gupshup.ai

Transforming Boring SMS into Rich Conversational Experiences

A Marketer's Guide to RCS Business Messaging

Introduction: The SMS Problem

Your SMS messages are being ignored. Not because your offers aren't compelling or your timing is off—but because SMS itself is stuck in the past.

While your customers enjoy rich, visual conversations everywhere else (Instagram, WhatsApp, iMessage), your business messages arrive as plain text blocks. No images. No buttons. No branding. Just 160 characters competing for attention in an overwhelming notification stream.
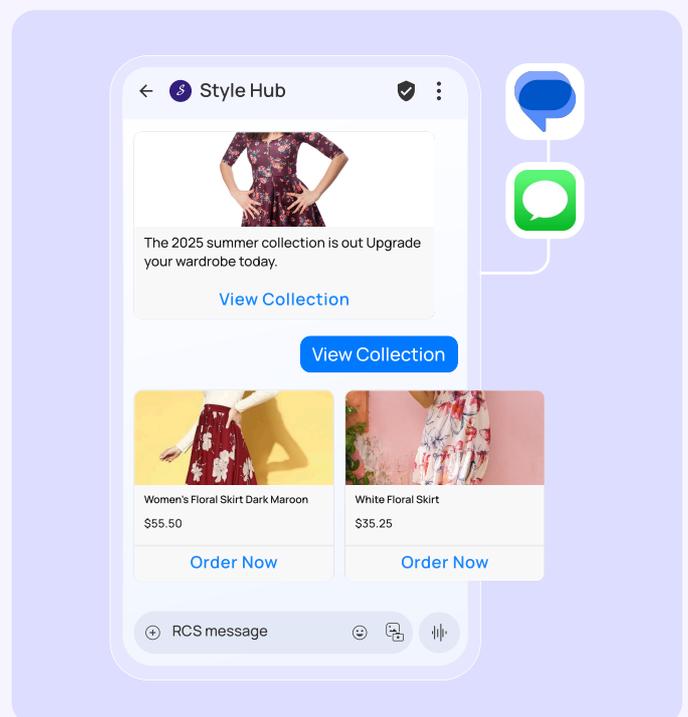
The gap between customer expectations and SMS capabilities has never been wider, and it's costing you conversions.

Enter RCS Business Messaging

RCS (Rich Communication Services) transforms plain text messages into rich, interactive experiences. Images, videos, carousels, buttons, branded sender identities—everything customers expect from modern messaging, delivered directly to their native messaging app of smartphones. No app download required.

With Apple's RCS support launching in 2024, the last barrier to universal adoption has fallen. For the first time, marketers can send rich messages to virtually every smartphone user—both Android and iPhone.

This guide will show you why RCS matters now and how to get started quickly.

Style Hub

The 2025 summer collection is out Upgrade your wardrobe today.

View Collection

View Collection

Women's Floral Skirt Dark Maroon
$55.50

White Floral Skirt
$35.25

Order Now

Order Now

RCS message

Why RCS, Why Now?

The Universal Reach Breakthrough

For years, RCS was Android-only, limiting its appeal. That changed in September 2024 when Apple added RCS support to iOS 18. With over a billion iPhone users now able to receive RCS messages, marketers finally have a universal rich messaging channel.

What this means for you:

Reach 90%+ of smartphone users with rich messages	No more choosing between iOS and Android strategies	Build once, deploy everywhere	Universal ROI justification

Customer Preference is Clear

Customers increasingly expect to connect with brands over interactive messaging:

75%
Consumers prefer to engage with brands via RCS

70%
Higher conversion rate than other channels

9 in 10
Customers want to connect with businesses over messaging

Customer satisfaction: Measurable improvements in brand perception

What Makes RCS Different

RCS vs. SMS

Feature	RCS	SMS
Media	Rich media (images, videos, carousels)	Text-only
Interaction	Interactive buttons	Manual responses
Branding	Verified brand identity with logo	Anonymous phone numbers
Analytics	Read receipts and detailed analytics	Basic delivery confirmation

