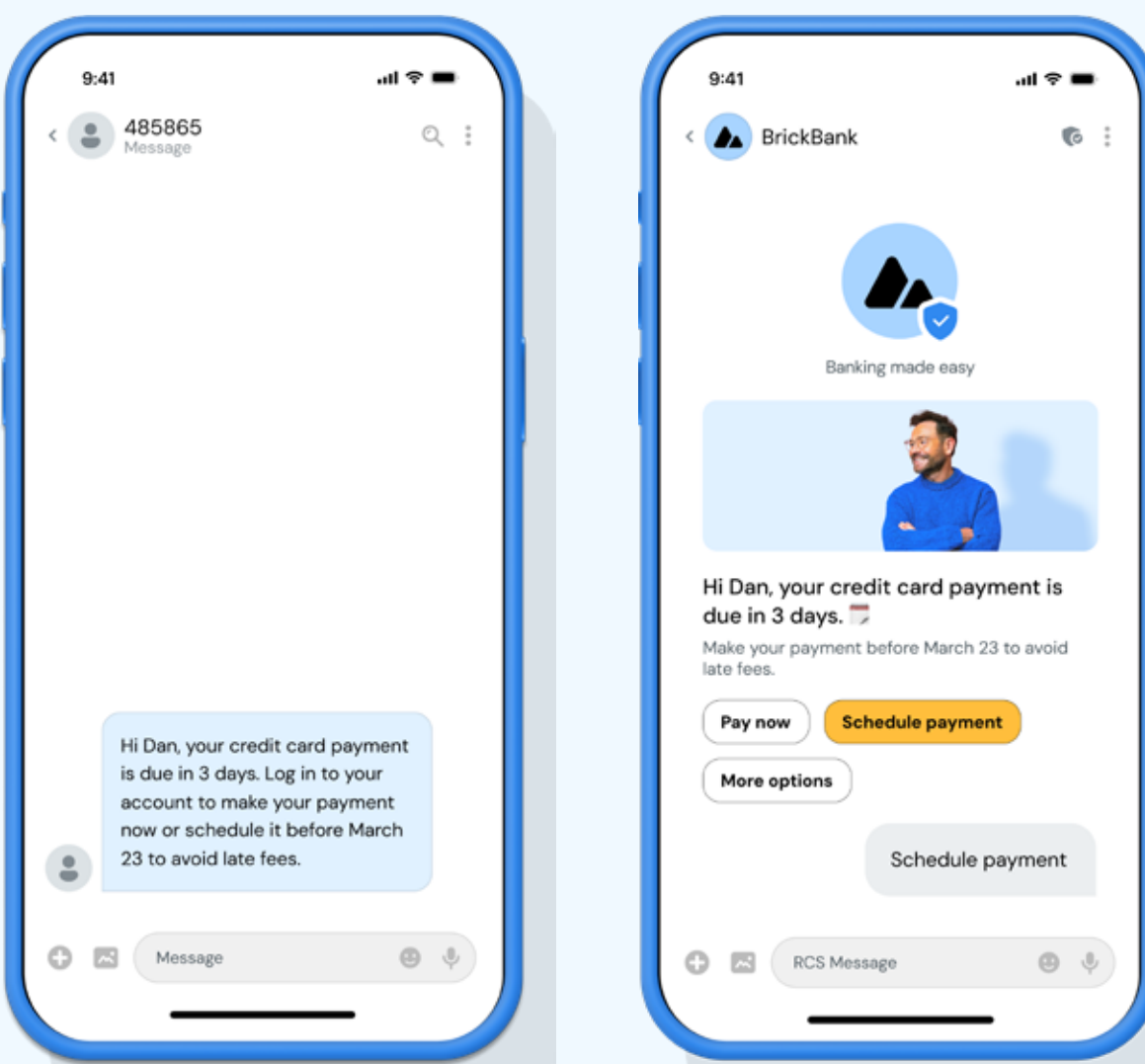


3. Timely, actionable payment reminders

Late payments? Not anymore. Send personalized, automated payment reminders directly to customers' mobile inboxes with payment options and deadlines. RCS ensures reminders are easy to act on, allowing customers to pay instantly or schedule a payment.

