

# RCS

## Another channel to the Communication and Interaction Strategy



By: Sergio Acevedo



# RCS will replace absolutely SMS?

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2 Different  
channels



No global  
availability



RCS only Android /  
SMS all Cell Phones



SMS notifications /  
RCS interactive and  
conversational



## **RCS Challenges** in the adoption of the RCS for companies.

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Google certification for companies



RCS Carrier integration



Only Android users



Company systems



Bots / Call center



# RCS Use Cases

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# Successful Case

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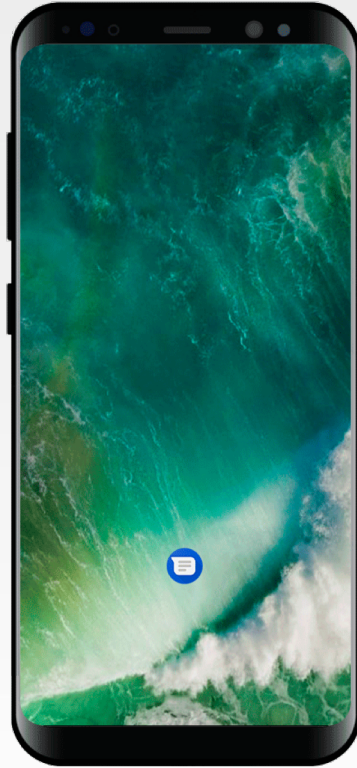
**Cinemex.**  
*la magia del cine.*



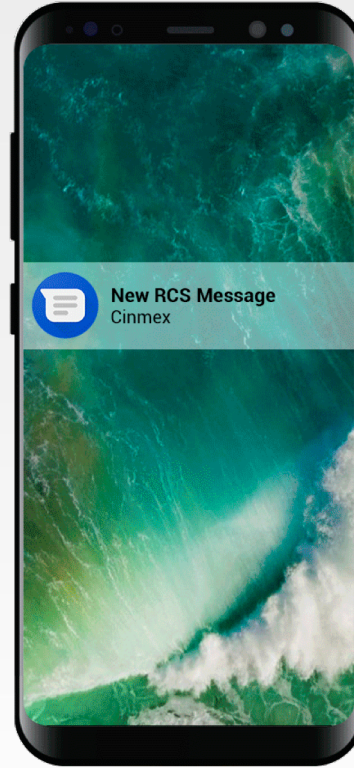


# Step 1

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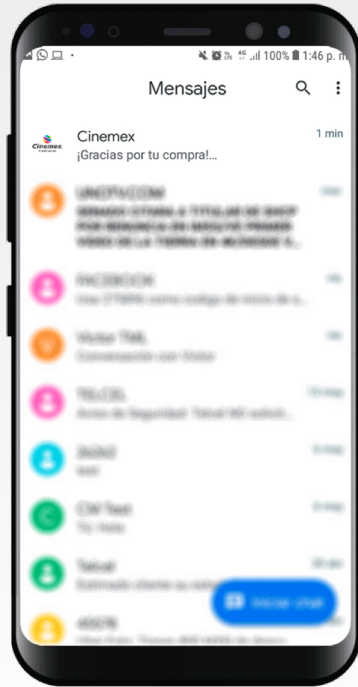


