



# "Who is this for?"

## Customers or employees?

We get asked this question a lot, so here's your answer.

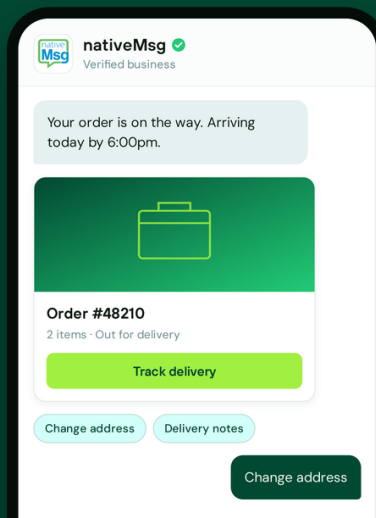
### CUSTOMER

External conversation

- Carrier verified sender •  
Logo, name, spoof protected

- Image card, tap through •  
Not a link to a webpage

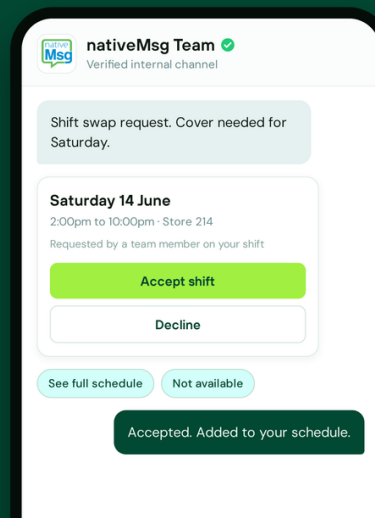
- Quick replies •  
Taps, not free text



### EMPLOYEE

Internal conversation

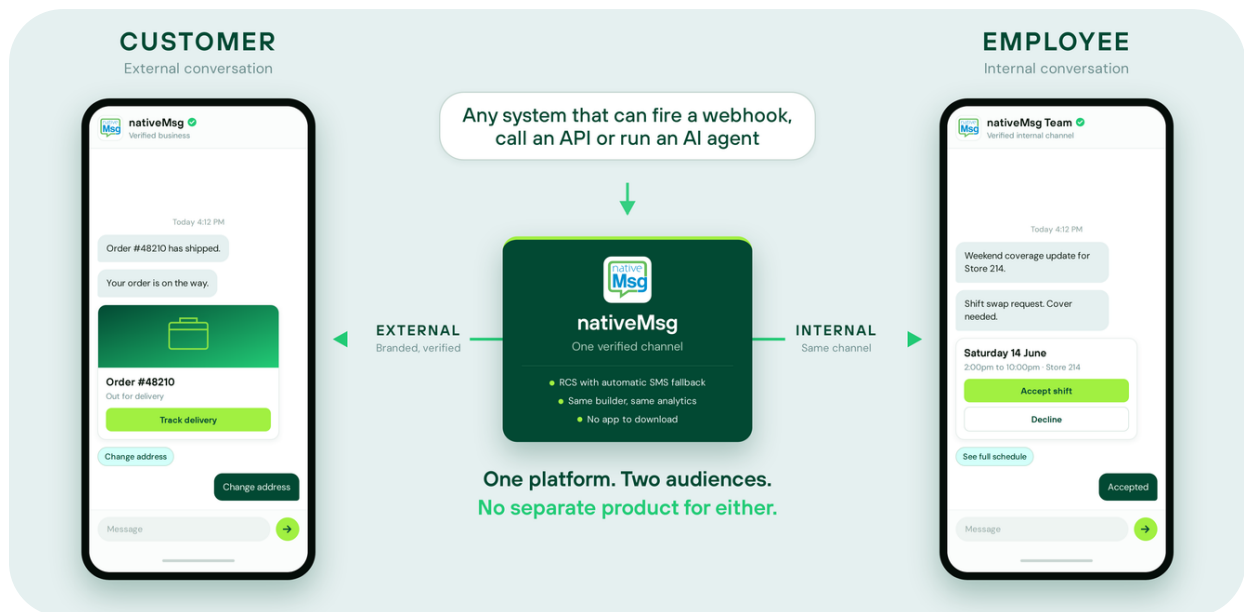
- Same verified channel •  
No app, no corporate inbox
- One tap accept or decline •  
Resolved inside the thread
- Structured response •  
Read and response rates per message



# 01 The answer is **simple**

It's **both**, because it's one channel for all audiences

RCS is the phone's native messaging layer. Anywhere your company already sends a message that gets ignored, to a customer or to an employee, this replaces it with a branded, verified, interactive version.



