

# Smartflo Enterprise RCS Platform



## The Future of Business Messaging Is Here

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Maximize your reach and optimise spend with  
Smartflo Omnichannel RCS Messaging



### Rapid RCS Adoption

RCS is emerging as the next evolution of messaging, driven by enterprise adoption in India.

### Market Expansion

India's commercial messaging market is projected to grow from USD 1.01 Bn to USD 3.06 Bn.

### Engagement Impact

RCS open rates reach up to 98%, delivering higher engagement and response rates than SMS.

### Omnichannel Growth

Strong omnichannel strategies retain up to 89% of customers and drive higher revenue growth.



## Limited Customer Engagement

Traditional SMS delivers low interaction and engagement

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## Lack of Brand Verification

Traditional SMS lacks verified sender IDs and brand trust indicators

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## App Dependency Issues

Reliance on third-party apps limits customer adoption

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## Limited Message Insights

Traditional SMS lacks delivery, read, and interaction analytics

# Introducing Smartflo Enterprise RCS Platform

Smartflo Enterprise RCS Platform enables businesses to upgrade traditional SMS into rich, interactive messaging delivered directly to native messaging apps.

## Rich Business Messaging

Deliver images, videos, files, carousels, and interactive content within native messaging applications.

## Actionable Insights

Enable conversational messaging with suggested replies and actionable customer responses.

## Native App Experience

Provide app-like messaging experiences without requiring any third-party application downloads.

## Trusted RCS Platform

Leverage Google-verified RCS infrastructure for reliable and secure business communication.



# How RCS Messaging Works





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### **Rich Media Messaging**

Send images, videos, GIFs, carousels, location pins, and branded content within RCS conversations.

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### **AI Chatbot & Automation**

Seamless integration with AI bots, rule-based workflows, and CRM systems for automated conversations.

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### **Interactive Messaging Tools**

Buttons, quick replies, suggested actions, cards, and carousel journeys to drive guided interactions.

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### **API & System Integrations**

\*REST APIs and webhooks for integration with CRM, CDP, ERP, marketing automation, and ticketing.



\*REpresentational State Transfer Application Programming Interface



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### Higher Engagement

App-like experiences increase interaction rates and customer participation.

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### Reduced Support Costs

Automation and chatbot workflows lower dependency on live agents and reduce overall support costs.

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### Improved Conversion Rates

Interactive journeys and rich messaging drive faster decisions and higher campaign ROI.

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### Omnichannel Experience

Enable unified communication across SMS, RCS, and WhatsApp using templates to accelerate campaigns.





**The customer is one of India's leading private sector banks, offering a wide range of financial products and digital banking services to retail and corporate customers.**

“RCS enabled us to deliver secure, interactive, and engaging customer communication directly within the native messaging inbox.”

*IT Lead, Leading Bank*



## Challenge

The customer relied on traditional SMS for customer communication, which offered limited engagement and lacked interactivity.

It also did not provide a rich or secure experience for important banking notifications and customer actions.

## Solution

The customer adopted interactive RCS messaging for Business experience that made it easy to manage loans, cards, and deposits.

Customers could simply scan a QR code to chat, ask questions, apply for products, and request services, all within their native messaging app.

## Benefits

- Improved customer engagement through rich, interactive messaging
- Enhanced brand trust with verified sender identity and branding
- Seamless customer actions enabled within the message thread

**The customer is a health-tech company focused on making quality healthcare accessible by combining technology, clinical services, and human support.**

RCS helped us deliver personalised, interactive healthcare communication directly within the native messaging inbox.

*IT Lead, HealthTech Firm*



## Challenge

The customer relied on traditional communication channels that limited engagement and made it difficult to guide users through consultations, diagnostics, and preventive healthcare services effectively.

## Solution

With RCS, the company delivered conversational messaging journeys including digital doctor consultations, medicine delivery updates, pathology services, and insurance packages within a rich, interactive message thread.

## Benefits

- Higher Engagement: Enabled interactive healthcare journeys within native messaging apps.
- Improved Experience: Simplified access to consultations and care services.
- Better Conversions: Encouraged users to complete service bookings seamlessly.

**The customer is an Ahmedabad-based Indian gold jewelry brand operating across wholesale and retail with its own showroom network.**

RCS helped us showcase rich jewelry collections and capture high-intent leads directly within the native messaging experience.

*IT Lead, Retail Brand*



**⚠ Challenge**

The brand required a more engaging channel for discovery, branding, and lead capture beyond traditional SMS-based outreach.

**💡 Solution**

Through RCS, the brand delivered rich visual messaging campaigns featuring jewelry collections with call-to-action buttons to view designs and schedule showroom visits.

**✅ Benefits**

- Higher Engagement: Delivered rich visual campaigns with interactive CTAs.
- Stronger Lead Capture: Converted discovery traffic into showroom visits.
- Lower Costs: Improved efficiency compared to conventional messaging channels.



