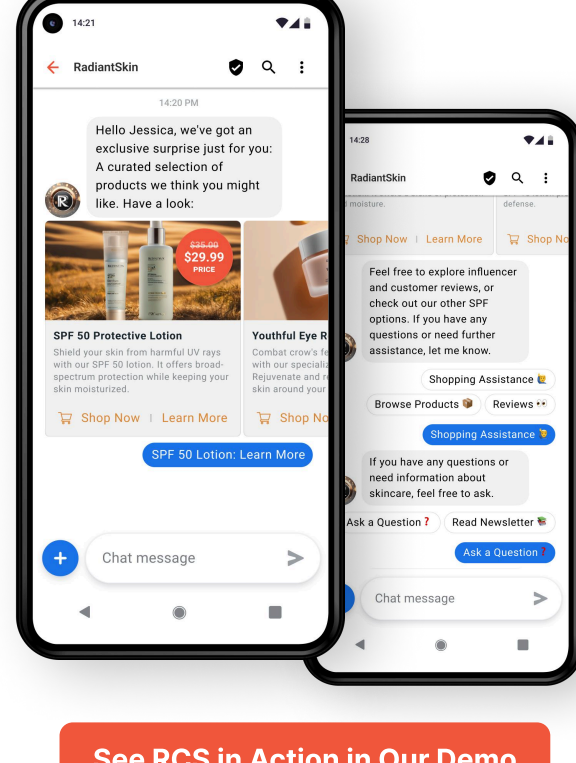


RCS messaging is the next generation of SMS, offering a more interactive and branded way for businesses to engage with clients.

- A **built-in feature** on Android and iOS 18 - no app downloads required.
- Supports **rich media** like high-quality images, videos, carousels, and interactive buttons, boosting engagements.
- Features like **suggested replies** and **quick actions** boost convenience.
- **Verified sender** profiles and branding elements help build trust.
- Offers functions like **read receipts**, **typing indicators**, and **file sharing**, similar to popular messaging apps.

