

Ebook



# Unlock Powerful Customer Connections with Rich Communications Services: Engage, Convert, and Grow Like Never Before

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# Executive summary

- The standard for “effective engagement” has moved: **trust, relevance, and measurable impact** are now the new standard.

- RCS for Business is the evolution of SMS/MMS. It adds verified/branded sender identity, rich media, interactivity, chat + AI, and analytics.

- In 2026, priorities are shifting toward **customer differentiation** and **modernization**. Customer and market position and innovation/transformation are rising as top priorities.

- **Marketers expect tangible results:** 71% cite higher conversion, 59% better customer experience, 55% broader reach, and 34% lower app development costs.

- Customers want **richer, interactive messages** from brands they **trust**.

- High-impact use cases span major verticals.

- **Messaging trust is broken:** Omdia found one in five consumers never click an SMS, often because of spam and sender uncertainty, which lowers engagement.

- RCS for Business unlocks the key to customer engagement.



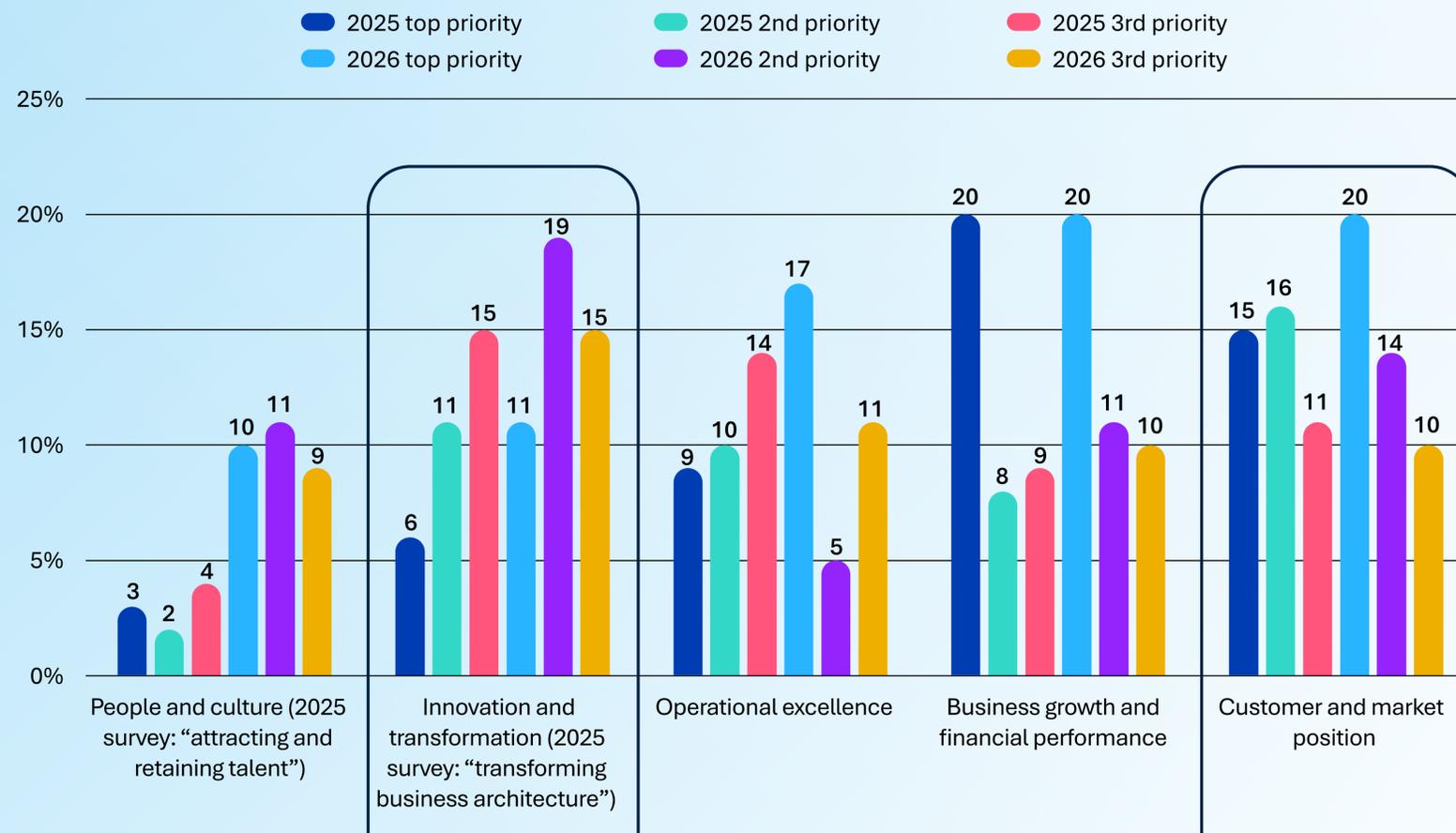
“Trust, relevance, and measurable impact are the new standard for effective customer engagement”