Message Received

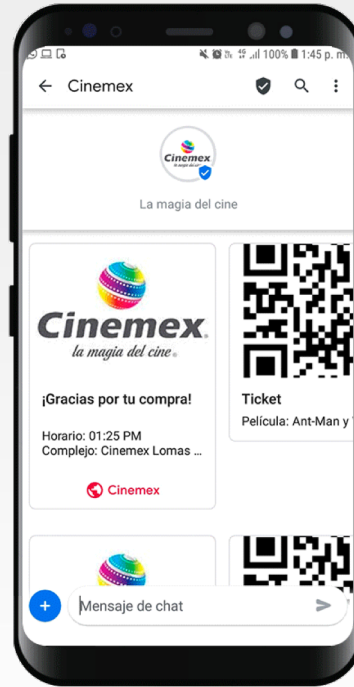


Inbox messages

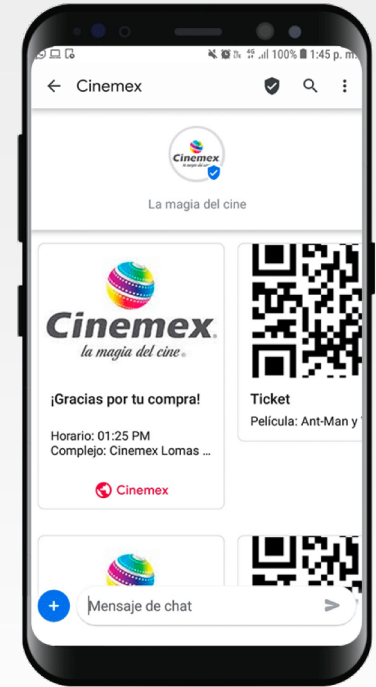
# Step 2



Open message (Home)



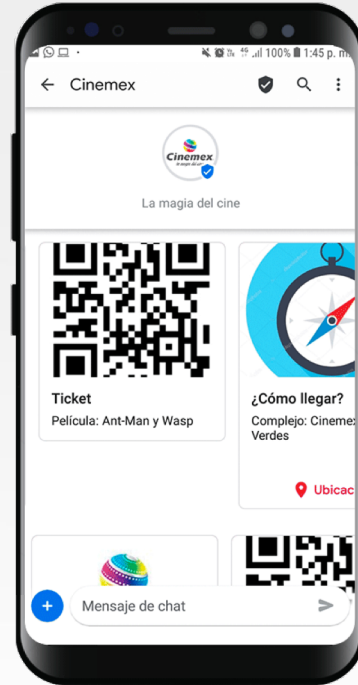
Brand info



Web page

# Step 3

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Ticket

# Step 4

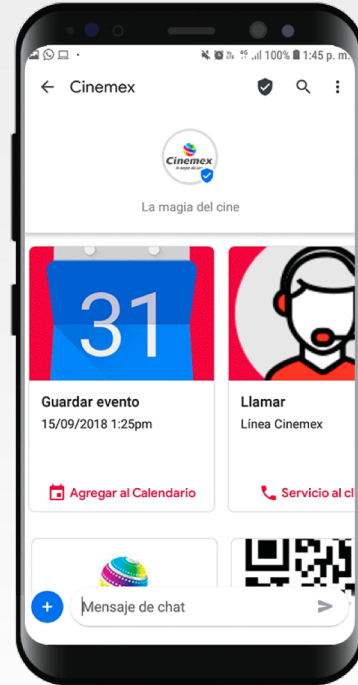
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Location map

# Step 5

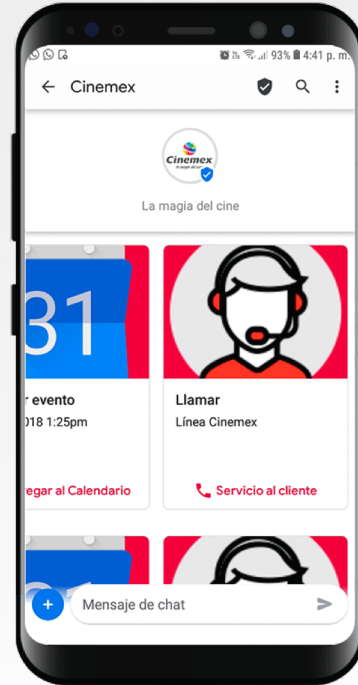
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Schedule event

# Step 6

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Click to call



# Thank you!

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**Sergio Acevedo**

Concepto Móvil

mobile: (+52) 55 3899 6359

[sergio@conceptomovil.com](mailto:sergio@conceptomovil.com)