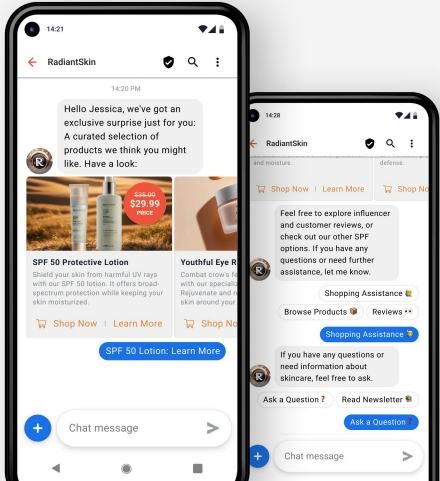## Turn Conversations into Conversions with AI-Powered RCS

At Master of Code Global, we design and build RCS solutions powered by Vertex AI, helping retailers boost conversions, reduce cart abandonment, and create personalized shopping journeys at scale.

Think of RCS as the next evolution of messaging—bringing interactive, app-like experiences directly into your customer's inbox.

See RCS in Action in Our Demo

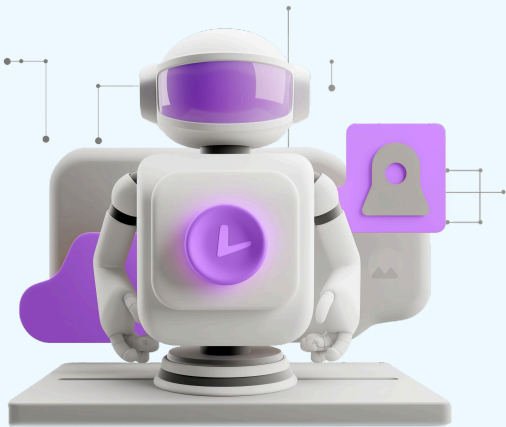| 1+ Billion Users Engaged	REVIEWED ON Clutch **4.8/5** ★★★★★	**83 NPS, 9.2 CSA** Client Feedback	✓ **1,000+** Projects Delivered	ISO **ISO 27001** Information Security Management

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

Top 9 Retail RCS Use Cases

→ Enhanced marketing campaigns
→ 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

Delivering Value Through Custom Solutions

1

Tom Ford Beauty

An AI-powered Facebook Messenger bot as an integral part of the Tom Ford Beauty Gift Finder Campaign.

1-month promo campaign was implemented

2,000+ product clicks and redirects to their website

8,000+ users engaged during the campaign

2

RCS Business Messaging for Fintech

A unified RCS messaging platform that consolidated all interactions into a single, context-aware thread with a history dashboard for agents.

42% reduction in customer service calls

$1.2M annual savings from reduced call center operations

3

Burberry AI Concierge

An immersive, AI-powered bot integrated into Messenger, providing customized suggestions, storytelling content, and direct access to runway.

Enhanced user engagement

Increased online sales

Strengthened brand image

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 show RCS impact on your brand.

CONTACT US NOW

Trusted by leaders

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