# 2026 business priorities shift

IT Enterprise Insights: Customer Experience – 2026 | December 2025

What do you perceive as the top business challenges in your organization?



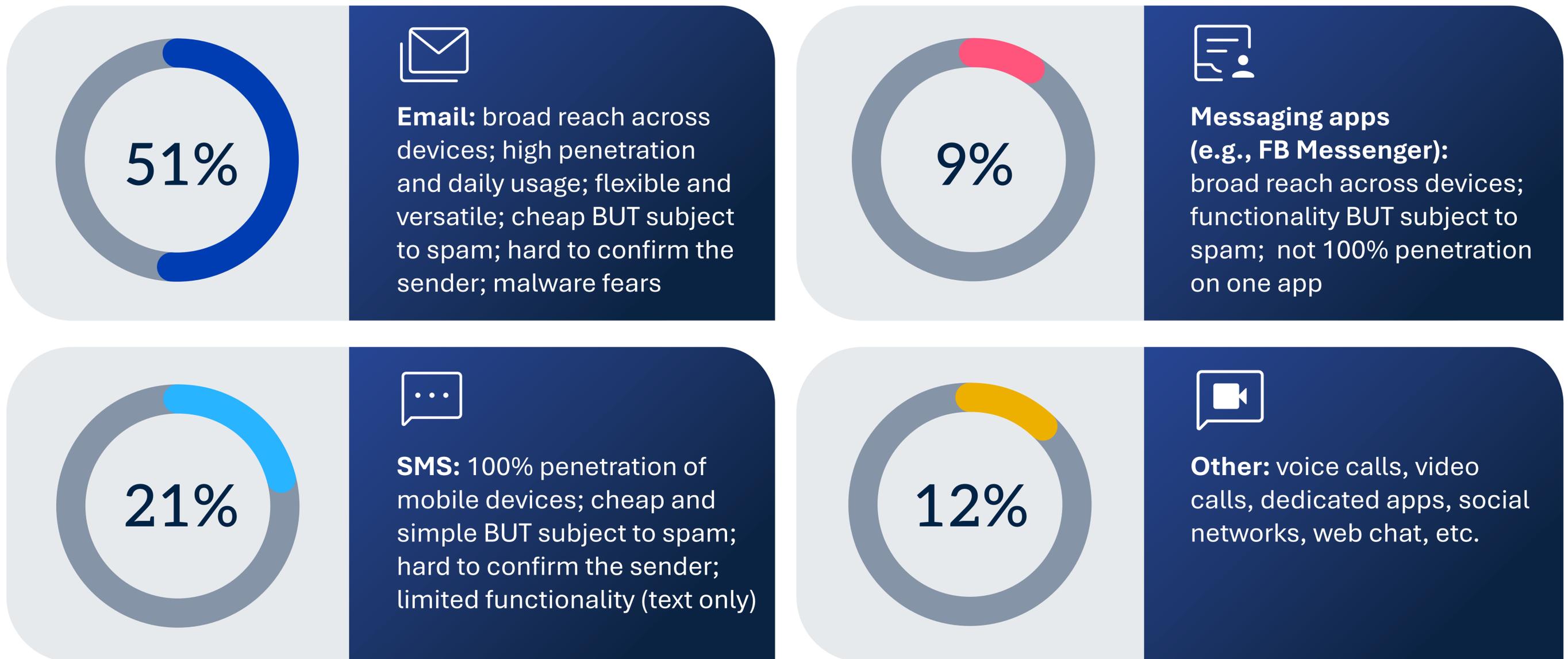
Notes: N=5,280

Source: Omdia

- The data points to a real shift in enterprise priorities heading into 2026. It is becoming more important to differentiate through customer experience: 20.4% identify it as a top priority in 2026, compared with 15% the previous year. Enterprises will prioritize technologies that deepen customer understanding, enable personalization at scale, and support faster responses to changing market conditions.