SMS

RCS

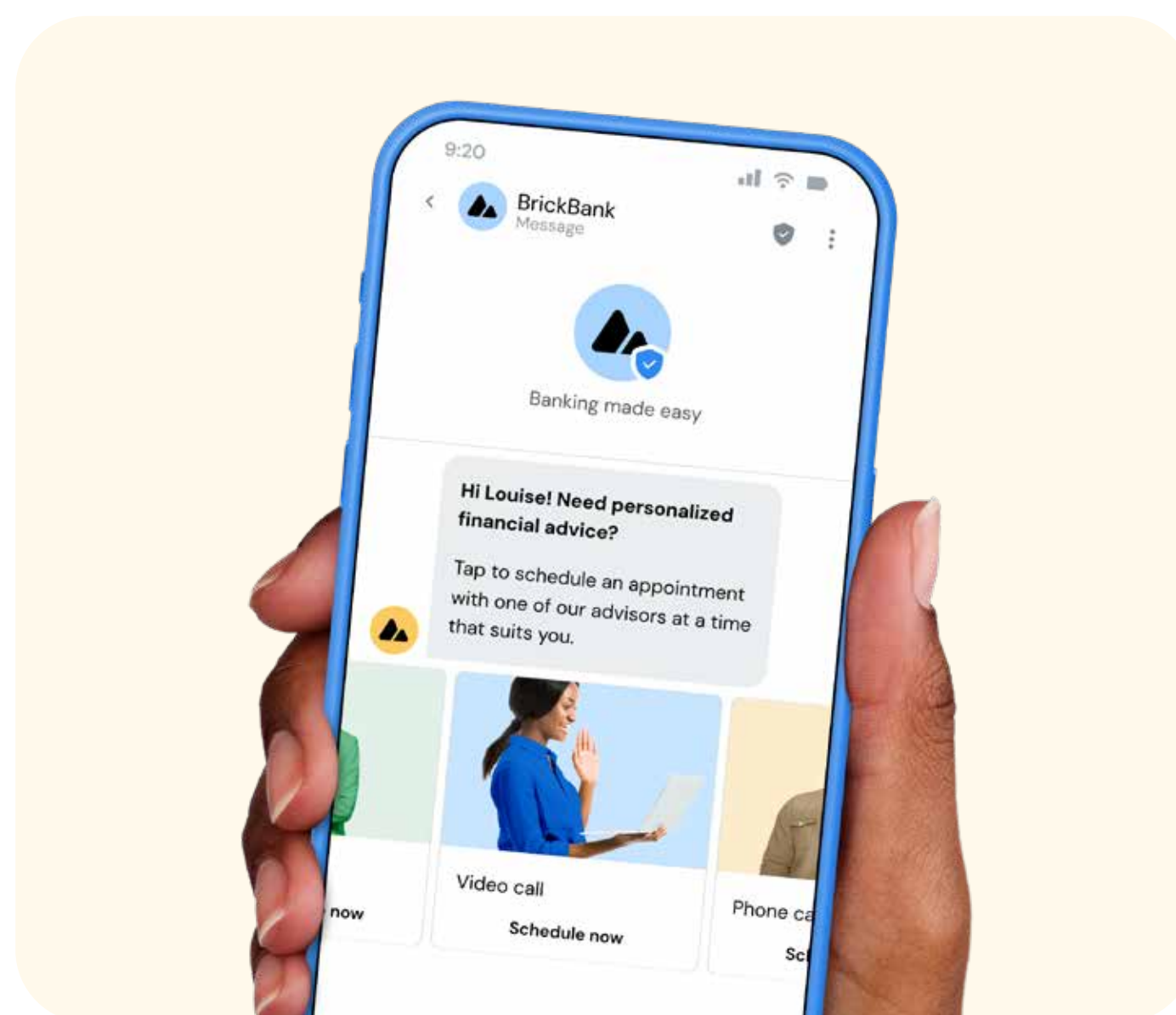


Boosting credit recovery with RCS

When a major global bank switched from SMS to RCS for financial collections, they tripled renegotiation requests and credit recoveries. Thanks to RCS's verified profiles and branded messaging, customers felt more secure and confident responding to calls to action. The lesson? Trust and interactivity drive [real business results!](#)

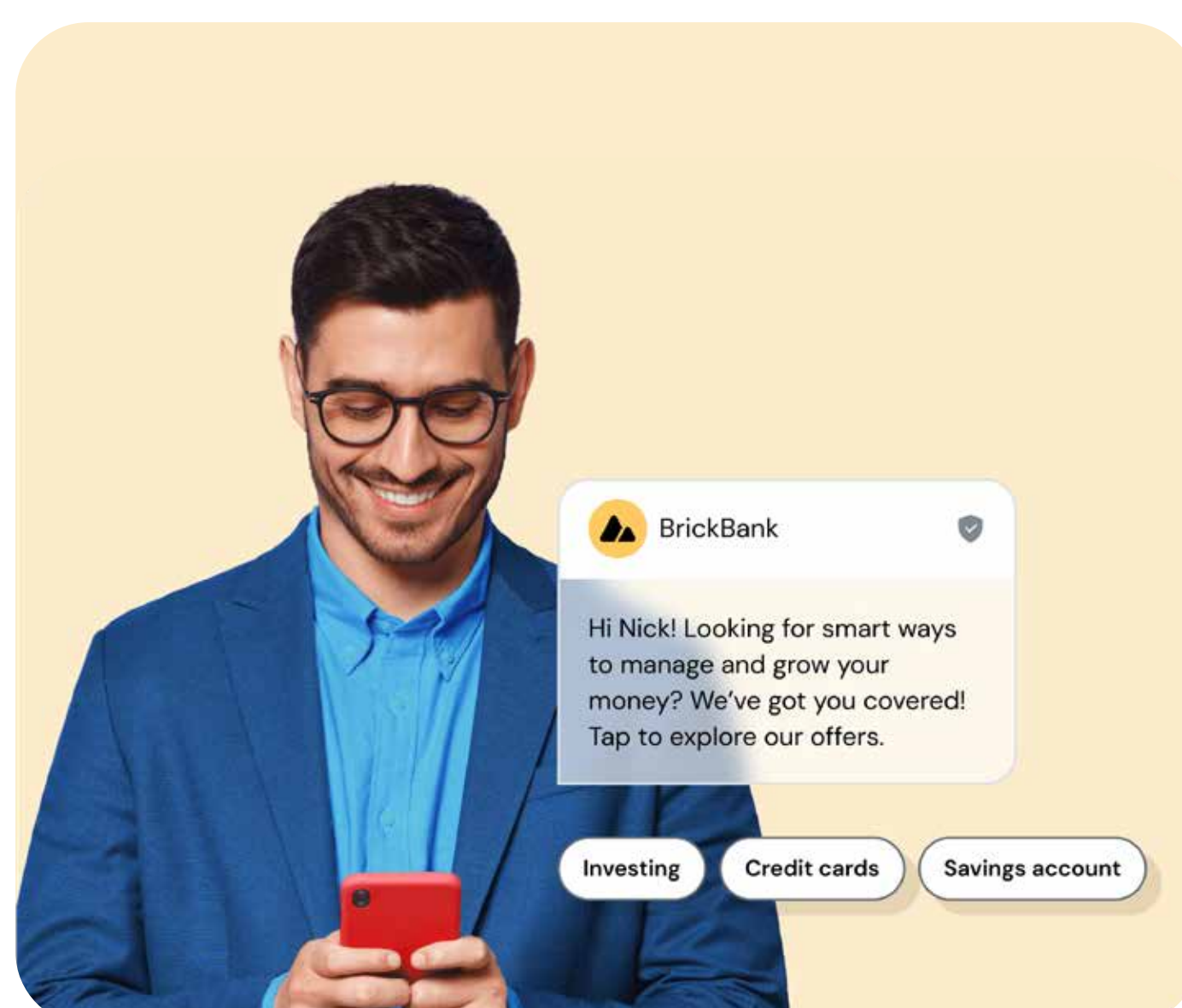
4. Quick and easy appointment scheduling

Forget the back-and-forth of scheduling appointments. Using RCS, financial institutions can offer a convenient scheduling feature that lets customers book, reschedule, or cancel appointments with advisors in just a few taps. Keeping customers informed has never been easier.