# 02 What the **channel** is

RCS is built on four pillars for success that can be used universally.

## Verified & Branded

Your mobile carrier verified company name, logo, and contact info appear in every message, making it clear you aren't spam.

## Interactive

Videos, buttons, image carousels, PDFs, audio files, and more are now possible via texts.

## No app = no new endpoint

The messages land in the messaging app they already have on their phones. With nothing to install or download, you can reach your customers and employees easily.

## Automatic SMS fallback

Devices that don't accept RCS messages (yet) will get a standard SMS message instead. It won't be advanced, but your deliverability is 100%.

RCS is built to replace landing pages that bounce, SMS texts that look like a scam, emails that land in the promotions tab that gets deleted in bulk, **AND** apps that customers don't use.

## Acquire

Paid clicks, QR codes, Google search, packaging, signage

Route all traffic sources into a branded text conversation instead of a form or landing page. All first party data from their interactions flows directly into your CRM platform, so you can use that intel later.

## Transactions

In-messaging ordering and payment, shipping and delivery updates, renewals

Set up your RCS account to fire using the same triggers you're already using in other channels. One tap pay options, card updates, and contextual cross sell opportunities go to the next level with these automatic triggers.

## Retain

Cart abandonment, lapsed user re-engagement, loyalty, retargeting

Vibrant product images, prices and sales, one tap checkout buttons. Image carousels for recommendations. AI integrations that learn from your user and recommend new products that fit their profile.

## Coordinate

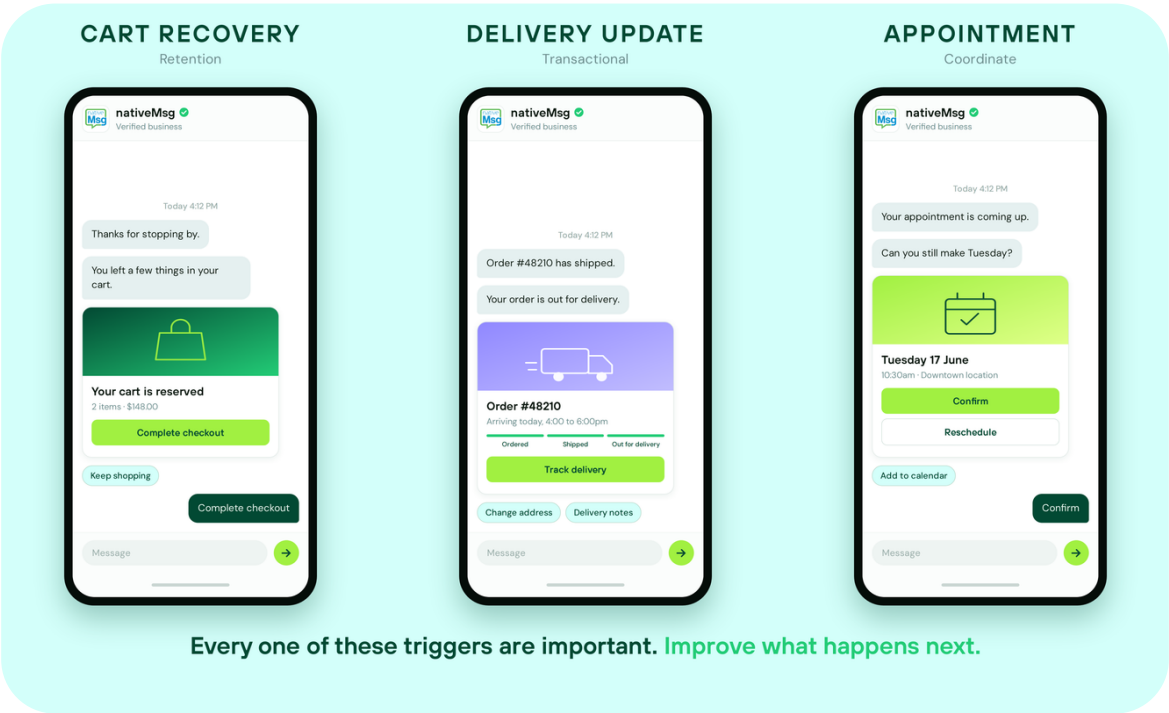
Appointment & reservation management, service/pick up windows

Confirm, reschedule, or join a waitlist with a simple tap of a button. Much easier than picking up the phone and calling, or sending an email and waiting.