- The data also shows innovation and transformation returning as a top focus (19.4% cite it as the top 2026 priority). This suggests more organizations are acknowledging that legacy systems and fragmented engagement tools limit agility and weaken customer connection. As a result, the market is likely to accelerate toward platform consolidation and modernization.

How to get the message across

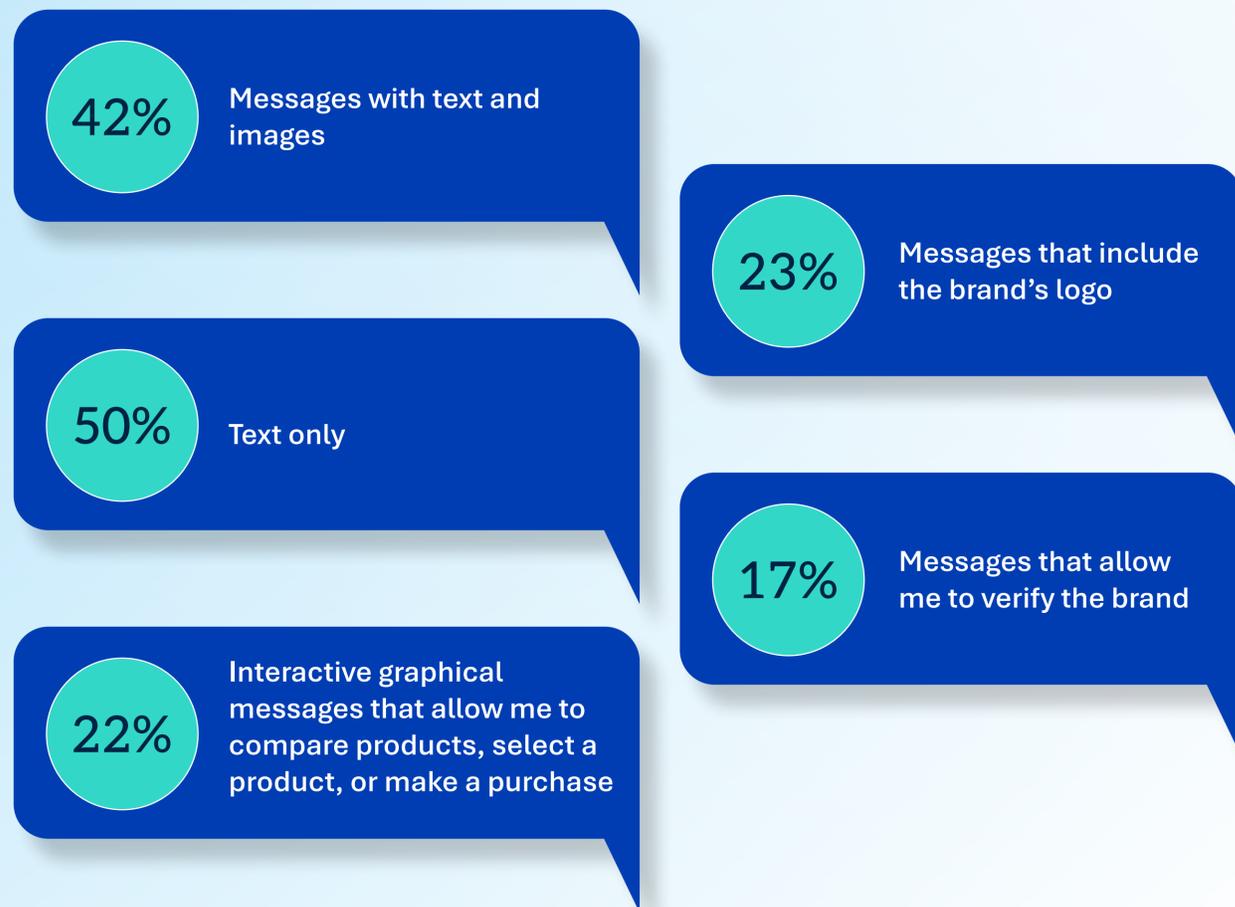
# Companies still use traditional means to talk to their customers



What do clients want ...

