

Future Messaging at BT.

What are BT doing to attract Brands into the RCS Channel?

1. Working with other UK MNOs
2. Working with our Partners
3. Working with our Customers and within EE/ BT
4. Exploring potential RCS Product evolutions



Future Messaging Product Manager



Why have BT invested in RCS?

Consumers wants and needs are changing- BT must future proof our Messaging Channel

Personalisation

Richer conversations containing images, videos and interactivity

Two way conversations with brands

BT view RCS as more than an SMS upgrade...

Customer Care

RCS can be used to enable proactive customer communications to deflect from call centre traffic.

Ad Spend Migration

RCS features have the potential to benefit from shifts in Digital Marketing spend trends.

P2A Conversations

Analysts predict P2A will account for 30% of RCS revenue by 2022.

Businesses moving to Messaging Channels

Customers and brands alike are waking up to the power of messaging.

WhatsApp for Business is gaining traction in the UK market, RCS will retain traffic for BT.

There was a 27% increase in UK A2P traffic during the pandemic, brands waking up to messaging potential.

Only 3% of Global Businesses currently use messaging , huge potential for growth.

By 2024 18% of messaging spend will move to other channels, BT want to ensure as much as possible moves to RCS.



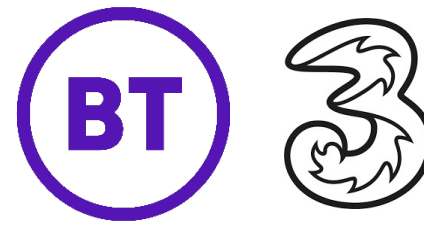
1.Working with MNOs



Streamlining the UK Onboarding, Commercial Models and sharing data.

MNOs have agreed to:

1. Align on Commercial Models.
2. Streamline the onboarding process and maximise SLR for brand onboarding.
3. Share RCS enabled device numbers collectively to ascertain a clear picture of the addressable market in the UK.



Collectively Evangelising for RCS.

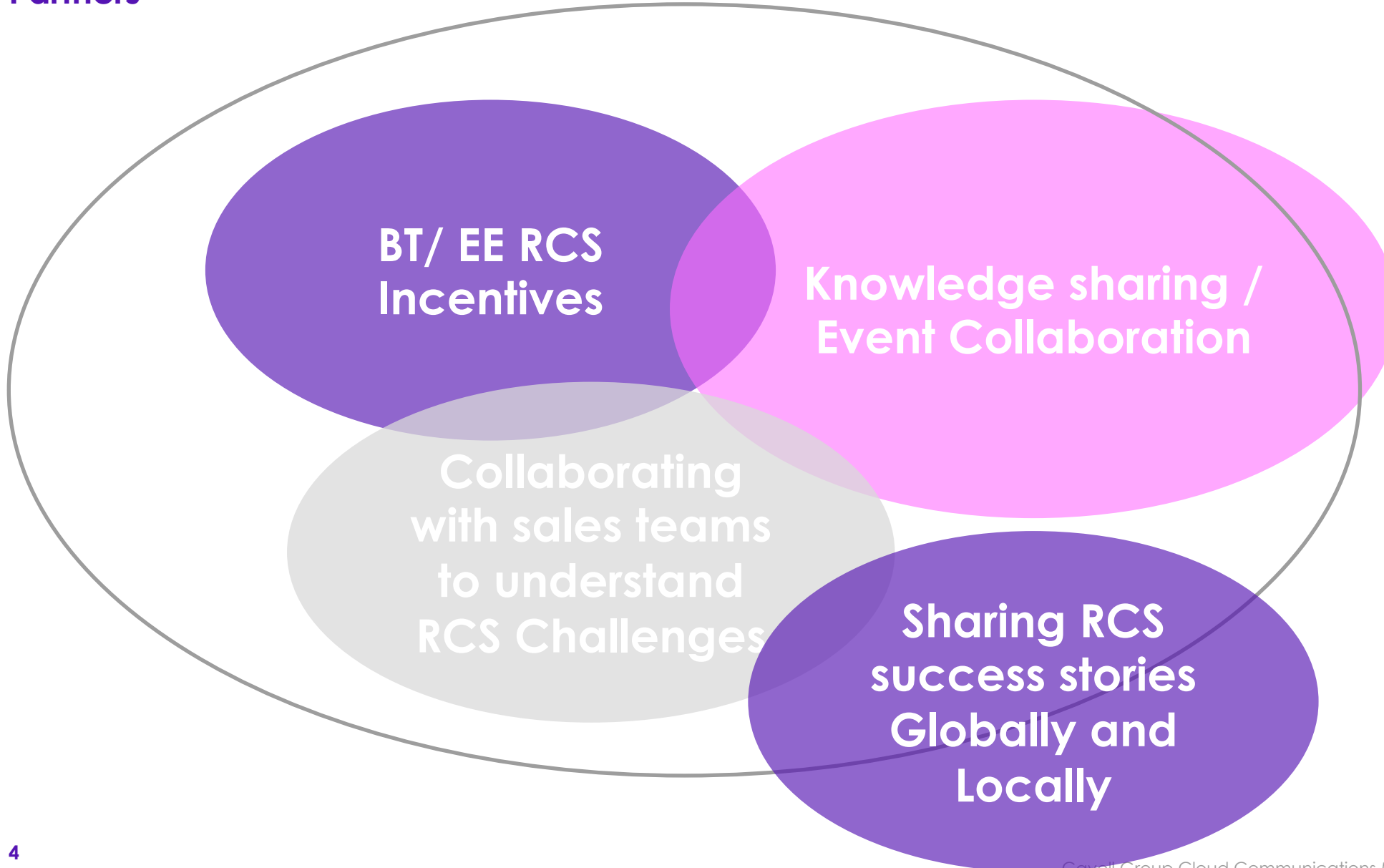
MNOs have agreed to:

1. **An RCS Campaign Competition.** Three campaigns will be selected which showcase RCS features and potential most impactfully. Case studies aim to drive campaigns
2. Exploring customer centric campaign to promote customer awareness of RCS.
3. Sharing knowledge on developments and collaborating on product roadmaps.



Inspiring and Collaborators with our Partners.

2. Working with Partners



Showing the value of RCS in EE/ BT

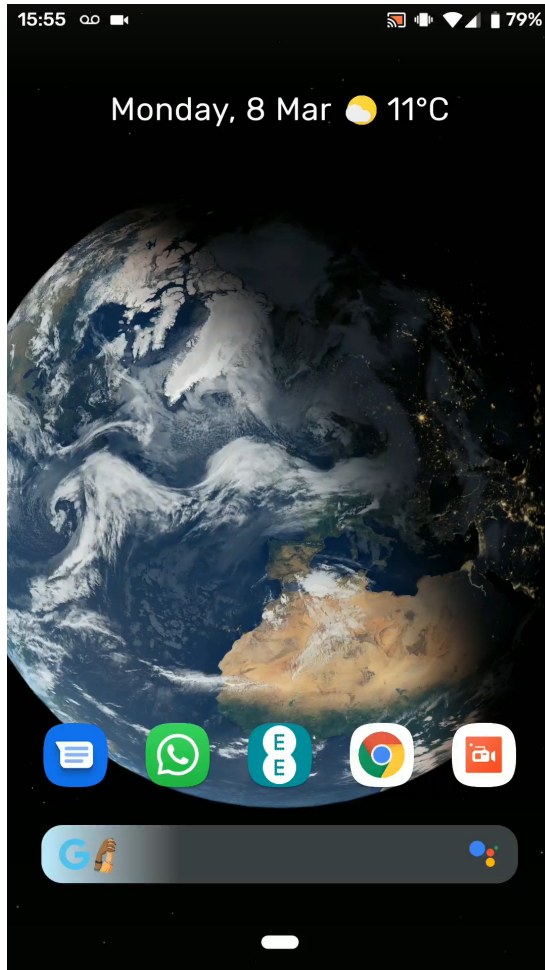
RCS@EE/BT

EE can now reach 4 million of our customers with RCS campaigns.

Implementations

- EE/ BT are utilising our own base to use RCS to share promotions / upgrade campaigns and new products to our base.
- BT/EE have now rolled out 12 campaigns to our customers garnering excellent results
- EE/ BT collaborating to explore how RCS can overcome hurdles on Customer Care, utilise RCS to reach customers and improve CX for our customers.
- EE/ BT working with our existing customers to explore how they can utilise RCS to enhance their CX

Showing the value of RCS in EE/ BT



- ✓ Benefits click through rate **33% higher** than SMS and Email.
- ✓ RCS customers are more likely to claim they were made aware of benefits from their welcome journey.