## Support

Status checks, returns, FAQs

Two way conversations make it easier to know if issues can be handled via text messages or if it needs human intervention. RCS can deflect calls without ruining the customer experience, saving you time and resources.



## 04 Internal communications For employees & contractors

RCS is also built to replace corporate emails, HR portals, and contractor comms. This is the 2026 version of break room flyers, unbranded text messages, or an employee app that rarely gets used.

### Onboard

New hire information delivery, all in one place

Checklists, PDFs, orientation programs, and training videos, all delivered via trackable text messages so the information is always easy to access.

### Coordination

Quick shift coverage, time swaps, callouts, closures, safety updates

Accept or decline with one tap. Responses come back immediately, so coverage issues get resolved with a button tap or two.

### Inform

Open enrollment, policy changes, compliance notices

Think of this as a personal PR channel for internal company wide comms. If you need to get the word out quickly, this is the way.

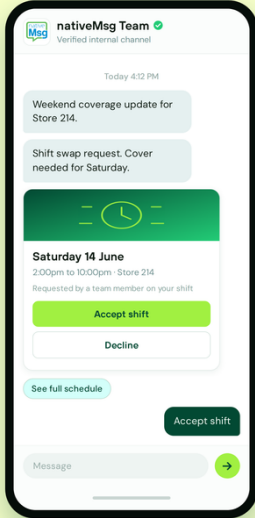
### Listen

Surveys, post-shift feedback, exit surveys

Quick reply buttons make it super easy for your staff to give feedback. No forms necessary, and all user inputs can be routed to your preferred feedback platform.

