# Use Cases

**Increase conversion rates**
Send captivating promotional content using videos, gifs, images, or links to communicate your offers in new and engaging formats.

**Increase customer satisfaction**
Ensure customer satisfaction by delivering time-critical notifications over the native channel.

**Offload customer support**
Introduce automated, real-time, 24/7 customer assistance using a chatbot.

**Create branded experiences**
Guarantee peace of mind when sharing important information with Verified Sender stamp of approval.

# The Infobip Advantage

### GLOBAL REACH AND LOCAL PRESENCE

- **600+ direct-to-carrier connections**
- **Connect with over 7 billion people and things**
- **Strong enterprise client base**
- **60+ offices on 6 continents**

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

### SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- **Best-in-class delivery rates**
- **High speed and reliability**
- **Low latency**
- **In-house developed platform**

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

### REMARKABLE CUSTOMER EXPERIENCE

- **Technical expertise**
- **Solutions consultancy**
- **Customer success management**
- **24/7 support and network monitoring**

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy.
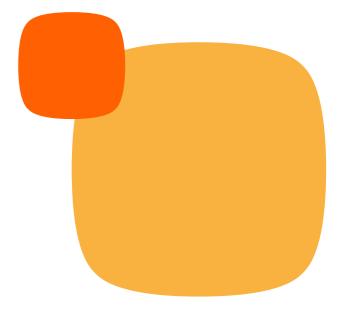
4X AWARD WINNER 2018
BEST MESSAGING API
BEST MESSAGING INNOVATION-CARRIER SOLUTION
BEST ANTI-FRAUD INNOVATION
BEST SMS/A2P PROVIDER FOR THE EMEA REGION

rocco
BEST RATED A2P SMS PROVIDER 2017, 2018
RATED TIER 1 SMS FIREWALL VENDOR IN 2017

PCI DSS COMPLIANT
LEVEL 1 SERVICE PROVIDER

ISO 9001 ISO 27001
BUREAU VERITAS Certification

**www.infobip.com**

**infobip**

# Rich Communication Services (RCS)

# RCS

# Interact with your customers using rich, branded, native mobile messaging

## The next level of conversational messaging

As a messaging channel native to most mobile phones, RCS changes the way you interact with customers. Enhance customer experience and build lasting relationships.
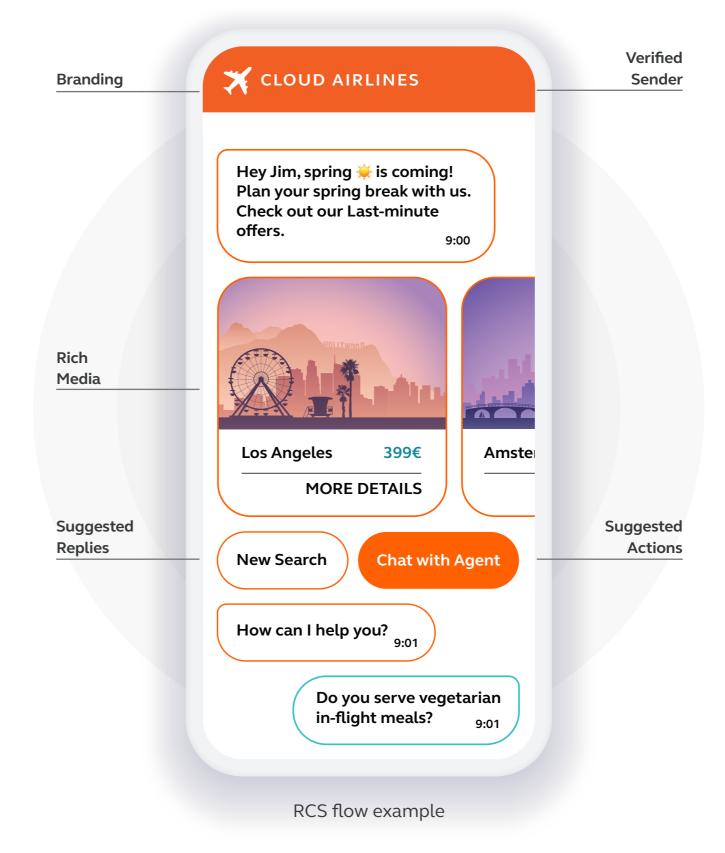
## Increase customer response rates

Boost response rates by incorporating a range of customized, predefined actions and reply buttons – letting your users respond and purchase with a single tap of a button. Detailed campaign metrics let you know if customers have seen your message and how they are responding – giving you valuable insight needed to fine-tune your messaging.

## Use RCS to deliver time-critical notifications

Leverage the mobile native service to communicate important information. Combine RCS with SMS, Voice, email and other channels to create fallback options and ensure your customers stay informed.

## Promote your offers using rich functionalities

Make full use of RCS rich content capabilities by exchanging texts, images, audio and video files, rich cards and carousels, documents and location information. From sender name to the colors on screen, you can easily embed and integrate branding throughout your communication.

Branding

Verified Sender

Rich Media

Suggested Replies

Suggested Actions

✈ CLOUD AIRLINES

Hey Jim, spring ☀ is coming! Plan your spring break with us. Check out our Last-minute offers.
9:00

Los Angeles    399€

Amster

MORE DETAILS

New Search     Chat with Agent

How can I help you?
9:01

Do you serve vegetarian in-flight meals?
9:01

RCS flow example

# HOW TO CONNECT

Scalable, flexible and easy to use with or without coding skills, offering actionable insights on performance and user behavior. **For developers and business users alike.**

Easily craft customer journeys with automated workflows using visual interface (drag and drop) through our intuitive **web-based interface**, and create rich customer profiles for personalized, contextual communication.

Easily integrate various programmable communication channels and modules in any programmable language into your business workflows by using **a single unified REST API** to create memorable customer experiences.