RCS Product Roadmap Developments 2022/2023

Chatbot
Directory

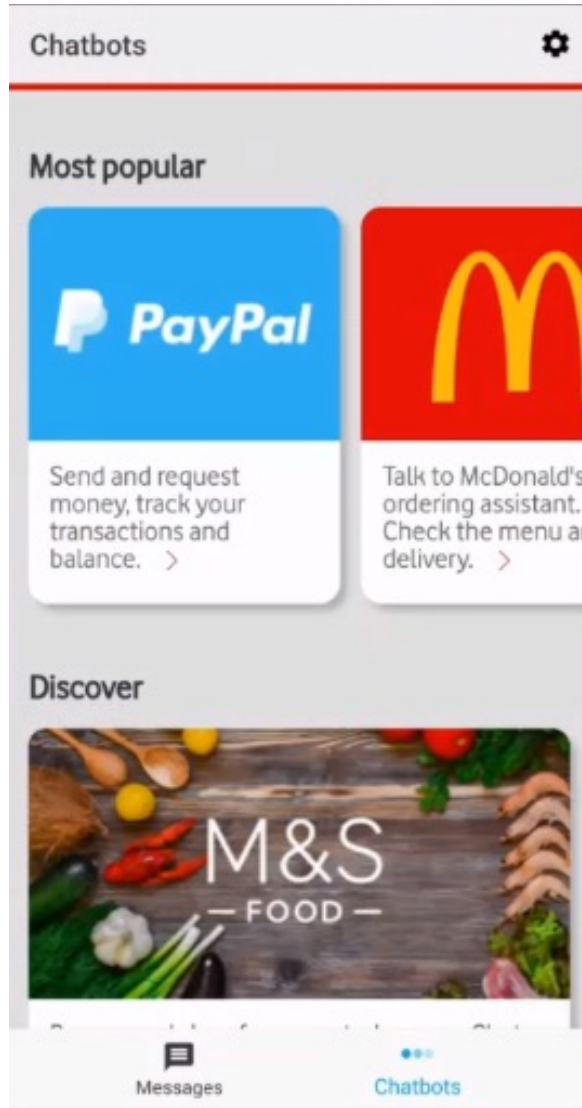
IOS
Fallback
potential

RCS Basic
Message

Move to P2A
and
'Deep linking'

Payments

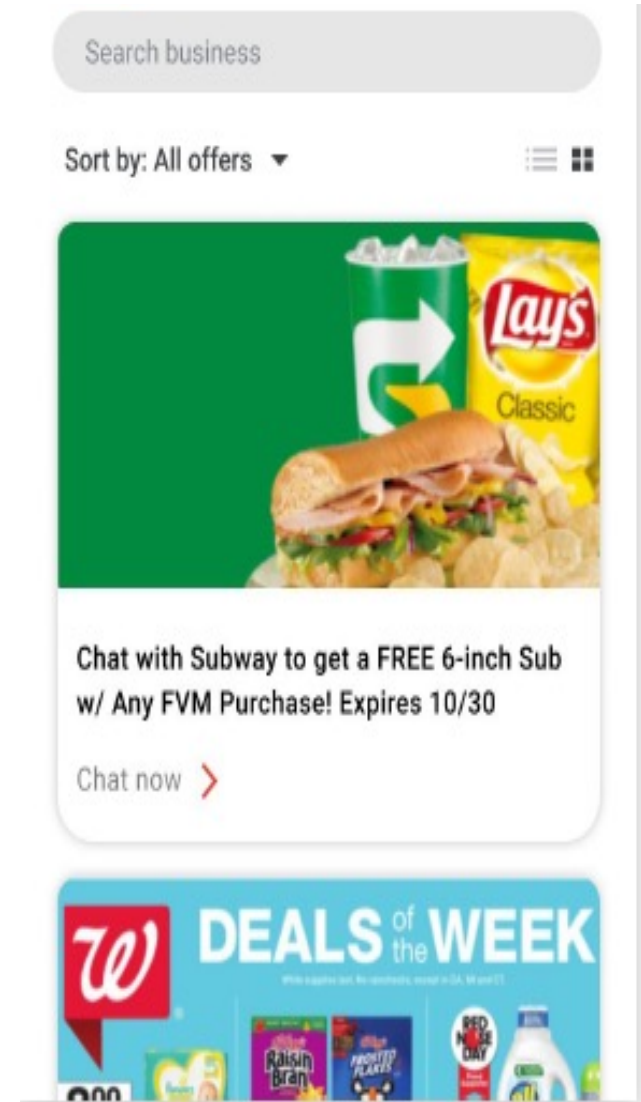
RCS Directory: Initiating the conversation



User initiated RCS Journeys – discover and engage directly with brands and content

Reach the full network RCS handset base with directory

Trigger conversational journeys and drive the intent to purchase



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Q and A?



Future Messaging, Product Manager