RCS vs. WhatsApp Business

Feature	RCS	WhatsApp
Access	Native messaging app	Separate app download required
Reach	Immediate and universal	Requires app installation
Platform	No lock-in	WhatsApp ecosystem dependency
Opt-in	No Opt-in required	Additional Opt-in required

RCS vs. Mobile Apps

Feature	RCS	SMS
Friction	Zero download required	Installation barrier
Reach	Immediate, universal	App maintenance burden
Compatibility	Universal	Platform-specific development

RCS combines SMS's universal reach with modern messaging capabilities—without requiring customers to install anything new.

What RCS Can Do

Visual Content That Converts

Images & Videos:

Embed high-resolution product photos, promotional graphics, or video demos directly in messages. No links required—content displays inline.
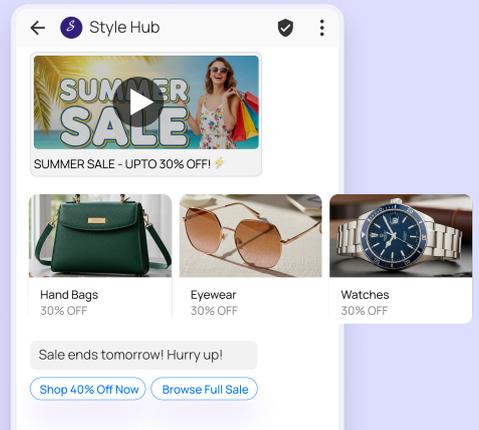
Carousels:

Showcase multiple products or options in swipeable cards. Perfect for product collections, travel packages, or service options.
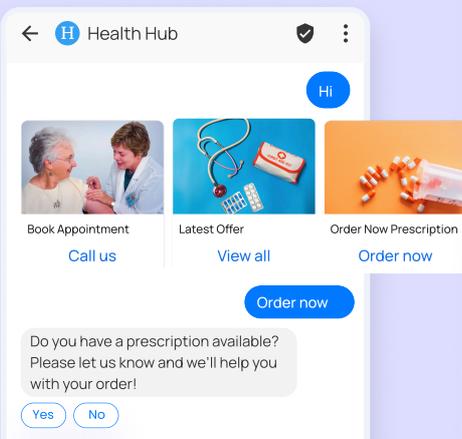
GIFs:

Add motion and personality with animated content. Great for countdown timers or eye-catching promotions.

PDFs & QR Codes:

Share PDFs and QR Codes to drive engagement.

Interactive Elements That Drive Action

Action Buttons:

One-tap actions like "Shop Now," "Book Appointment," "Track Order," or "Get Directions." Eliminate friction and boost conversions.

Suggested Replies:

Quick response buttons that let customers reply with a single tap instead of typing.

Calendar Integration:

"Add to Calendar" buttons that save appointments instantly—proven to reduce no-shows.

Google Maps Support:

Add Google maps to quickly drive customers to your nearest location.

Branding That Builds Trust

Verified Sender Badge:

Similar to social media verification, this badge proves your message is legitimate—critical for overcoming SMS's spam perception problem.

Brand Logo:

Your logo appears prominently in the message thread, making communications instantly recognizable.

Rich Cards:

Structured message formats that present information in organized, scannable layouts.

What RCS Can Do: Bonus Capability

Convert Google Search Results into Conversations

Connect with high-intent users from Google Search

When customers search for your brand or services on Google, they show strong intent — whether to buy or get support. Search is the moment they're most motivated to act.

Fix the broken user experience

Traditional search sends customers to landing pages with no visibility. Google Search to Chat changes that by moving users into a persistent conversational interface.

Engage in a meaningful conversation

You can connect with customers from Google Search via AI Agents or human agents to capture details, qualify leads, answer questions, showcase products, and provide instant support.