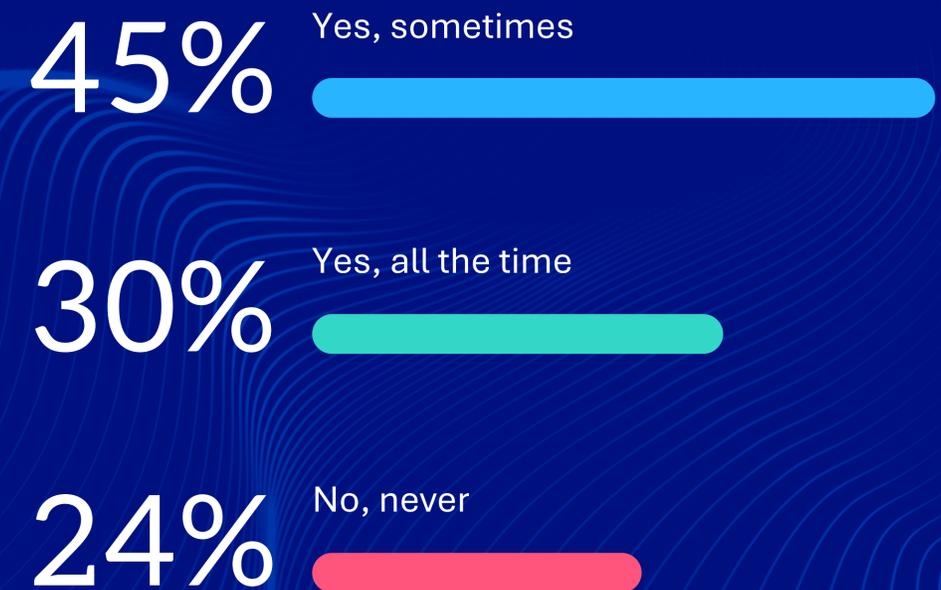
# Clients want richer, interactive messages from brands they trust

US: What format of marketing/notification messages from businesses do you most prefer?



Source: Omdia Digital Consumer Insights 2024: Advanced Messaging and Communications

US: Do you open SMS/text-based messages or notifications from businesses?



Source: Omdia Digital Consumer Insights 2024: Advanced Messaging and Communications

“RCS for Business is the evolution of SMS/MMS, connecting enterprises to their customers through images, interactivity, and verified communications”



RCS for Business

# What is RCS for Business, and how is it better than SMS/MMS?

# How do these features benefit marketing managers?

- **Verified sender:** Customers can confirm that the message is really from your brand, reducing spam risk.
- **Personalization:** Use customer behavior (preferences, past purchases, location, loyalty tier, recent behavior) to deliver relevant, timely offers.
- **Branded sender:** Your brand name and identity are front and center.
- **Pictures and videos:** Support for images and videos means clearer, more engaging messages.
- **Interactivity:** Buttons, menus, and carousels enable guided, two-way communication.
- **Delivery signals:** Read receipts and typing indicators show whether messages were received and seen.
- **Conversation threads:** A single, continuous chat experience between customer and agent.
- **Chatbots/AI:** Automate responses and workflows directly in the thread.
- **Analytics:** Track performance and optimize what drives engagement and outcomes.

71%



Increase conversion rates

59%



Improve customer experience

55%



Achieve broader reach

34%



Lower app development costs

Notes: See Appendix for survey characteristics.

