

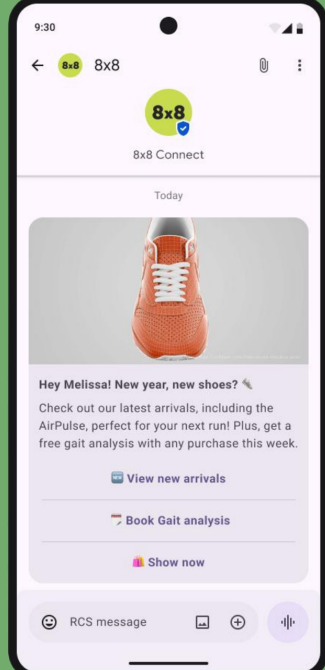


Building an Interactive Customer Journey with RCS



Why Plain Text No Longer Cuts It

Customers expect more than 160 characters of plain text. Today's interactions need to be visual, personalized, and two-way.



SMS offers no branding, no images, and no interactive responses

MMS tried to bridge the gap but suffers from inconsistent carrier support and file size limits

61% of consumers prefer handling tasks like returns and support through digital messaging channels (Salesforce)

The gap between what customers want and what SMS can deliver is widening fast

What Rich Communication Services Unlock

RCS transforms the native messaging inbox into a branded, app-like channel, without requiring customers to download anything new.



Verified sender profiles

Brand logo and checkmark build instant trust

Rich media cards

Images, video, and GIFs with up to 3,072 characters

Interactive carousels

Swipeable product or offer cards (up to 10 per message, with up to 3,072 characters for plain-text messages)

One-tap actions

Call, schedule, navigate, or quick-reply in a single tap

Read receipts

Real-time delivery and engagement tracking

Engage Customers at Every Stage

An interactive customer journey spans the full lifecycle. RCS makes every touchpoint a conversation, not just a notification.



Discovery

Welcome messages with product quizzes and personalized intros



Conversion

Price alerts, shoppable carousels, and one-tap purchase options



Transaction

Order confirmations, e-receipts, and visual shipping updates



Support

Two-way troubleshooting and appointment management in-thread



Re-engagement

Cart reminders, loyalty rewards, and tailored upsell offers

Industries Already Seeing Results

Organizations across verticals are turning RCS into measurable engagement gains.



Retail & E-commerce

Shoppable catalogs, promotional carousels, order tracking with visual maps



Financial Services

Verified OTPs, branded account alerts, one-tap payment actions



Healthcare

Appointment scheduling, medication reminders, post-visit follow-ups



Technology

Interactive onboarding, feature announcements, in-thread troubleshooting

Why Brands Partner with 8x8

8x8 RCS Business Messaging gives brands enterprise-grade infrastructure to design and deliver interactive journeys at scale.



Multi-channel reliability

RCS with automatic SMS fallback for guaranteed delivery



Global connectivity

Direct connections to 160+ operators across 190+ countries



Enterprise security

SOC 2 Type II, ISO 27001, HIPAA, and PCI/DSS certified



Unified API

Manage RCS, WhatsApp, Viber, SMS, and voice from one integration



Actionable analytics

Real-time deliverability, open rate, and engagement insights



24/7 dedicated support

Personalized technical assistance and account management



Ready to Build Interactive Journeys?

Discover how RCS can transform every customer touchpoint into a branded, interactive experience:

[Click Here to Learn More](#)

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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