

Branded Messages

Transforming Messaging for Modern Businesses

Branded Messages, known as Rich Communication Services (RCS), elevate your communications by combining messages with rich multimedia—such as images, videos, and action buttons—to create engaging and interactive experiences. Perfect for promotions, customer support, or workflows, they help your messages stand out. Plus, as a verified business, you add a layer of trust and security, reducing the risk of fraud and ensuring customers feel confident engaging with your brand. It's about delivering more than just a message—it's about creating meaningful connections.



How Branded Messages Work

Branded Messages transforms the way messages are delivered by operating over modern IP-based networks rather than the traditional SMS system. It seamlessly integrates with mobile carriers and devices, enabling real-time communication and supporting features like delivery receipts, read confirmations, and interactive responses. Approved business platforms connect directly to RCS infrastructure, ensuring secure and verified transmissions. For devices without RCS compatibility, messages automatically switch to SMS or MMS, maintaining reliable communication. This streamlined process ensures businesses can engage customers with confidence, leveraging advanced technology for consistent and meaningful interactions.

What Branded Messages Brings To You

Higher Engagement & Response Rates



Engaging, multimedia rich content encourages customers to interact with messages, leading to increased attention, clicks, and conversions compared to traditional SMS.

Streamlined Customer Experiences



Branded Messages enables two way, real-time communication, simplifying interactions such as resolving queries, completing transactions, or navigating promotions –all without leaving the message.

Reliable Communication Across All Devices



Seamless fallback to SMS or MMS ensures businesses can connect with every customer, regardless of their device's compatibility, delivering a consistent and dependable messaging experience.

Cost-Efficient Customer Retention



By offering an app-like experience directly through messaging, businesses save on app development costs while retaining and engaging customers effectively.

Stronger Brand Connections

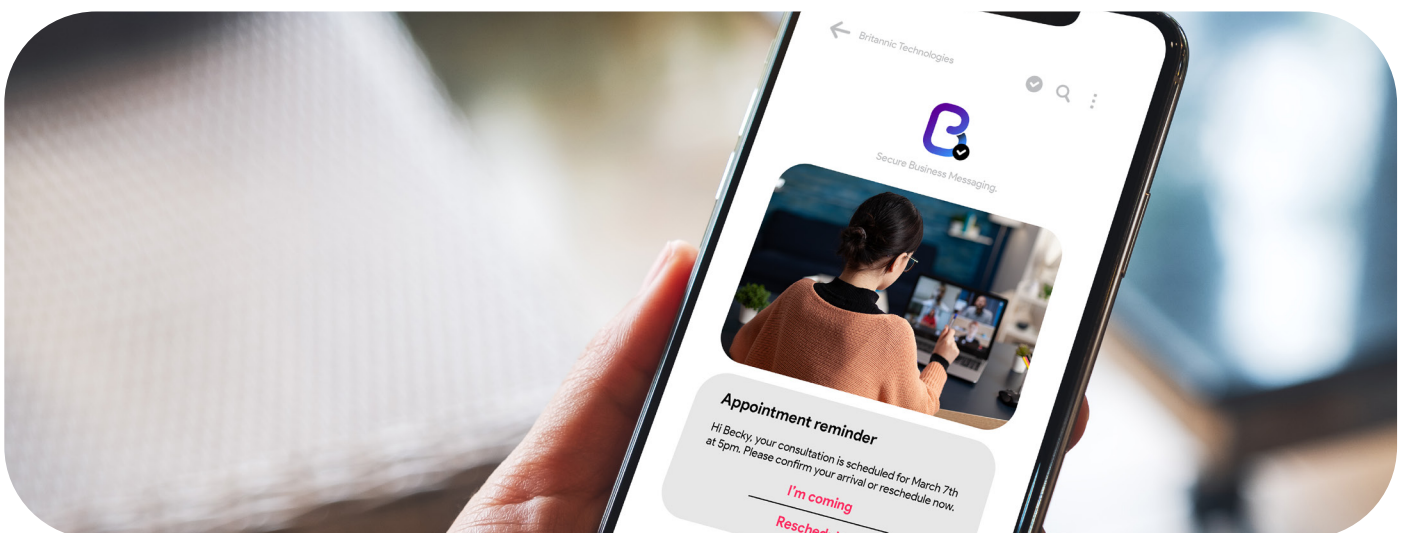


By delivering visually branded messages with logos, colours, and interactive elements, businesses can create a deeper emotional connection with customers, reinforcing brand identity.

Enhanced Customer Trust



Verified messaging, featuring a blue tick, builds credibility, reassuring customers that they're interacting with an authentic and secure business, reducing the risk of fraud and misunderstandings.



Features	Description
Rich Media Support	Send high-quality images, videos, GIFs & audio directly within the message to create engaging, visually appealing content.
Interactive Buttons	Include clickable buttons for actions like making a purchase, scheduling an appointment, or navigating to a website.
Verified Business Profiles	Display your brand name, logo, and custom colours in messages to build trust and enhance brand recognition.
Read Receipts/Delivery	Track when messages are delivered and read, providing valuable insights into customer engagement.
Typing Indicators	Show when the customer or business is typing, enabling real-time, dynamic conversations.
Fallback to SMS/MMS	Automatically revert to SMS or MMS if the recipient's device or network doesn't support RCS, ensuring reliable delivery.
Carousels and Cards	Present multiple options in a single message using carousels or cards, perfect for showcasing products or services.
End-to-End Encryption	Provide secure messaging to protect customer data and maintain privacy during interactions.
App-Like Experience	Offer app-like features, such as interactive menus and forms, directly through messaging—no app downloads needed.
Real-Time Comms	Support two-way messaging for immediate customer responses, whether through live chat or automated chatbots.

Used Cases For Branded Messages



Travel & Hospitality

Send booking confirmations, boarding passes, and real-time updates like flight delays or gate changes to keep travellers informed and stress-free.



Housing

Share property listings with images, videos, and virtual tours. Simplify scheduling viewings and collecting feedback through interactive messaging.



Healthcare

Send appointment reminders, test results, and follow-up care instructions. Allow patients to confirm or reschedule appointments directly within messages.



Insurance

Share policy updates, renewal reminders, and claims notifications. Enable quick quotes and claims submissions via integrated messaging forms.



Finance

Deliver account alerts, transaction updates, and secure OTPs. Let customers view balances, transfer funds, or pay bills.



Higher Education

Notify students about enrolment deadlines, schedules, and results. Share campus maps, event details, or critical updates in an interactive format.



Local Government

Distribute public announcements, emergency alerts, and event updates. Streamline service requests and feedback collection via messaging.



Legal & Professional Services

Share appointment reminders, case updates, and document requests. Clients can securely upload files or confirm meetings with ease.



Customer Support

Provide real-time assistance with rich media solutions like tutorials or troubleshooting guides. Offer escalation options for seamless issue resolution.

98% of RCS messages are opened by recipients, making it one of the most engaging communication channels available (Esendex).

Talk to the solutions people.

Britannic are an award-winning specialist in business communications, systems integration, digital transformation and managed services. Their leading technical expertise and consultative approach has helped UK businesses to digitally transform their contact centres, customer experience, and communications with innovative technologies and services such as: Conversational AI, Workflow and Process Automation, Omni-channel communications, Interaction Analytics, Next Generation Networks and SIP Routing, UCaaS, CCaaS, and Video Interaction Management, to increase efficiencies, personalise interactions, introduce automation and reduce cost.

Book A Demo With One Of Our Specialists Today!