Source: Omdia

RCS for Business benefits

# RCS for Business evolves traditional communications channels to deliver more engagement

## Traditional communication channels vs. RCS for Business

### Messaging apps

#### RCS benefits

- Broader reach
- Lower development and operations cost

- Verified sender reassures clients
- Network APIs give enterprises reduced fraud, lower call center volumes, and safer self-serve

### Voice contact

RCS has similar engagement at lower cost than outbound call centers

### SMS

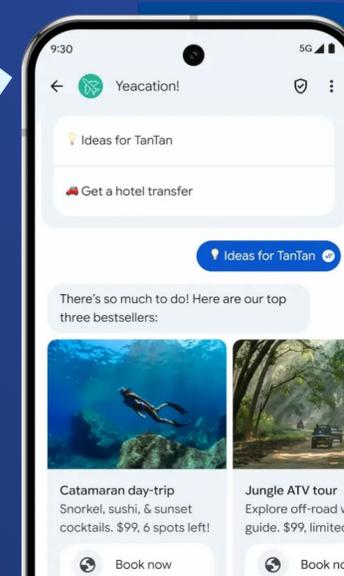
#### RCS benefits

- Greater functionality
- Pictures and videos
- Verified sender reassures clients
- Network APIs give enterprises reduced fraud, lower call center volumes, and safer self-serve

### Email

#### RCS benefits

- Simpler interface
- Interactivity / two-way communications
- Verified sender reassures clients
- Network APIs give enterprises reduced fraud, lower call center volumes, and safer self-serve



Our solution.  
Your device.

RCS for Business: What can you do with it?

# Banking

## Product discovery

- Personalized offers and services
- Curated product information

## Conversion & transaction

- Friction-free access to account
- Account onboarding
- Card delivery notification
- Collection reminders

## Protection & support

- OTP authentication
- Recent activity confirmation
- General security alerts
- Fraud alerts

## Retention & loyalty

- Add card to wallet
- Financial education
- Upsell tools and services



- Conversational banking gives the bank the opportunity to upsell and cross-sell in the moment based on real-time customer activity.
- In-chat customer care reassures customers that transactions are handled quickly and with a verified agent.
- RCS upgrades SMS/MMS with interactive experiences and stronger authentication while reaching customers more broadly than email.
- Network APIs help reduce fraud, lower call center volume, and enable safer self-service.

RCS for Business: What can you do with it?

# Retail

## Marketing

- Personalized offers and promotions
- Coupons and discount codes
- Loyalty programs
- Abandoned cart offers

## Researching

- Product comparisons
- Personalized product recommendations

## Purchasing

- In-chat shopping
- Order-ahead notifications

## Postpurchase

- Delivery notifications
- Order updates
- Manage returns
- Shipment tracking

## Support & protection

- Product reviews
- Two-way customer support



- An RCS-based loyalty program can guide the full customer journey from the first offer through purchase, delivery updates, and even requests for product reviews.
- Customers can browse products in a carousel, ask questions in chat, and get recommendations that drive a sale from their messaging app.
- After purchase, retailers can send proactive tips on how to use the product and follow up with more personalized offers.
- Instead of abandoned cart emails, brands can reengage shoppers with tailored offers they can accept and complete directly within the conversation.

RCS for Business: What can you do with it?

# Travel

## Marketing

- Personalized itineraries
- Hotel suggestions
- Packages, seasonal promos
- Late checkout notifications

## Planning

- Hotel and flight comparisons
- Ask questions to a chatbot powered by GenAI

## Booking

- Guided booking flow to secure checkout
- One-tap actions: apply loyalty points, select seat/room, add-ons

## Trip management

- Flight status, gate changes, boarding time
- Rebook, cancel, change seat via buttons
- Travel disruption assistance
- Check-in button

## Loyalty

- Feedback survey
- Receipt/folio availability
- Points posting
- Next trip suggestions



- RCS for Business supports the full travel journey before, during, and after a trip.
- It can start with personalized itineraries based on past bookings and search behavior, then share destination guides, interactive carousels for flight and hotel options, and AI-driven add-on recommendations to drive upsell.
- After booking, brands can send real-time travel updates, including flight changes, gate updates, and baggage claim details.
- By anticipating disruptions and offering proactive options, travel brands can improve customer satisfaction.
- Hotels can also send time-limited offers for restaurants, spa services, and other amenities.