5. Hassle-free loan applications

Applying for a loan shouldn't feel like a marathon. RCS simplifies the process with interactive messages that guide customers through the application, offering real-time support and answers to their questions. The result? Reduced drop-off rates and satisfied customers



Caring through communication: How RCS transforms patient engagement

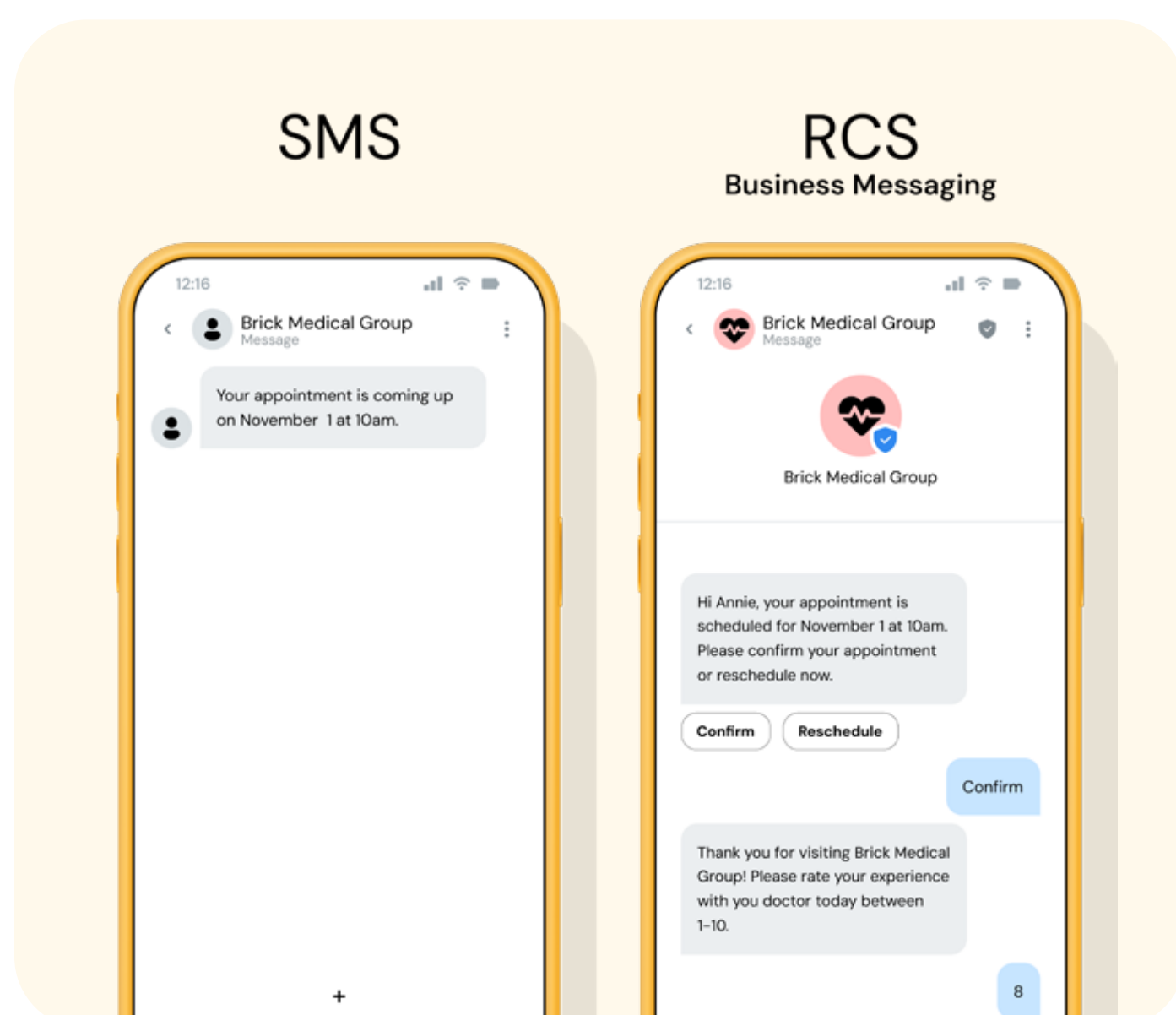
In healthcare, relationships are built on trust, timely communication, and, well, care. RCS lets providers send secure, real-time messages that help patients book appointments, connect with doctors, and manage their health effectively. It's personal, friction-free, and designed for today's patient expectations.

4 RCS-powered solutions to step up healthcare communication

1. Seamless appointment management and follow-up

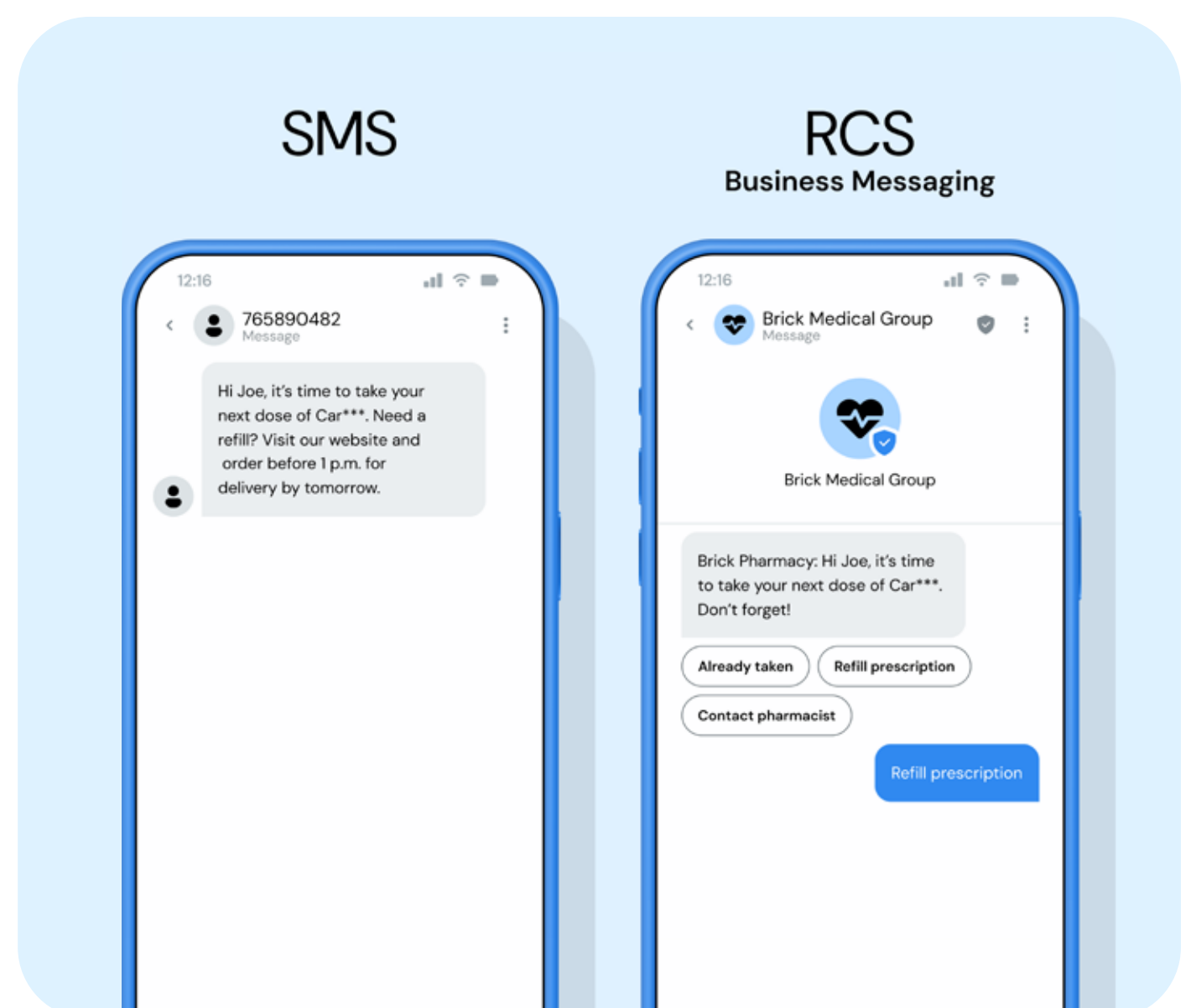
No more missed appointments or complicated booking processes with RCS. Give patients a real-time scheduling option, where they can book, reschedule, or cancel appointments with a few taps. Want to go the extra mile? Send an interactive map with directions to the clinic!