Convert: At the Peak of Buying Intent

Achieve goals right inside chat — from collecting payments and booking appointments to registrations, store visits, and seamless transactions.
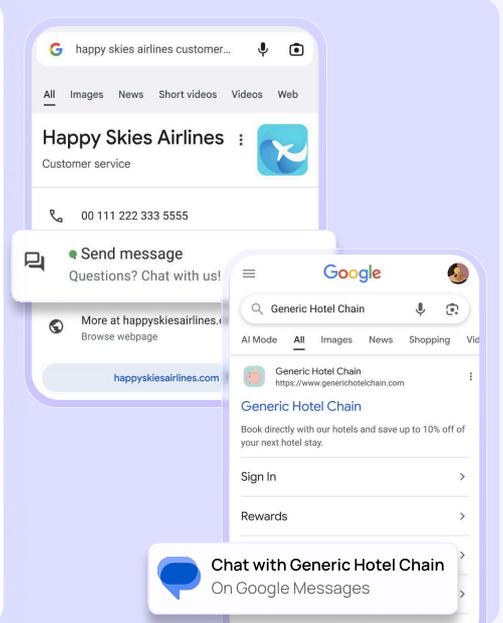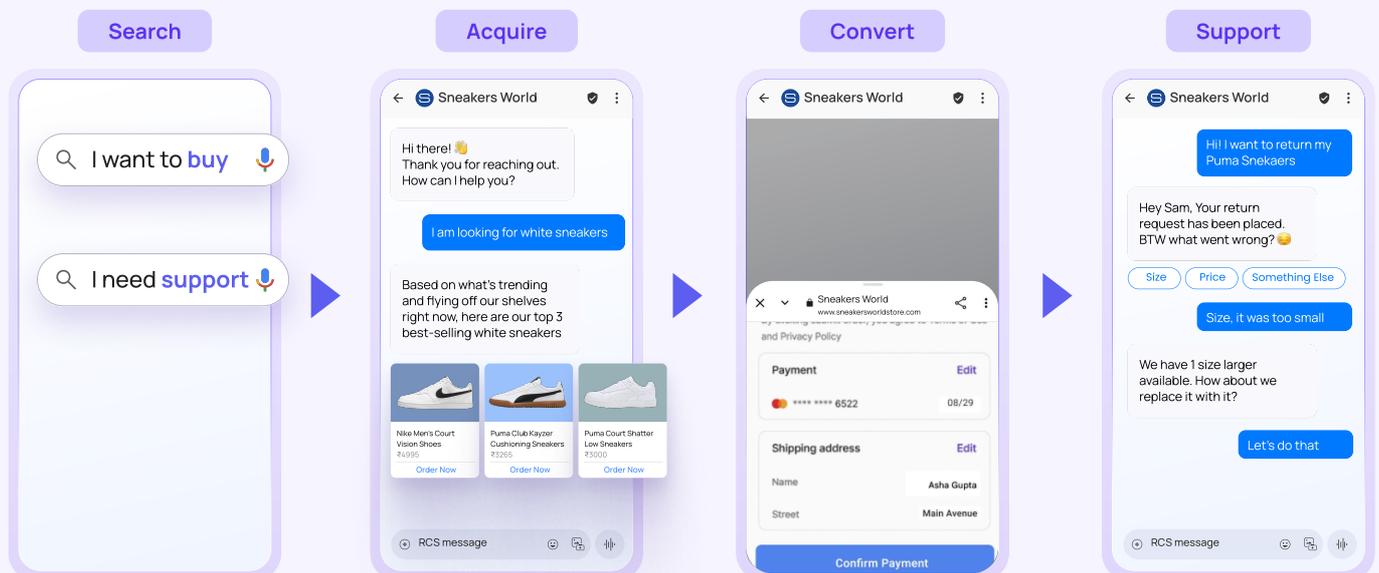
Why Google Search to Chat Matters?

