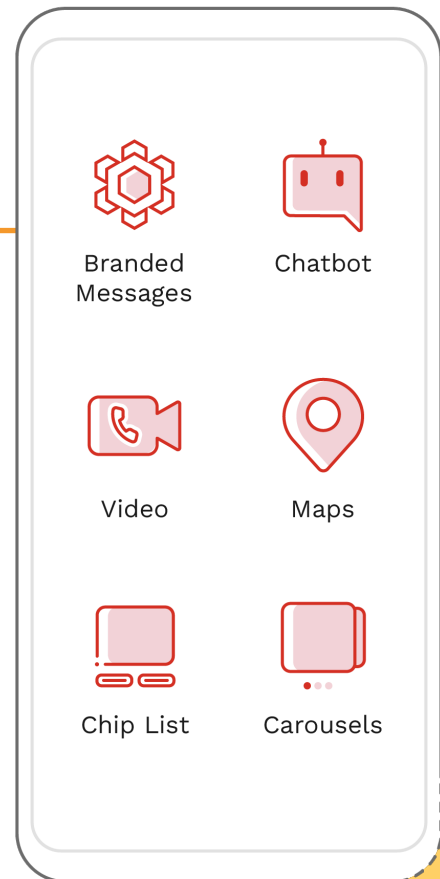# RCS
(Rich Communication Services)

Rich Communication Services (RCS) brings a new level of mobile engagement for both brands and consumers by creating more conversational, interactive and visual messages.

RCS is an upgrade to SMS messaging:

- Provides rich features & functionality
- End users can interact and respond within the message
- It's pre-installed on the mobile device

Branded Messages

Chatbot

Video

Maps

Chip List

Carousels

Why Brands Use RCS:

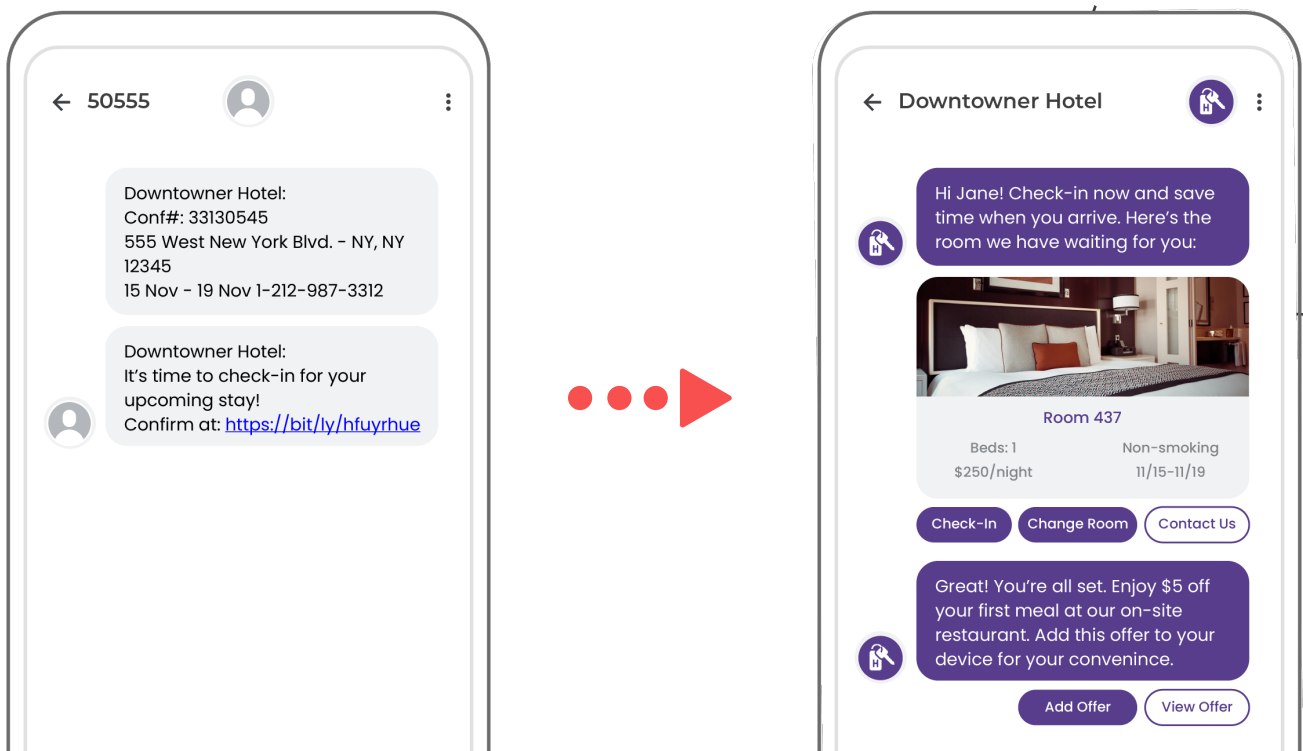Over **167** million monthly active users.

All **3** major carriers in the United States support the RCS standard on Android.

A Subway marketing campaign utilizing RCS had a **140%** higher conversion rate than SMS.

- Custom Branding
- Rich Content
- Interactive screens and user actions

- Two-way conversations
- Trackability including read receipts
- Secure

Phone 1 (left):

← 50555

Downtowner Hotel:
Conf#: 33130545
555 West New York Blvd. - NY, NY 12345
15 Nov - 19 Nov 1-212-987-3312

Downtowner Hotel:
It's time to check-in for your upcoming stay!
Confirm at: https://bit.ly/hfuyrhue

Phone 2 (right):

← Downtowner Hotel

Hi Jane! Check-in now and save time when you arrive. Here's the room we have waiting for you:

Room 437
Beds: 1   Non-smoking
$250/night   11/15-11/19

[Check-In] [Change Room] [Contact Us]

Great! You're all set. Enjoy $5 off your first meal at our on-site restaurant. Add this offer to your device for your convenince.

[Add Offer] [View Offer]

About Kaleyra

Kaleyra is an API-based cloud communications platform to engage your clients with personalized messages, video conferencing, chatbots, programmable voice services, and more.

3800+
Global Customers

190+
Countries

99.99%
API Uptime