RCS for Business: What can you do with it?

# Healthcare

## Access, scheduling, intake

- Appointment scheduling
- Check-in reminder
- Insurance info update (authenticated handoff)

## Care notifications

- Results available notification plus link to portal
- Prescription ready/pickup reminder
- Test order appointment reminder

## Billing & coverage admin

- Claim status updates plus link to portal
- Payment reminders / statement ready
- Insurance claim documentation request (authenticated handoff)

## Virtual support

- AI-chatbot for FAQs: location, hours, directions, billing
- Request a callback
- Missed appointment follow-up
- Satisfaction survey

## Preventive care

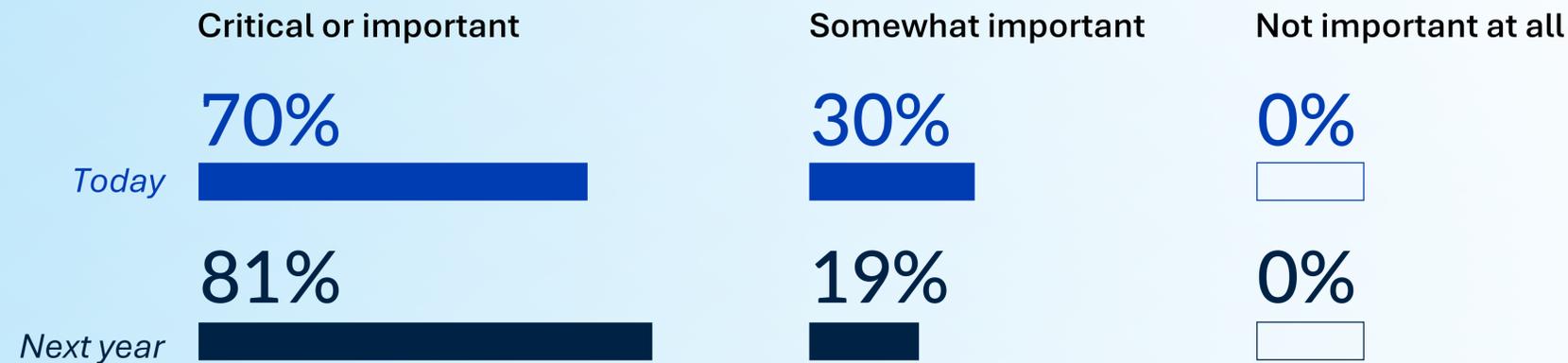
- Preventive care reminders
- General wellness content
- Secure portal sign-up
- “Time for your next refill” notifications