Search is when intent to complete a particular task peaks

Find best plumber near me for leaky faucet

96%
Mobile searches start on Google

5 Trillion annual searches

1 in 2
Internet user can no longer be reached programmatically or by display ads

80%
of ads fail to reach the critical "attention threshold"

## From Acquisition to Support with Google Search to Chat

Search → **Acquire** → **Convert** → **Support**

- I want to buy
- I need support

Sneakers World
Hi there! 👋
Thank you for reaching out. How can I help you?
I am looking for white sneakers
Based on what's trending and flying off our shelves right now, here are our top 3 best-selling white sneakers

Nike Men's Court Vision Shoes ₹4995 — Order Now
Puma Club Kayzer Cushioning Sneakers ₹3265 — Order Now
Puma Court Shatter Low Sneakers ₹3000 — Order Now

RCS message

Sneakers World
Sneakers World
www.sneakersworldstore.com
By clicking confirm you agree to Terms of Sale and Privacy Policy
Payment — Edit
**** **** 6522   08/29
Shipping address — Edit
Name   Asha Gupta
Street   Main Avenue
Confirm Payment

Sneakers World
Hi! I want to return my Puma Snekaers
Hey Sam, Your return request has been placed. BTW what went wrong? 😅
Size   Price   Something Else
Size, it was too small
We have 1 size larger available. How about we replace it with it?
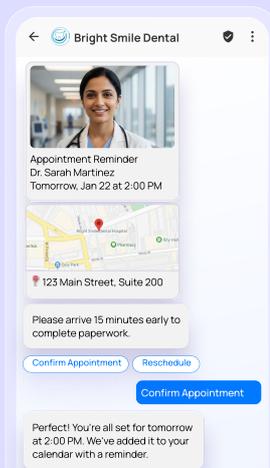Let's do that

RCS message

RCS Use Cases That Drive Results

E-commerce

▸ **Abandoned cart recovery** with product images and one-tap checkout

▸ **Product launches** with visual showcases and direct purchase links

▸ **Personalized recommendations** in carousel format

▸ **Order tracking** with rich status updates and support buttons
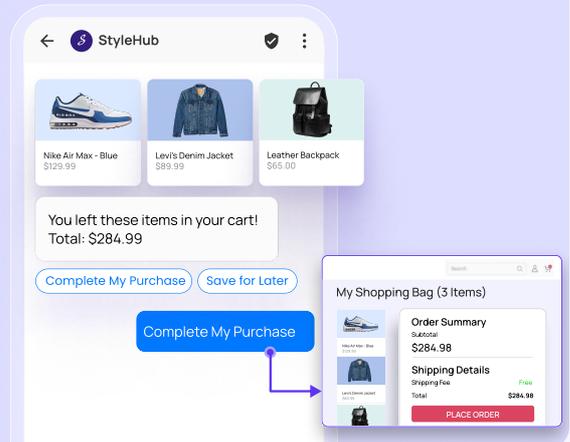
Appointments & Services