You can also improve the post-care experience by sending interactive RCS follow-up surveys or reminders for aftercare. Use suggested reply buttons to let patients respond quickly and easily, book another appointment, or get in touch with their provider for guidance.



2. Medication reminders and refills

Keeping patients on track with their prescriptions is crucial. RCS lets you send personalized medication reminders with refill options, instructions, and links to contact a healthcare provider if needed.

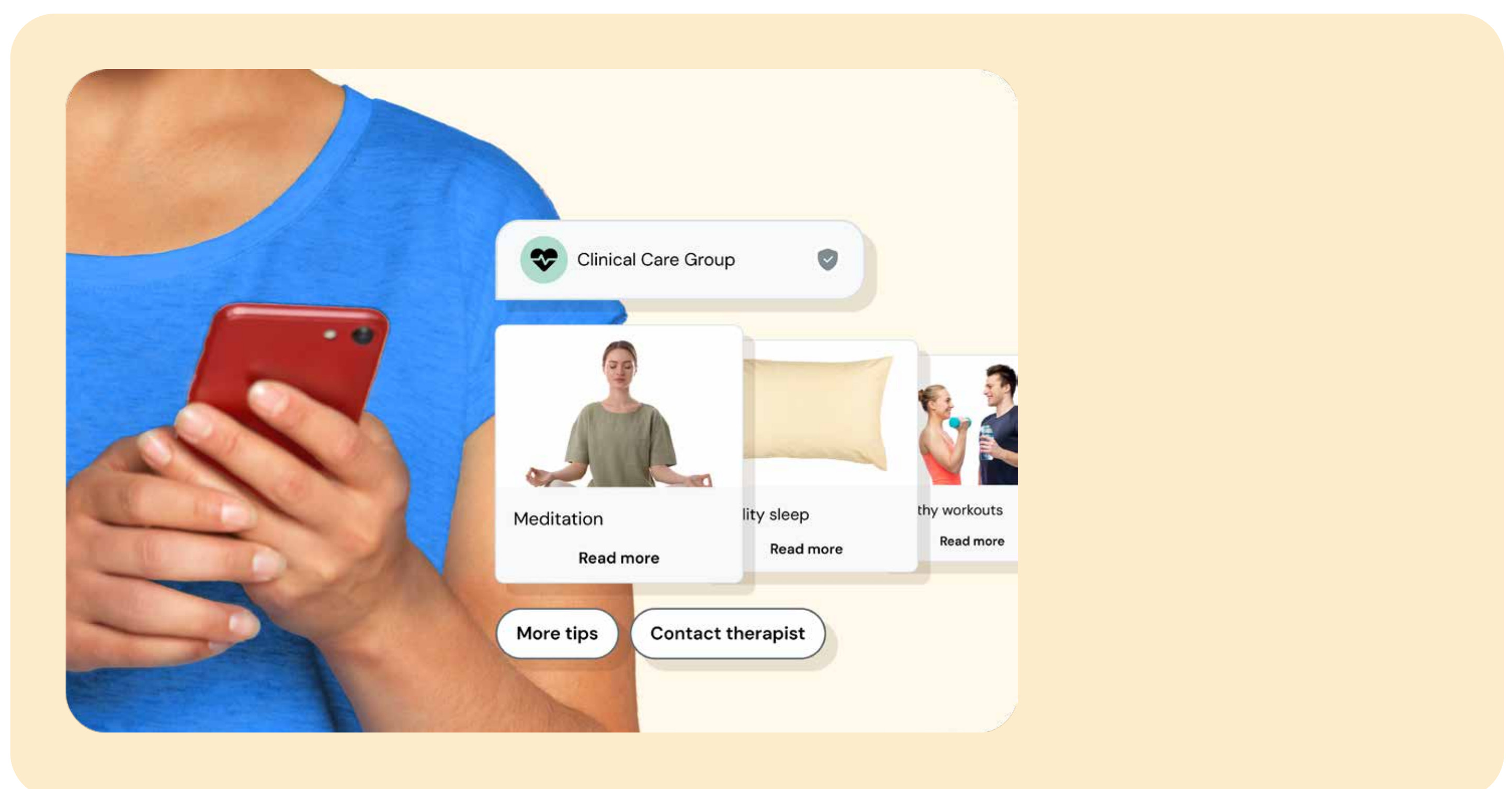
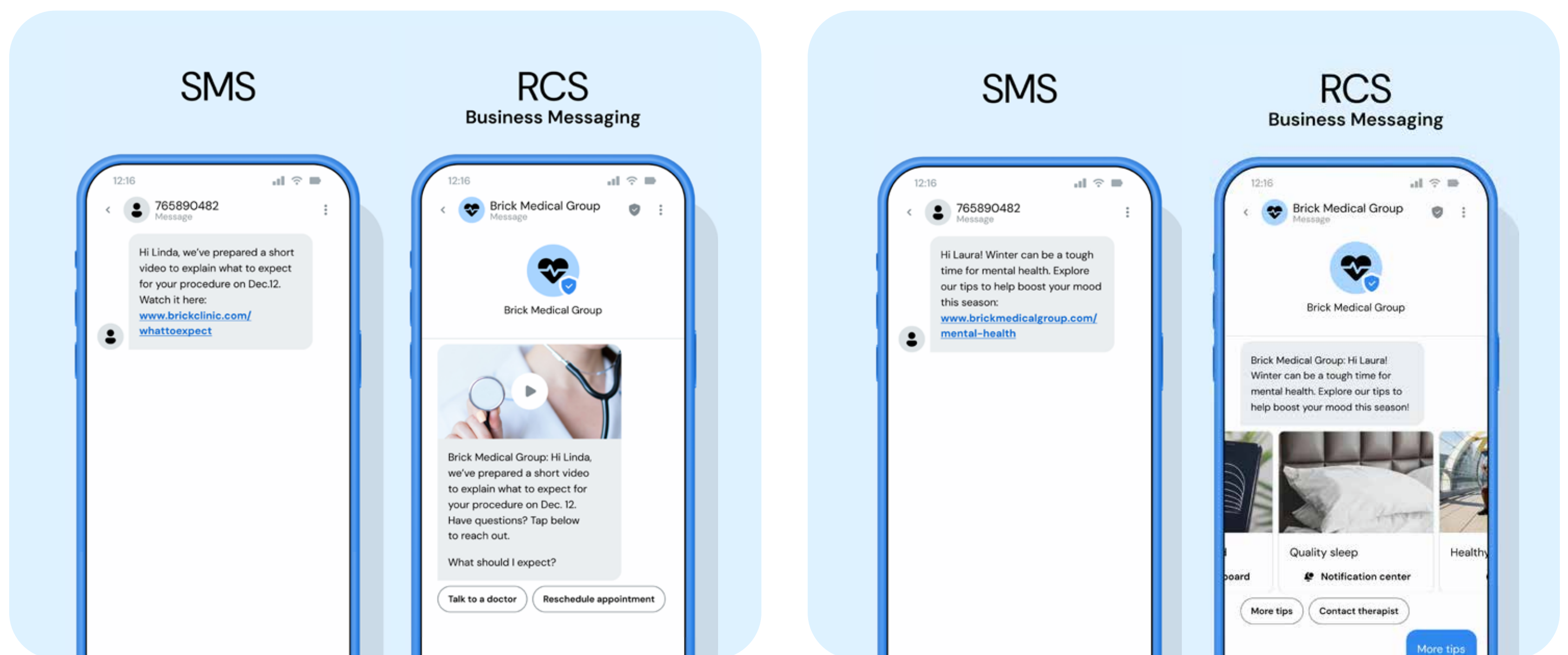


