

# RCS Business Messaging

provided by TouchTone in partnership with Infobip

Say „Hello” to customers on a **native channel** that enables you to engage with customers and create memorable experiences by delivering **rich conversational messages**

## Create rich experiences with RBM



### Branded & Verified sender

Keep your messages secure and aligned with your logo, name, and colors.



### Clickable buttons for easy responses

Incorporate a range of customized, predefined reply buttons to boost the message response rates.



### Make a strong first impression

Make full use of RCS capabilities by using images, audio & video files, documents, carousels, etc.



### Metrics on messaging performance

Track message delivery and customer engagement with detailed campaign metrics (delivered, seen, clicked).

## Your partner in creating successful enterprise stories

**130 %**

Higher click-through rate

bankbazaar  
Credit To You

**115 %**

Revenue growth

Comex

**17 %**

Higher engagement

Digitaleo

## Healthcare conversational journeys over RBM



- Automate appointment reminders
- Automate post-appointment surveys
- Automate post-diagnosis notes & suggestions
- Educate the patient on the next steps
- Automate recurring appointments
- Wellbeing messaging for patient retention
- Re-engage no-shows
- Appointment booking

## Traditional forms of automated messaging leave shoppers frustrated

**50%**

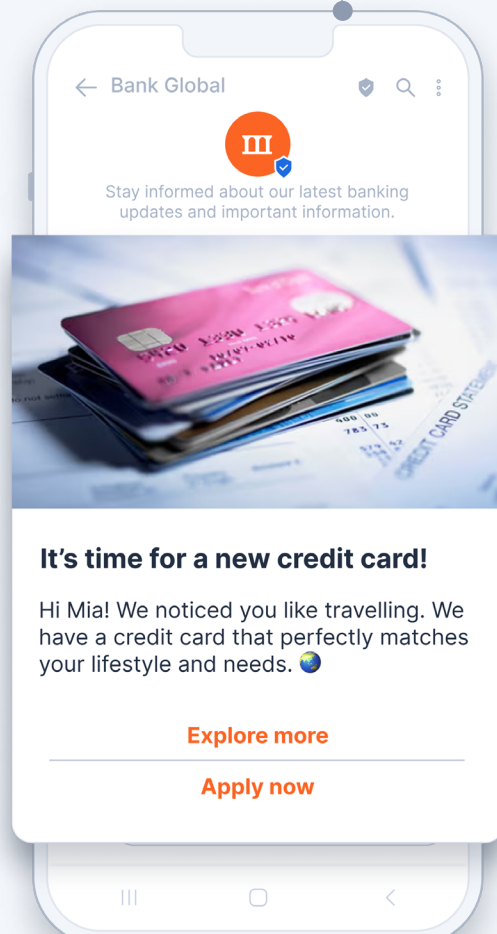
**reduction in missed appointments** after implementing appointment reminders sent via messaging channels

**67%**

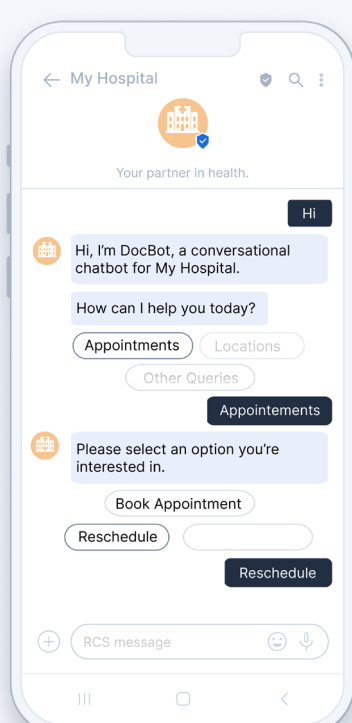
**prefer to message a company** rather than calling

**30%**

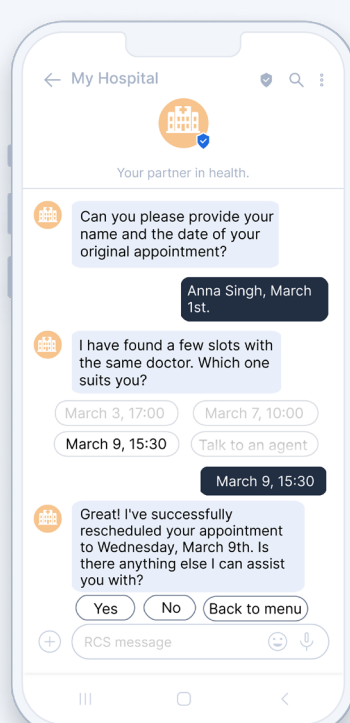
**increase in patient satisfaction** levels is areported by healthcare organizations effectively utilizing digital interactions



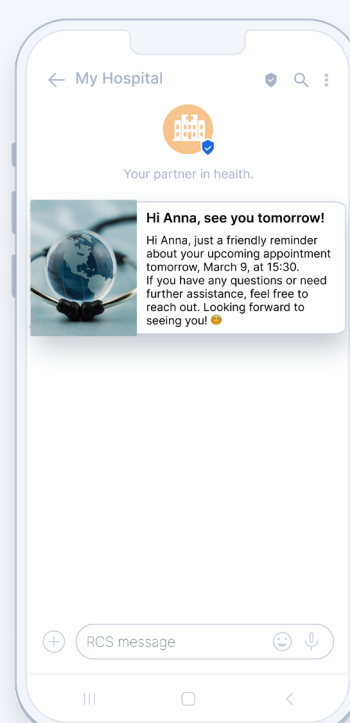
## Cover all the touchpoints in a single journey



Offer 24/7 support



Use suggested actions for easier decisions



Send reminders to decrease no-shows

## About Infobip

The world's most connected cloud communication platform.

### Elements of Trust

- Secure
- Global
- Compliant
- Performant
- Reliable

### Founding Principles

- Innovation
- Integrity
- Impact
- Trust

### Technology Shifts

- Digital Transformation
- Omnichannel
- Security
- Cloud
- IoT

## By the Numbers

**9,700+**

Global Connections

**40+**

Data Centers

**24bn+**

Monthly Interactions

**10k+**

Business Customers

To book a complimentary consultation, contact us at [sales@touchtone.net](mailto:sales@touchtone.net).