▸ **Reminders** with calendar integration and confirm/ reschedule buttons

▸ **Pre-appointment instructions** with images and checklists

▸ **Navigation** with one-tap directions to your location

▸ **Follow-up** with feedback forms and re-booking options

Customer Service

▸ **Visual troubleshooting** with diagnostic images and videos

▸ **Account management** through conversational flows

▸ **FAQ automation** with intelligent quick replies
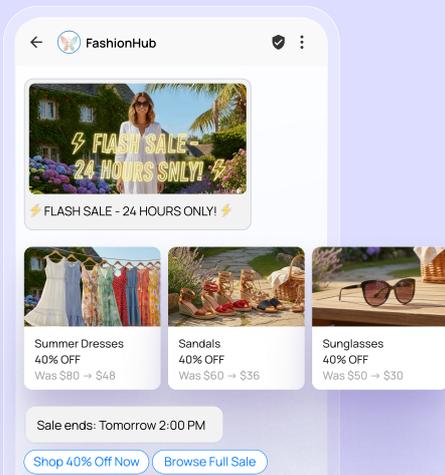
▸ **Human handoff** when automation isn't enough
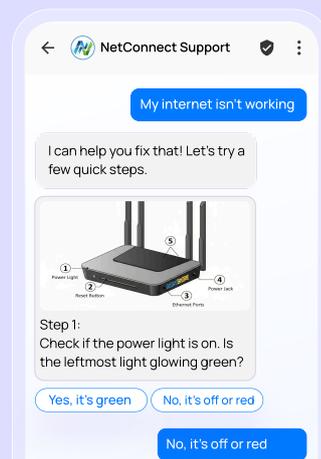
Events & Entertainment

▸ **Invitations** with event imagery and one-tap RSVP

▸ **Digital ticket delivery** with QR codes and event details

▸ **Updates** with schedule changes and navigation

▸ **Post-event engagement** with highlight galleries and feedback
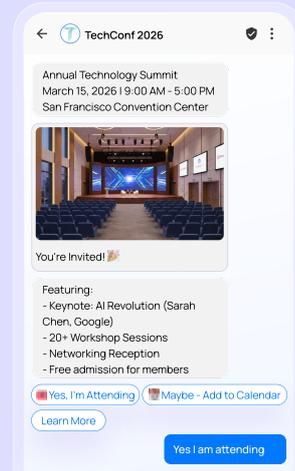
Promotions & Sales

▸ **Flash sales** with striking visuals

▸ **Exclusive offers** with VIP branding

▸ **Coupon distribution** with visual codes and expiration tracking

▸ **Seasonal campaigns** with rich imagery
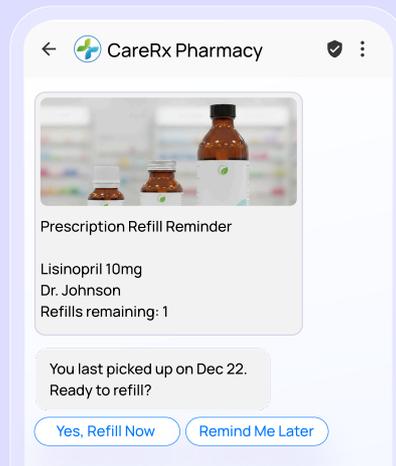
Industry-Specific Applications:

Banking

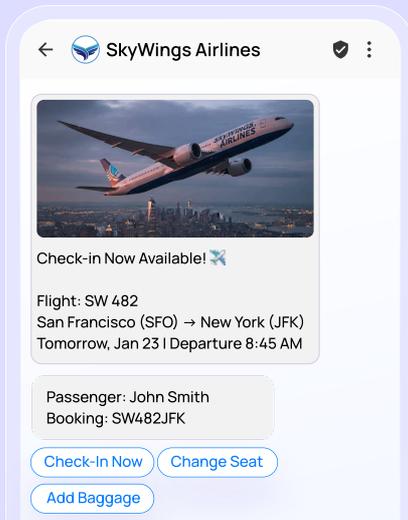Account alerts, fraud warnings, payment reminders, end-to-end banking
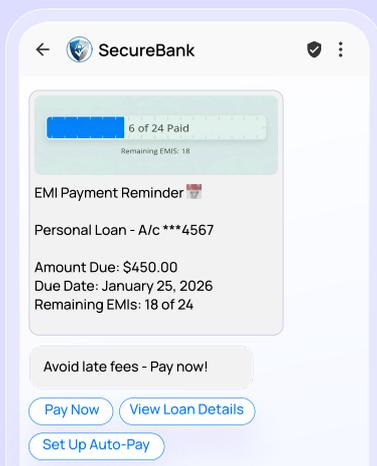
Healthcare