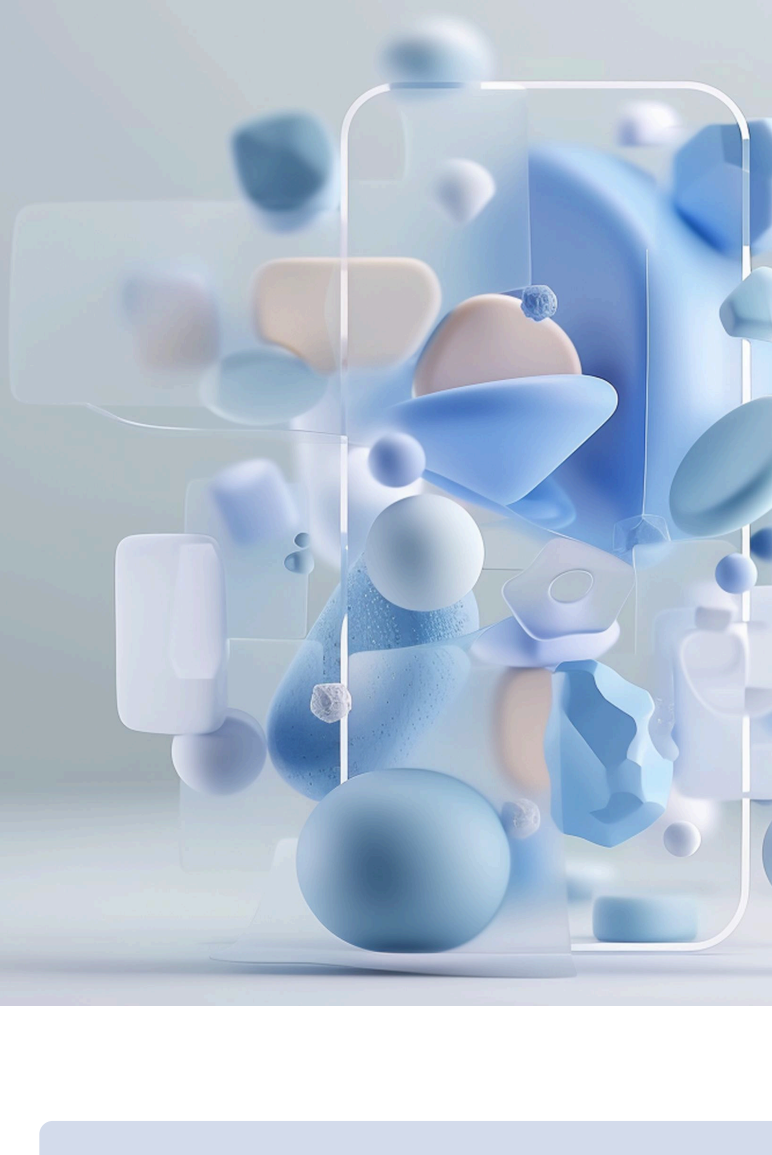


See RCS in Action in [Our Demo](#)

RCS: Key Differences and Advantages

	RCS*	SMS	MMS	OTT apps*
Delivery mechanism	Wi-Fi or cellular	cellular network	cellular network	Wi-Fi or cellular
Text	up to 1000 characters	up to 160 characters	up to 1,600 characters	app-dependent
Rich media (audio, video, images)	✓	✗	✓	✓
URL	✓	✓	✓	✓
Locations	✓	✗	✗	✓
Files	100 MB	✗	1MB	app-dependent
Quick replies/buttons	✓	✗	✗	✓
Read receipts and typing indicators	✓	✗	✗	✓
Analytics & insights	✓	✗	✗	✓
Payments within the app	✓	✗	✗	✓
Verified business account branded messages	✓	✗	✗	✓
End-to-end encryption	yes (if carrier supports it)	✗	✗	yes (often implemented)
Group messages	✓	✗	✗	✓
Built-in	✓	✓	✓	✗

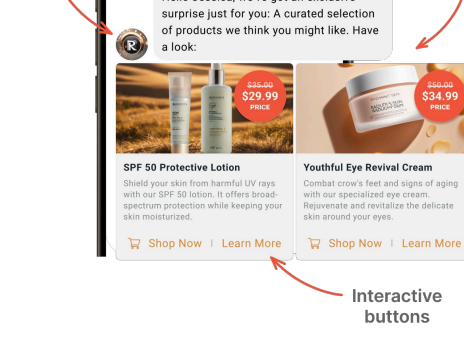
*Channel-dependent (OTT) or provider-specific (RCS) differences may apply. Contact us for details.



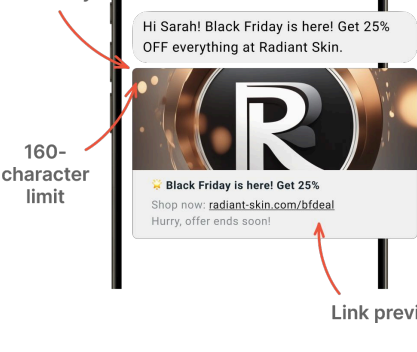
Top 9 RCS Use Cases

- Enhanced marketing campaigns
- Efficient booking and appointment management
- Customized product browsing with interactive carousels
- Order updates, shipping notifications, and confirmations
- Product recommendations and upselling offers
- Targeted promotional messaging with CTAs
- Billing and payment reminders with instant pay options
- Shopping cart follow-ups and abandoned cart recovery
- Feedback collection and customer surveys

Why RCS? From Simple Texts to Rich Experiences



RCS



SMS

Conversion	80%	29%
CTR	3x to 7x higher (around 15%-210%)	5%-30% based on the type
ROI	at least 3-5x higher than SMS	as high as \$8.11 per message
Response time	60 seconds	90 seconds

Real Results: How Our Solutions Reshape Experiences

Telecom Virtual Assistant



Challenge

When the COVID-19 pandemic hit, the telecom brand, America's Un-carrier, with a nationwide 5G network covering 315+ million Americans, saw an influx of customer service requests and a need for an automated service option that would address long wait times and agents' unavailability.