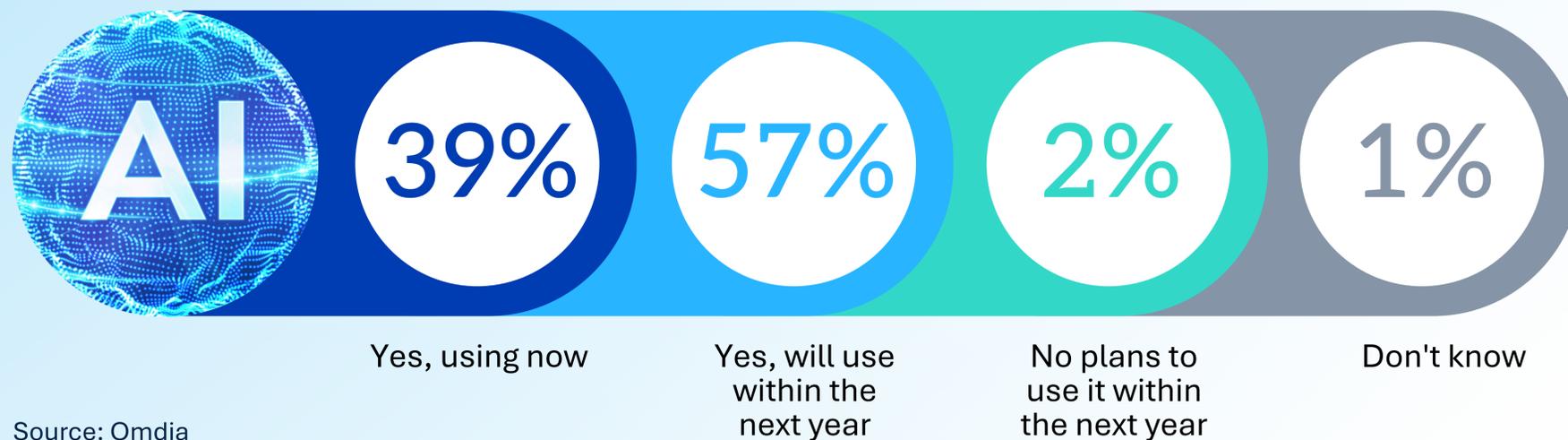
- Use RCS for Business to send check-in links, appointment prep instructions, and prompts to complete intake forms through your secure portal. Patients can receive requests to verify insurance details or upload documents via authenticated handoff.
- Notify patients that a test results or care update is available, then direct them to view details in patient portal. RCS for Business can streamline follow-up scheduling and callback requests without sharing clinical information in-message.
- A GenAI-enabled assistant can answer nonsensitive questions (hours, locations, parking, prep instructions) and route patients to the right channel.
- Send preventive care reminders and wellness nudges (annual visits, vaccinations, screenings) with simple actions such as “Schedule,” “Call,” keeping messages compliant while improving participation.

# Personalization and AI

How important is personalization in your marketing communications to consumers?



Will you use AI in communications with your customers via messaging next year?



Source: Omdia

- Personalization matters today, and it will matter even more tomorrow.
- Customers want to be engaged as individuals, not treated as part of a one-size-fits all segment.
- AI can enable more precise targeting based on customer signals and can power chatbots that answer questions naturally.
- But, when we asked what holds companies back, the top barrier in both cases was data privacy.
- That is where RCS for Business helps: verified sender authentication separates it from spam and builds trust that messages are legitimate and intended for the right customers.

# Using AI and RCS to deliver personalized communications



## Banking and finance

- Send trusted, personalized fraud alerts with one-tap actions
- Confirm, dispute, or call the bank without searching for a phone number



## Healthcare

- Appointment scheduling and reminders, registration prompts, prescription pickup/refill reminders, previsit checklist
- Route patients to secure portal or verified phone channel

## RCS conversations and AI



## Retail

- Product catalog in-chat carousels
- Personalized, AI-assisted recommendations
- Retargeting messages that drive in-app purchases

