



Proximus Global

RCS-The Next Big Thing in Business Communications

Rich, interactive brand experiences,
right in your customer's inbox

Reach

2.5 billion+

monthly active RCS users around the world



Stronger trust
and transparency



Scalable, reliable
messaging
architecture



Higher CTRs
and ROI than
SMS



Seamless — No
app downloads
needed



4 Reasons to Switch to RCS

140%

higher conversion rates than SMS



74%

prefer RCS to engage with brands



35x

higher read rates than emails



6.2x

higher ROI vs other conversational channels



Source: Google

From billions of users to measurable results, RCS is transforming how brands communicate.

RCS Features

Trusted Branding
Display your business name, logo, and tagline in every message

Rich Media
Share images, videos, and GIFs to boost engagement

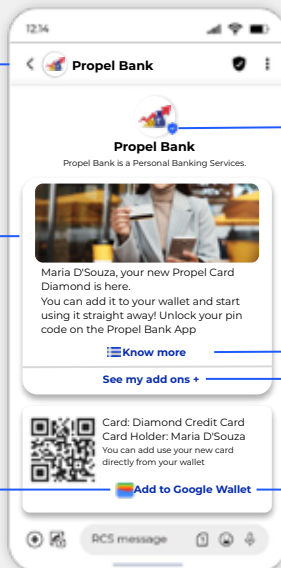
Google Integration
Connect with Maps, Calendar, Wallet, and more

Verification
Send authenticated, branded messages that protect customers and reputation

Suggested Replies
Enable one-tap responses for faster interactions

Faster Checkout
Simplify payments with one-tap payment options

Suggested Actions
Enable high-intent actions like opening links, directions, or booking services



RCS Super Powers



Better Metrics & Data

Client-based delivery reports and read receipts



PDF Sharing

Share brochures and catalogs instantly



P2A Journeys

Let users start support or purchase journeys via keywords



QR Scan

Link physical assets like packaging or posters to chats



Search to RCS

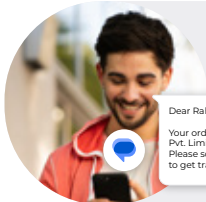
Connect directly via Google Search or Maps



RCS on iOS

Rolling out on Apple devices across the globe

Strategic Use Cases

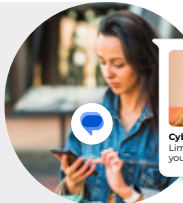


Dear Rahul,

Your order 0854753695 from ABC Pvt. Limited has been dispatched. Please scan the following QR code to get tracking updates.

Notify

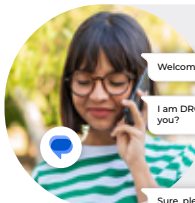
- > Purchase confirmations
- > Delivery notifications and updates
- > Contract expiration reminders
- > Changes in service terms and conditions



Cyber Monday Sale!
Limited Edition perfumes just for you!

Engage

- > New product offerings
- > Sales or discounts, especially to loyal customers
- > Product and/or service ratings



Welcome to RML Bank

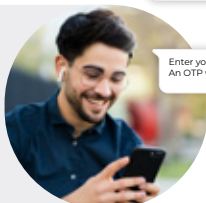
I am DROUTE. How may I help you?

I need my monthly loan statement.

Sure, please enter your loan account number.

Support

- > Interaction with an agent about products or services (real-time or interactive)
- > Automatic replies to customer queries



Enter your Phone number.
An OTP will be sent for verification

90867****

Secure

- > One-time PINs to authenticate users
- > Password reset flow
- > Suspicious account activity notifications

Success Stories



Samco Securities

99% delivery rate
99.9% engagement



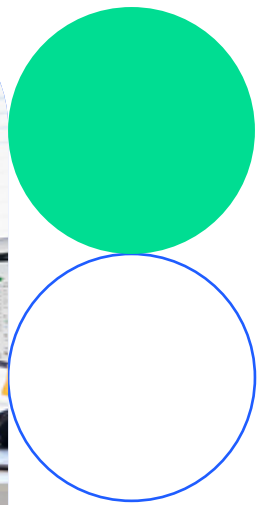
PaishaBazaar

96% delivery
30% lower lead costs
20% CTR



Unibit

7–12% higher engagement
30% faster responses
Significant cost savings
and conversions



Key Highlights



Unified API for global
RBM distribution



Strategic tie-ups
with OEMs & Operators



40+ Brands live globally
across multiple industries

Ready to Upgrade Your Messaging?

Book a 15-min RCS Strategy Call



Scan to contact us

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

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