# Why TTBS?

## Trusted Partner

Backed by TTBS credibility and long-standing enterprise trust.

## Enterprise Grade Services

Services designed to meet enterprise-scale reliability and performance needs.

## Single Portal Management

Manage services and accounts through a unified portal.

## Cost Effective Solutions

Optimised offerings delivering value-driven business outcomes.

## Data Security and Privacy

Strong safeguards to protect enterprise data and communications.

## Expert Support

Dedicated expert assistance for uninterrupted business operations.





### **What is RCS business messaging?**

RCS business messaging is the business-to-consumer version of RCS, enabling brands to deliver richer, more interactive experiences than traditional SMS.

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### **How does RCS business messaging work?**

RCS business messaging uses the RCS protocol over data networks and is delivered through carrier-supported native inboxes via messaging platform providers.

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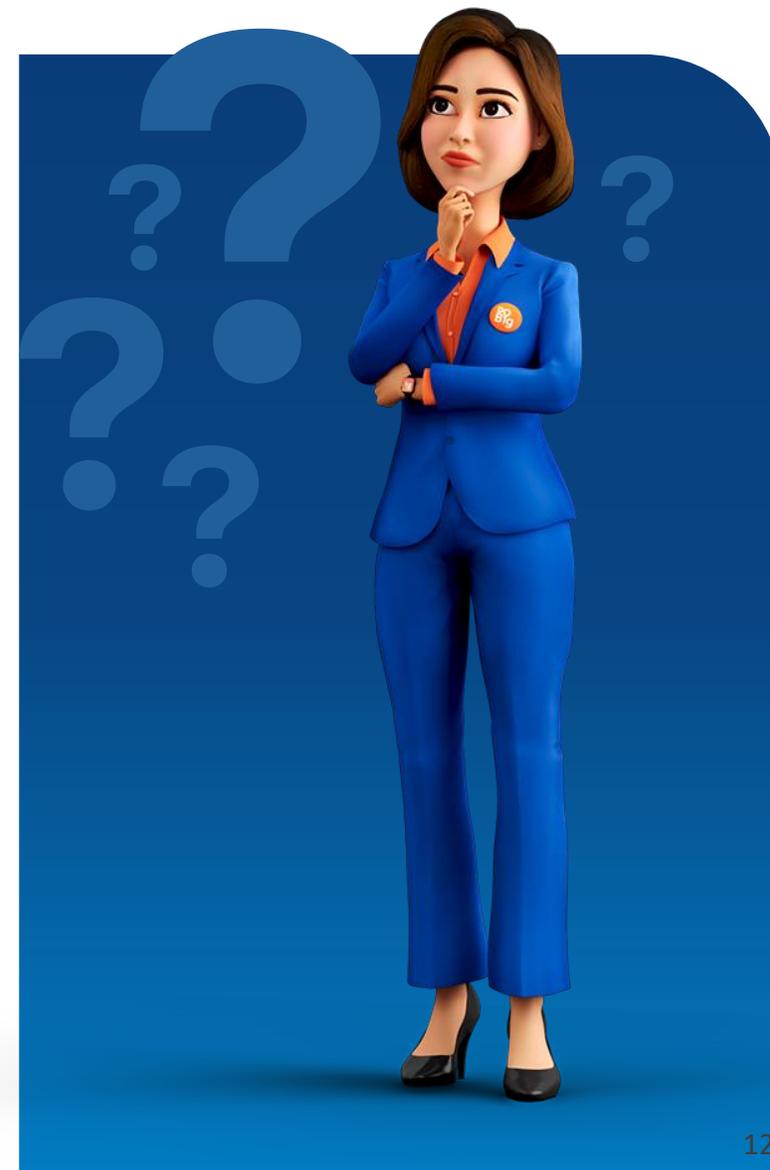
### **How are RCS conversations initiated?**

RCS conversations are initiated by businesses with opt-in users through text or rich media messages, enabling interactive actions within the conversation.

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### **Which devices support RCS?**

RCS is supported on Android and Apple devices from iOS 18 onwards with compatible telcos, as announced by Apple.





### **How can businesses use RCS platform?**

RCS supports Promotional, Transactional, and OTP use cases. Promotional messages are allowed between 10 AM and 9 PM, while Transactional and OTP messages have no time restrictions and can be sent at any time.

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### **Is there any messaging limit on sending RCS messages to customers?**

RCS Promotional messages are limited to 4 A2P messages per brand per user per month. Additional messages may result in errors. This limit does not apply to P2A messages, and user responses allow two additional messages.

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### **Does the RCS platform support fallback?**

Yes. The Smartflo Enterprise RCS Platform supports fallback to WhatsApp if RCS message delivery fails, and vice versa. This ensures higher message reach and continuity of customer communication across supported channels.



# Thank You!

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