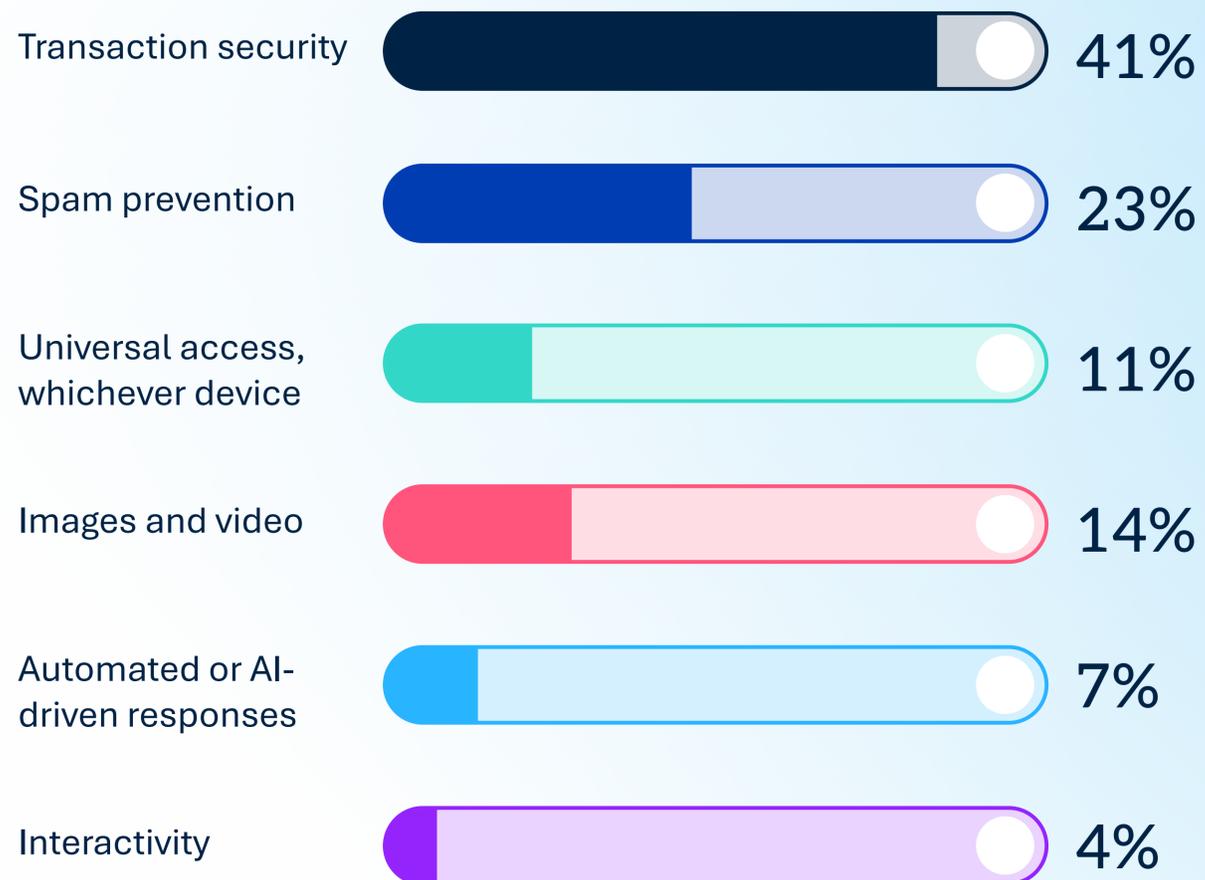


## Travel

- Plan with personalized options
- Drive conversion with in-app checkout
- Manage trip with real-time alerts: gate changes, check-in, offers, upgrades

# Building trust and reducing fraud with RCS for Business

Which feature of your most used communication channel do you find most useful? (Marketing respondents only)



- **Confidence in messaging is broken:** many customers assume messages are spam or phishing attempts.
- That distrust reduces engagement, even when the message is legitimate.
- Omdia found that one in five consumers never click on an SMS, and more than half cite concerns that nonpersonal SMS may be spam or that they cannot verify who the sender is.
- **How RCS for Business helps:**
  - **Verified Sender ID** to confirm the brand identity
  - **Branded messages** that clearly display who the message is from
  - **Authentication APIs** that support safer customer actions and reduce fraud risk

Notes: N=145. See Appendix for survey characteristics.

Source: Omdia

“RCS for Business unlocks  
the key to customer  
engagement with richer,  
interactive, and trusted  
communications”



# Appendix



# Appendix: Research specifications

## Enterprise messaging survey

We asked US-based businesspeople with these characteristics 20 questions about their use of customer communication technologies.



### Total sample



N=200

### Geography



US 100%

### Industries



BFSI, healthcare, retail, and travel and leisure (50 respondents from each vertical)

### Company size



Large business: more than 1,000 employees (100% of respondents)

### Role



C-suite executives, marketing directors, it directors, business development executives

### Responsibilities



Must have decision-making responsibility for their organization's digital/messaging strategy

# About Syniverse

## **syniverse**

“The connected world is ever-expanding—more people, more devices, more networks, more companies, more communications. As the volume and velocity of those connections grow, the possibilities increase exponentially.

Syniverse accelerates the promise of the intelligently connected world. Our pioneering platforms transform how information is exchanged, so our partners can unlock the full power of communications technology. Seamless transactions. Urgent alerts. Personalized messages. All delivered immediately, reliably and securely, billions of times per day.

Wherever connections are made, we’re there to drive the innovation needed to reimagine today and fuel the experiences that will reshape the future.”

Engage Smarter with Syniverse RCS for Business | Syniverse



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