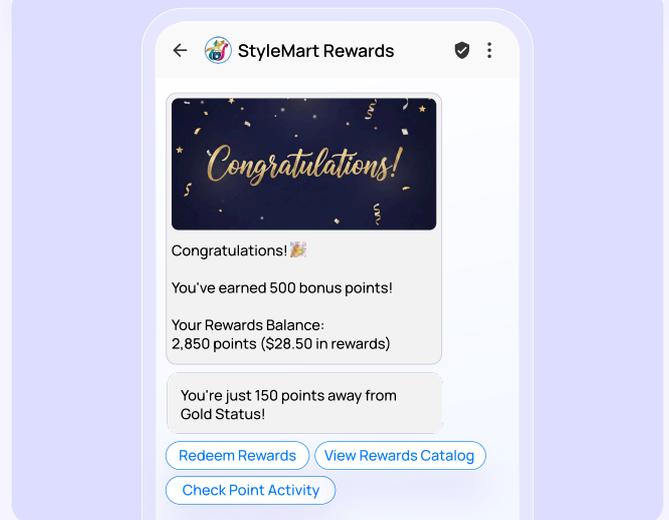Appointment management, prescription refills, wellness tips

Travel

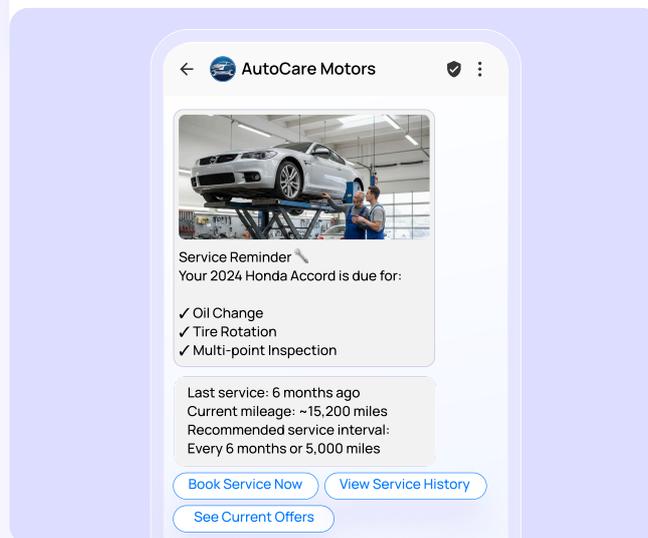Boarding passes, hotel check-in, itinerary updates

Retail

Store openings, loyalty rewards, personal shopping

Automotive

Service reminders, recall notifications, vehicle status

Why These Journeys Work

- ✓ **Visual = Higher engagement.** Images and brands grab attention
- ✓ **Interactive = Lower friction.** Buttons beat typing every time
- ✓ **Conversational = Better experience.** Feels like helpful dialogue, not broadcast
- ✓ **Trackable = Measurable ROI.** See exactly what customers do

Getting Started with RCS

The Platform Makes the Difference

A great RCS experience is only as good as the platform powering it. You need more than just message delivery—you need a complete conversational ecosystem that connects campaigns, AI Agents, live agents, and analytics in one place.

What to Look for in an RCS Platform:

Unified conversation management across RCS and other channels

AI-powered journeys that adapt based on customer responses

Seamless automation + human handoffs for scalable support

Enterprise integration with your existing tech stack

Real-time analytics to measure and optimize performance

Built for Conversational Engagement: Gupshup Conversation Cloud

Gupshup Conversation Cloud is an enterprise platform purpose-built for intelligent customer conversations at scale.
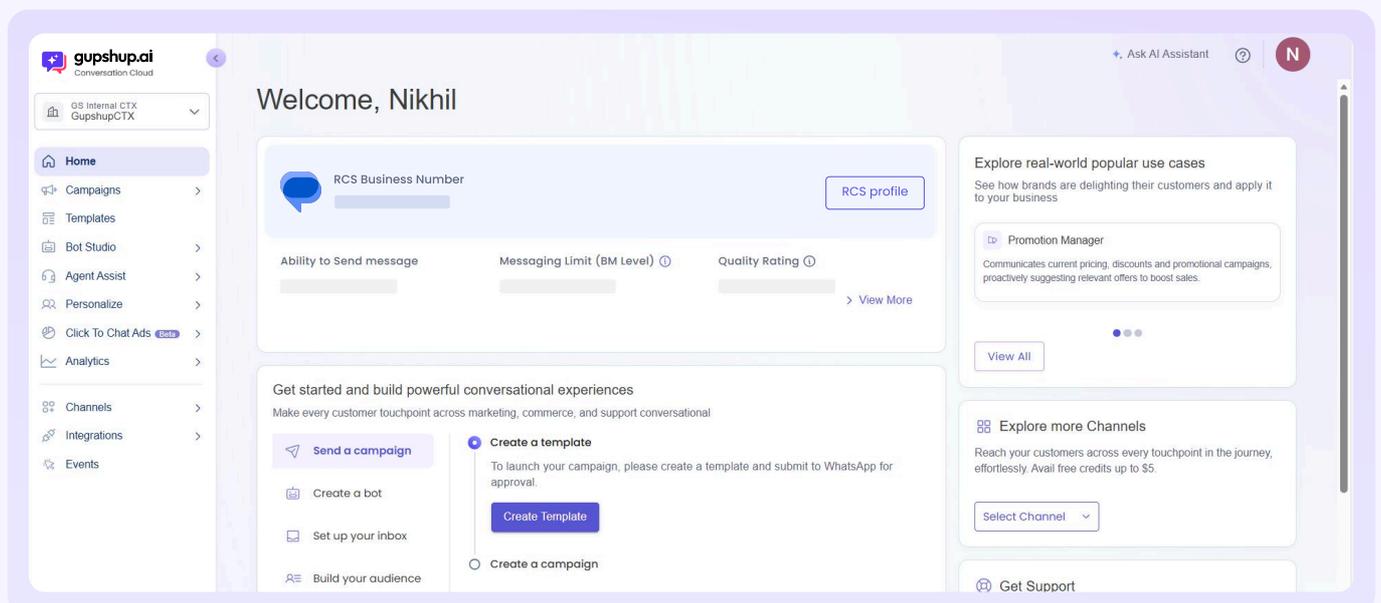
Complete RCS Capability in One Platform:

Feature	What You Get
RCS Presence	Verified brand setup, RCS Agent Launch, campaign deployment, template management
Chat Journeys	Pre-built conversational journey templates, visual flow builder, intelligent routing
AI Agents	Automated conversational agents with context awareness
Live Agent Support	Unified inbox, full conversation history, seamless escalation
Analytics & Optimization	Real-time analytics dashboards and ROI tracking
Multi-Channel	Manage RCS, WhatsApp, SMS, and more from one platform

Trusted Scale: Gupshup powers 10 billion+ messages monthly for 50,000+ businesses across 60+ countries.

Why it matters: With Gupshup, you're not just sending messages—you're building intelligent conversational experiences that scale. From setup to optimization, everything you need is in one platform.

Get your brand on RCS Business Messages Today

RCS isn't about replacing SMS—it's about upgrading your mobile messaging to meet modern customer expectations. The technology is ready. The reach is universal. The results are proven. The gap between boring SMS and rich customer experiences is growing. Brands using RCS are seeing higher engagement, better conversions, and stronger customer relationships.

Book a Demo Today →

About Gupshup

Gupshup is a leading conversational messaging platform, enabling businesses to build meaningful customer relationships through advanced messaging solutions including RCS Business Messaging, WhatsApp Business, SMS, and more.

With 50,000+ customers across 60+ countries, Gupshup powers over 10 billion messages per month, helping brands deliver exceptional conversational experiences at scale.

Learn more about Gupshup's RCS solutions:
Visit www.gupshup.ai or contact our team to start your RCS journey today.