3. Educational videos

Medical procedures can be stressful, but RCS helps make the patient experience more personalized and empathetic. Sharing educational videos directly with patients can demystify upcoming procedures, reduce pre-appointment anxiety, and make them feel supported at every step. Based on local regulations and restrictions, you can also add suggested action buttons to let patients connect with their provider to ask questions, all within the message.

4. Health tips and wellness updates

Keeping patients informed and engaged goes beyond appointments. RCS enables healthcare providers to send personalized wellness tips or lifestyle recommendations that make patients feel valued and supported and help them stay on top of their health.



Technology: How RCS helps boost user retention

Whether you want to simplify key processes or deliver crucial notifications and personalized updates, RCS brings a new dimension to customer communications for tech providers.

4 game-changing RCS use cases for tech companies

1. Reliable notifications that keep users hooked

Retaining users goes beyond delivering a great in-app experience. It's also about building long-term trust and reliability at every step of the user journey.

RCS enables app developers to send secure and timely notifications users can instantly trust thanks to branded messaging and verified sender profiles. How EasyPark Group creates secure driver experiences with RCS

EasyPark Group

[EasyPark Group](#) uses Sinch RCS to deliver crucial notifications across various markets. Verified sender profiles guarantee that every message is trustworthy and genuine. For users without RCS-enabled devices, EasyPark uses SMS to ensure they also receive important notifications.

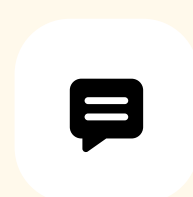
And the best part? [Basic RCS messages](#) are super easy to set up and maintain and created no friction for EasyPark or their users.