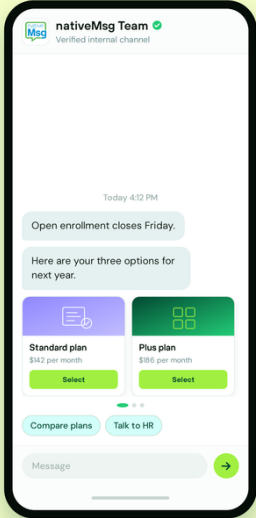
#### SHIFT COVERAGE

Coordinate with your team



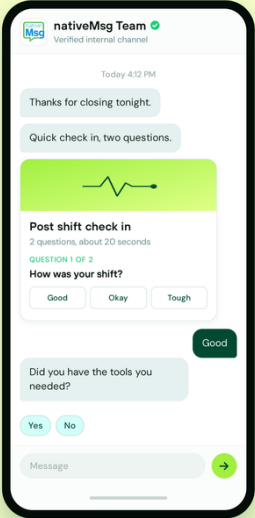
#### OPEN ENROLLMENT

Provide options



#### SURVEYS

Easy responses



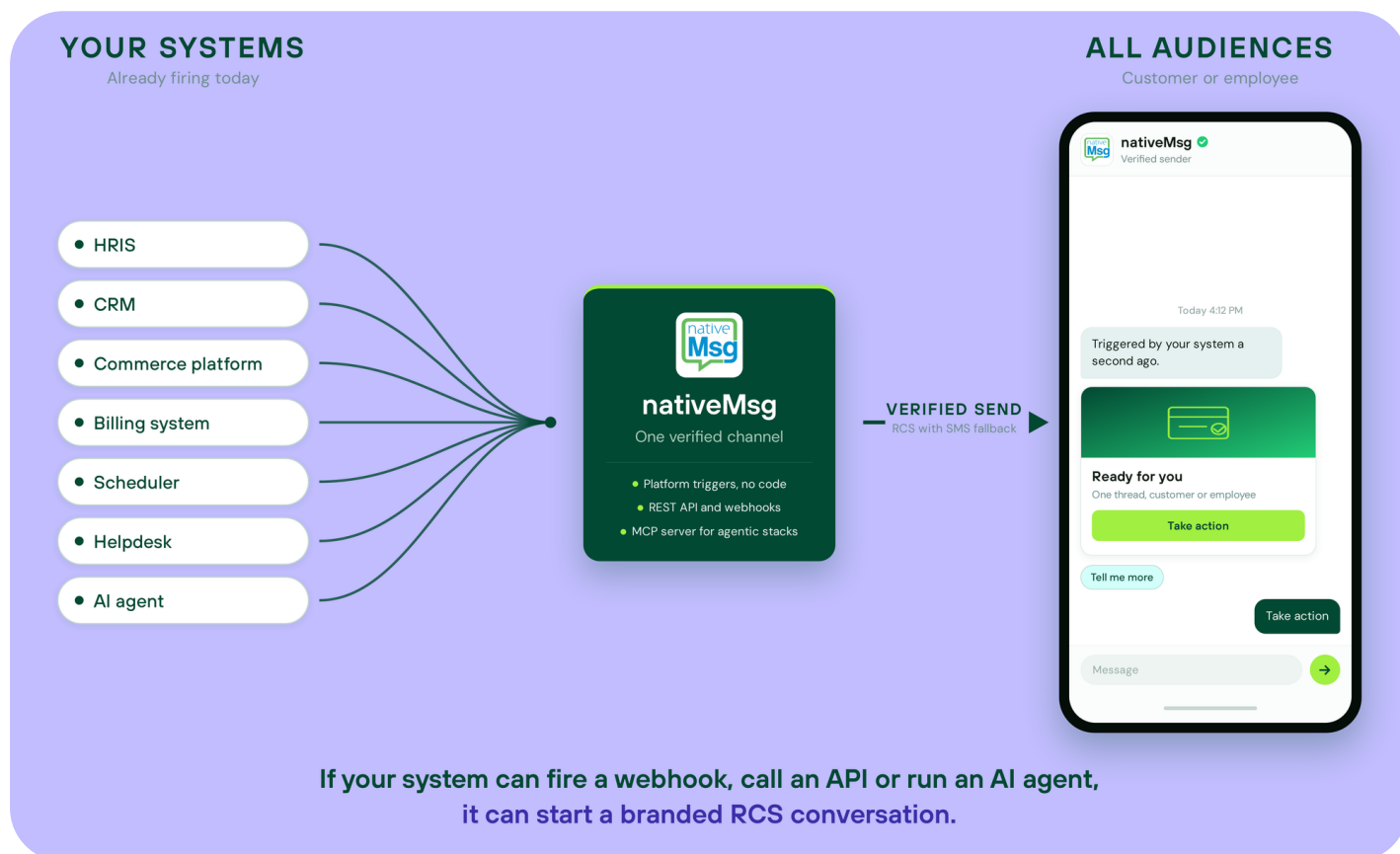
**Deskless teams have no corporate inbox...but they all have a messaging app.**

**Why enterprise buyers care:** frontline staff members are usually the hardest to reach. Retail floor, warehouse, clinical, hospitality, manufacturing teams mostly have no corporate inbox on the go and few reasons to open an app. But they all have a cell phone with them, so reaching them there is a tool for success.

## 05 What is the **same** either way

The product functionalities are the same for both, so it's a matter of choosing which method works for you. Also, the great part about our platform is...you don't even need to choose. You can launch one branded channel and reach your customers and coworkers at the same time.

- One platform, one set of channels, one builder
- If your system can fire a webhook, call an API or run an AI agent, it can start an RCS conversation. CRMs, CDP, HRIS, scheduling systems, commerce platforms, billing systems, or help desk platforms, **they all work.**
- **User engagement analytics appear in real time**, so when internal or external comms get read, the response data is sent straight to you. No more guessing what percentage of people read the content.



## 06 Who this is **not** for

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- One announcement sent to a small list is not worth the carrier set up fees.
- A team replacing their HCM, employee app, or helpdesk. RCS is the reach layer in front of those systems you already use, not a replacement or substitute.
- A buyer who needs identical rendering on every device. There are slight differences between the Android and iOS layouts.
- An audience concentrated in markets without RCS mobile carrier support (we can let you know where this applies). Auto fallback covers the rest, but if the whole audience falls back, then the value disappears.
- Workflows that need signatures, audit trails, or system of record status. The channel delivers and links to those, but it isn't the record itself.

## 07 Three **FAQs** before you go

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### How long until we can go live?

Setup takes a day, activation takes a few weeks. Mobile carriers require verification per channel, plus a one-time only set up fee. You can build and prep your campaigns while we handle the backend work with the carriers.

### How does consent work for employees vs. customers?

Customer opt-in needs to be explicit, but that can happen in message. Employees are less strict because there's an existing business relationship, so explicit opt-ins aren't necessarily required.

### What do we have to build?

Nothing on the backend. Your systems will stay the same, all we'll do is connect them to your RCS channel. Once you create the messaging you want to send, that's it.

# Everything an app would do, in a text message

Browse, book, ask, buy, and get support inside the messaging app already on every customer's phone. Built once in nativeMsg, connected to all of your systems.

- ✓ Engage Customers Directly Within Their SMS App With Media
- ✓ Quick-Reply Options
- ✓ Boosting Satisfaction And Engagement Effortlessly
- ✓ Interactive Content

Book a Demo



Scan the code to try it out!