Solution

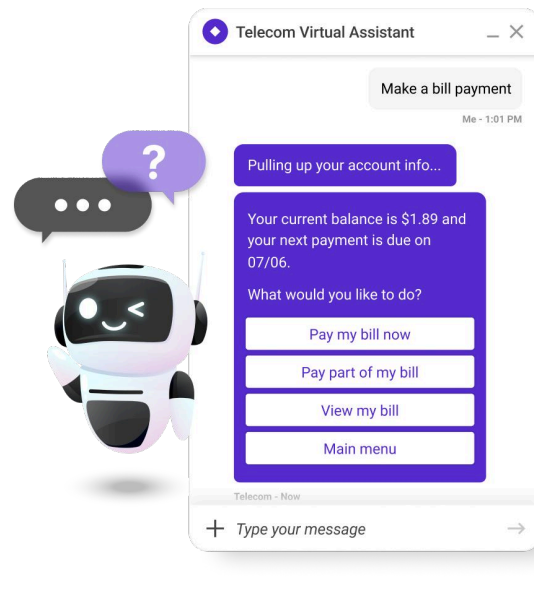
Our team was able to seamlessly leverage user data to launch more than 40 use cases and 100+ new intents. This created a contextual, feature rich virtual assistant that drove containment and conversions for millions of customers.



Results

1.1M+ conversations engaged with the bot

45%-73% containment rates for common tasks (payments, plan management, etc.)

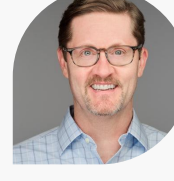


Discover More Success Stories in [Our Portfolio](#)

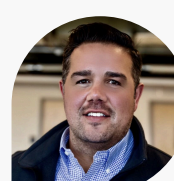
Want to try RCS risk-free?

Reach out to apply for our exclusive managed RCS pilot program—a one-month A/B test designed to showcase RCS impact on your brand.

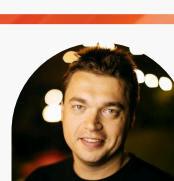
[CONTACT US NOW](#)



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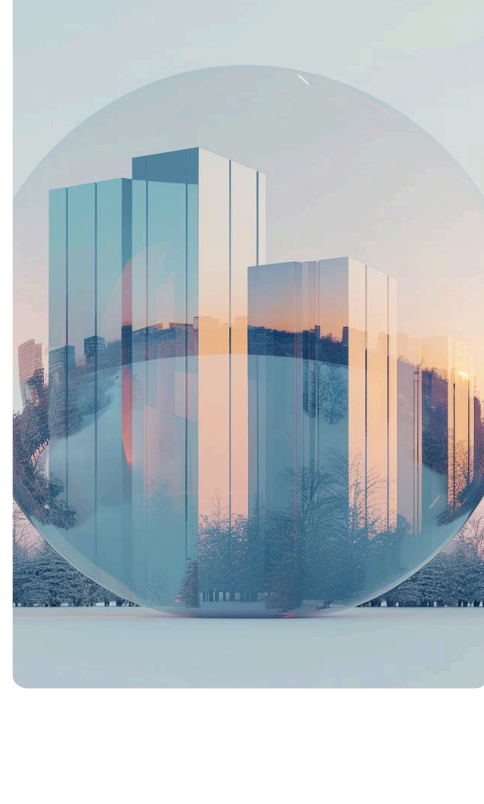


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About Master of Code Global



At Master of Code Global, we specialize in creating **tailored AI-powered solutions** that drive business growth and deliver exceptional user experiences.

Our offerings span **customer-facing bots, conversational agents, co-pilots, and business process automation tools**, integrated seamlessly with industry-leading platforms.

With a focus on innovation, security, and long-term value, we empower enterprises to achieve measurable outcomes and stay ahead in a competitive landscape.

1+ Billion Users Engaged

REVIEWED ON **Clutch** **4.8/5** ★★★★★

56 NPS, 9.2 CSA Client Feedback

250+ Masters

1,000+ Projects Delivered

ISO 27001 Information Security Management

Trusted by leaders

The New York Times BURBERRY ESSO T-Mobile ESTÉE LAUDER

eBags verizon DrOetker TOM FORD BEAUTY

Work in partnership with

sinch cohere snaps

infobip chatfuel LIVEPERSON

VERINT VONAGE Voiceflow

ada boost.ai HumanFirst

glia botpress Quiq nylas

Google Cloud

More Insights for Your RCS Journey:

- 🔗 [Beyond SMS: How RCS Messages Drive 6.2X Higher ROI for Businesses](#)
- 🔗 [RCS in Telecom: The 'One Ring to Rule Them All' for Industry's 5 Biggest Pain Points](#)
- 🔗 [The Impact of RCS in Banking: Unlocking Personalized Service at Scale](#)
- 🔗 [Winning the Client Communication Game with RCS in Retail](#)