97%

delivery rate

40%

of messages sent via RCS in Germany

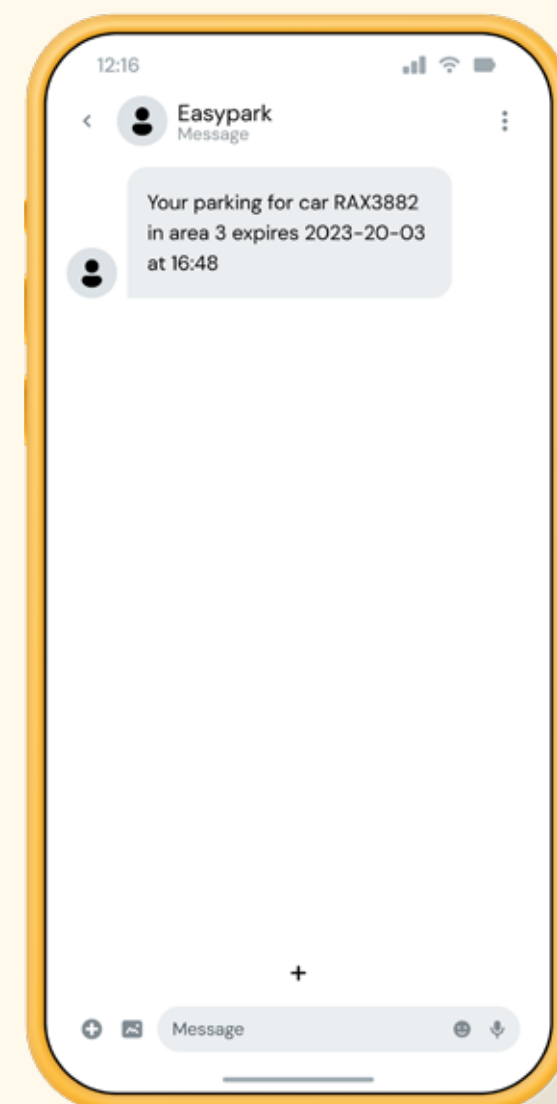


millions of messages delivered

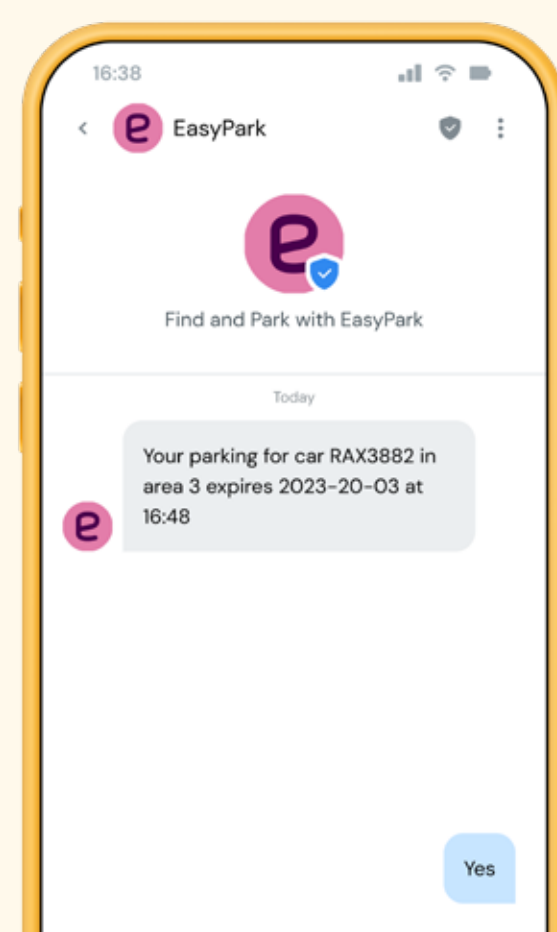
Once a customer downloads our app, they're someone that we want to hang on to for their driving life. Forming that trust early, making them feel secure, protecting their account information, is super critical. And I think that's where things like RCS can really help.

Alex Keynes, Head of Product – Driver Experience
EasyPark Group

SMS



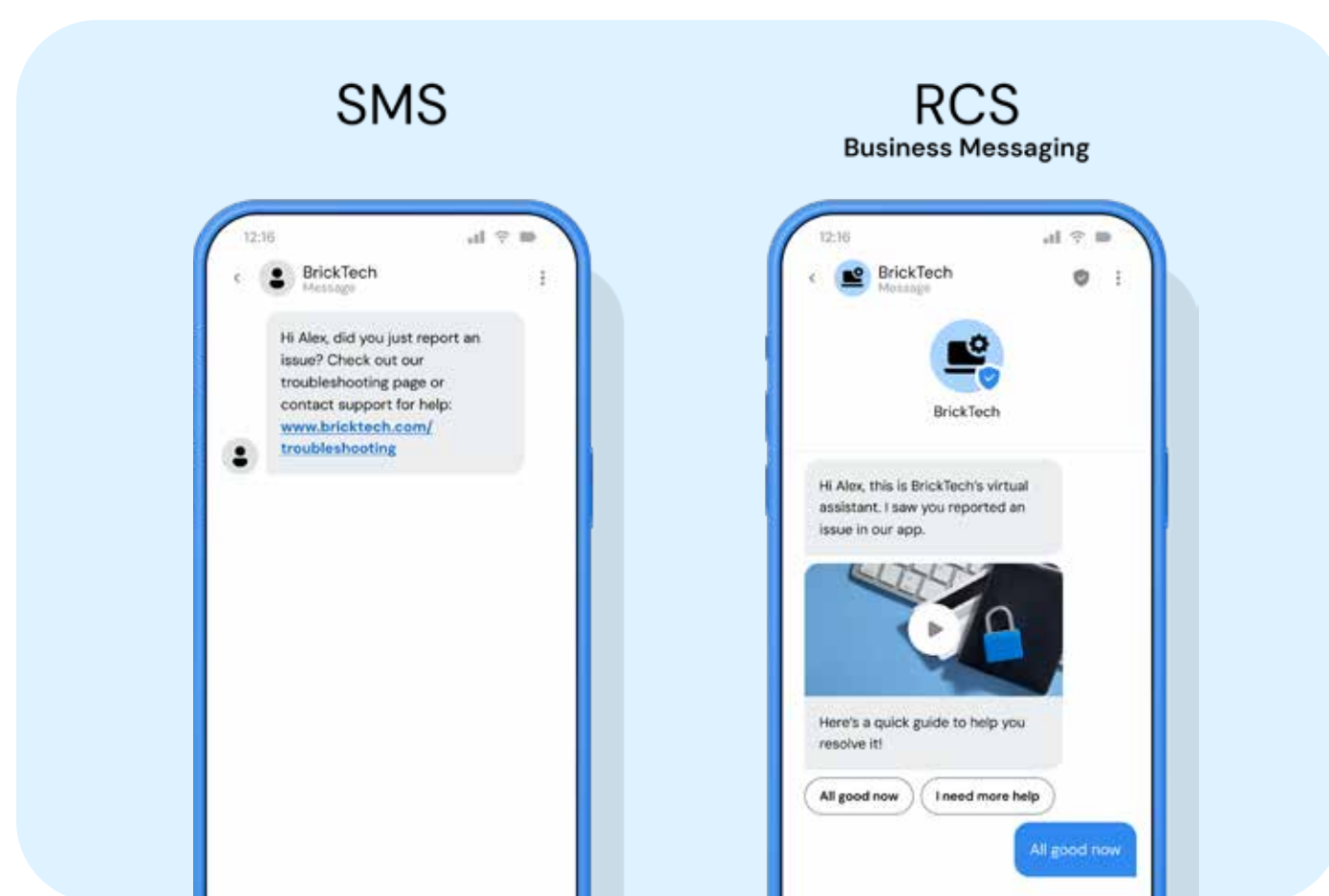
RCS Business Messaging



2. Turn tech support into a differentiator

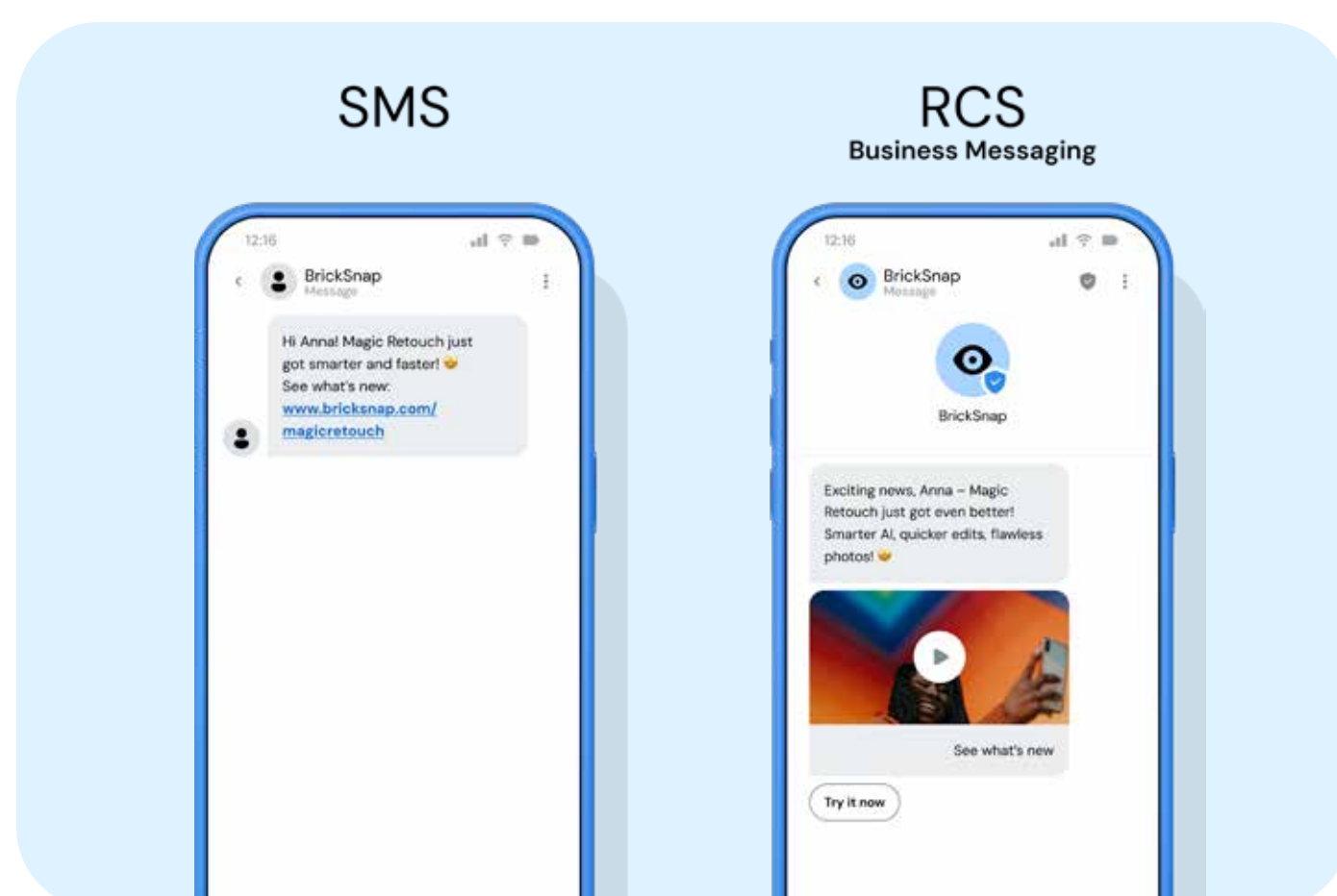
Tech support doesn't have to be a negative experience – in fact, a strong support strategy is critical to keep customers happy.

With RCS, customers can interact directly with AI-powered chatbots or agents to troubleshoot issues. Rich messaging speeds up resolution by enabling users to share screenshots, receive step-by-step instructions or video tutorials, access self-service options, and more – all without leaving the conversation thread.



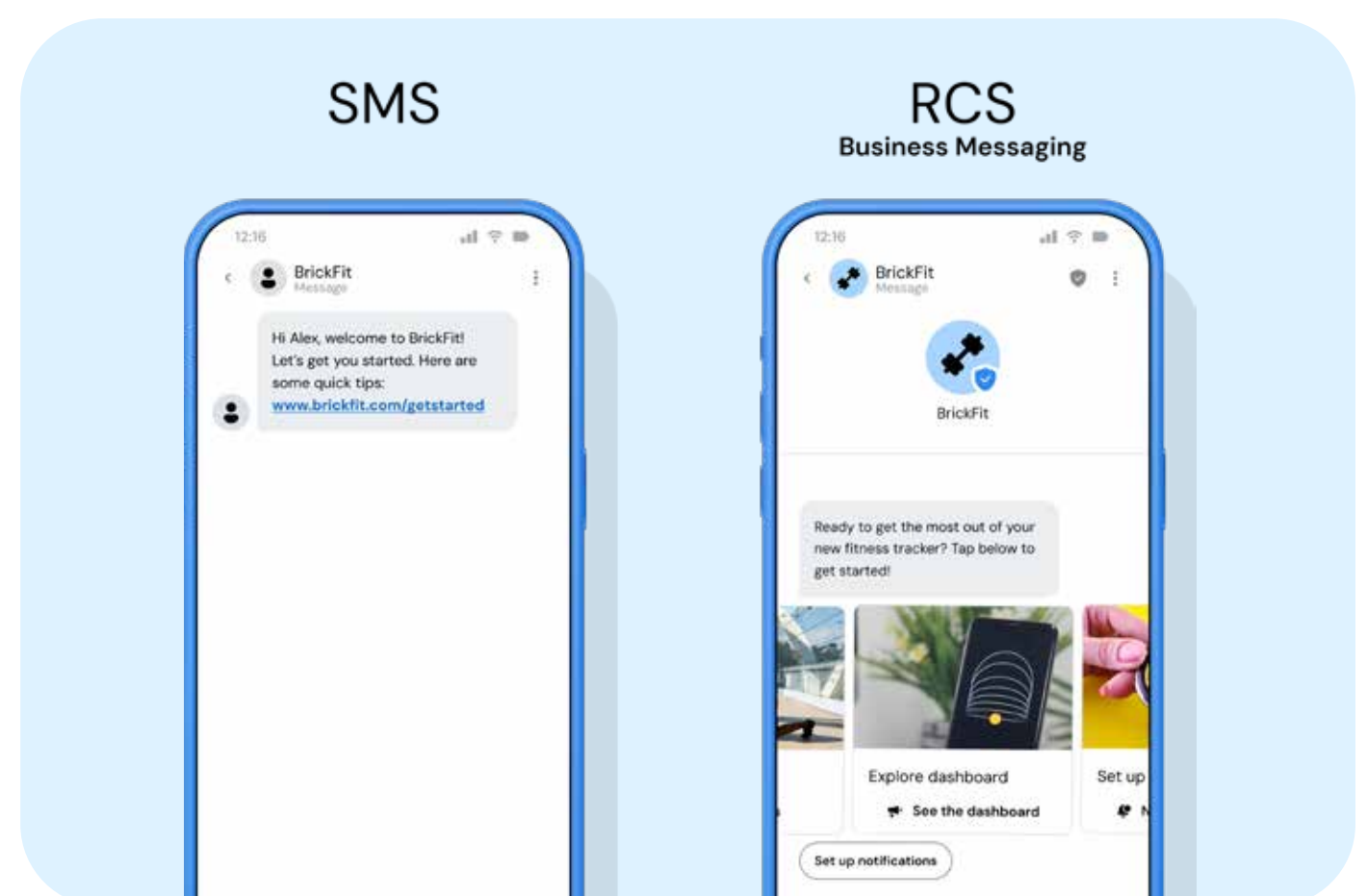
3. Introduce new features and upgrades with a bang

RCS lets you deliver exciting announcements using demo videos, rich visuals, and carousels that showcase the benefits of your new features and add-ons. Add clickable "Try it now" buttons to drive immediate engagement and make conversions seamless.



4. Set users up for success with interactive onboarding and tutorials

Helping users navigate your app or platform easily builds loyalty from the start. You can use RCS to share explainer videos and interactive step-by-step tutorials directly to their message inboxes so they can make the most of your product from day one.



Need more examples? Our expert Miriam Liszewski is never out of brilliant ideas when it comes to using RCS in creative, impactful ways. [Get inspired!](#)

CHAPTER 06

Redefining digital customer communications with Sinch RCS

RCS is transforming mobile messaging, and with Sinch at your side, you'll be leading this change.

We're here to help you deliver engaging, dynamic messages that exceed your customers' expectations.

As you explore RCS, it's smart to consider setup and maintenance costs of a new channel, but remember that the payoff in customer engagement is worth it. With Sinch, you'll find that the cost of RCS is often comparable to SMS, making it a valuable investment that doesn't break the bank.

Here are a few other unique benefits of sending RCS via Sinch.

RCS when you can, other channels when you can't

With Sinch, you can prioritize RCS and switch to SMS or other messaging channels if RCS isn't supported for a specific device or customer, ensuring your messages reach your audience – with a 99% delivery rate.

Unmatched product portfolio

We support all your communication needs, from established to emerging channels, making them easy to manage via our AI-infused API platform and turnkey applications and our extensive partner ecosystem.

Global reach, local presence

Reach any customer on the planet, instantly and effortlessly. Our experts support you at every step to help you navigate today's complex global communications landscape. We have a local presence in more than 60 countries, probably somewhere near you.

99%

delivery rate

Take the next step with RCS

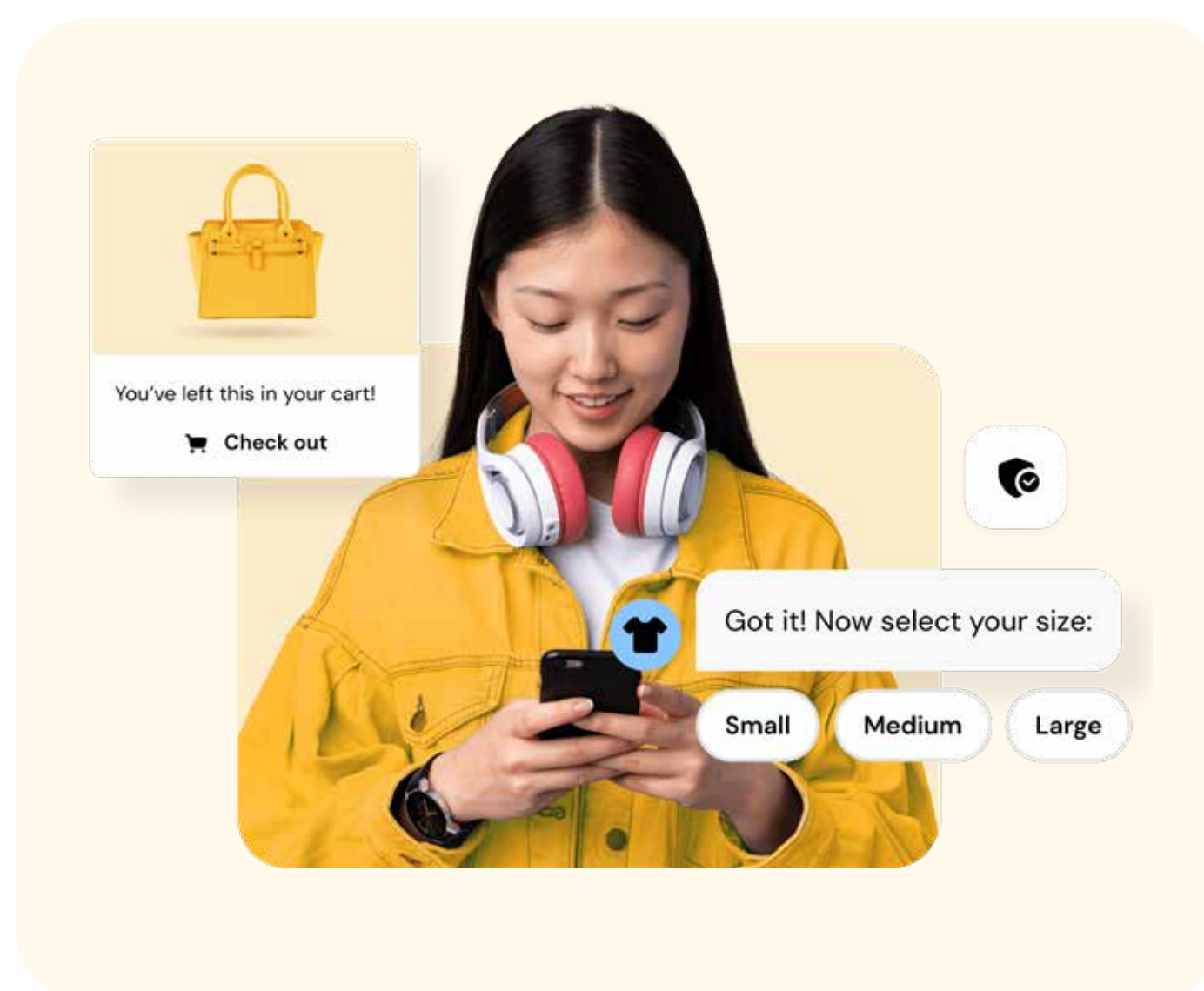
There's no doubt about it: RCS is reshaping the way businesses connect with their customers, making interactions more engaging, secure, and effective than ever before.

As we look to the future of business messaging, RCS stands out as a real game-changer for businesses looking to create meaningful experiences that captivate and build trust and loyalty.

Now that you've seen how businesses across various industries are keeping their users engaged, informed, safe, and happy with RCS, it's your turn to get on board.

Not sure where to start? We've put together a [handy guide](#) to help outline your RCS strategy and make a strong business case for adoption at your company. When you're ready for the next step, get in touch with our team, and let's help you turn every text into a memorable experience!

Try Sinch RCS





Sinch, the Customer Communications Cloud, directly powers meaningful conversations at scale across messaging, voice, and email to help businesses deliver unified, personalized experiences that truly revolve around their customers — no matter the channels they use.

Over 150,000 businesses, including 8 of the 10 largest tech companies in the world, rely on us for their customer communication needs.

We dream big — for our company, our customers, and our employees — and we hire the best talent worldwide to help us bring our vision to life. We have a local presence in more than 60 countries — probably somewhere near you!

Shares are traded at NASDAQ Stockholm: XSTO: SINCH. Learn more at sinch.com.

