

## RCS

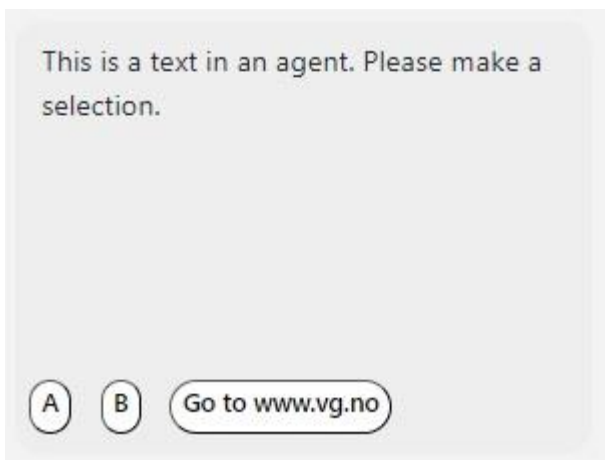
RCS (Rich Communication Services) is a next-generation messaging protocol that enables advanced messaging features such as group chats, high-resolution media sharing, read receipts, and more. It is designed to replace the traditional SMS/MMS messaging system and provide a more interactive and engaging messaging experience.

You may start using the RCS-campaign immediately after saving, there is no buffer or cache time.

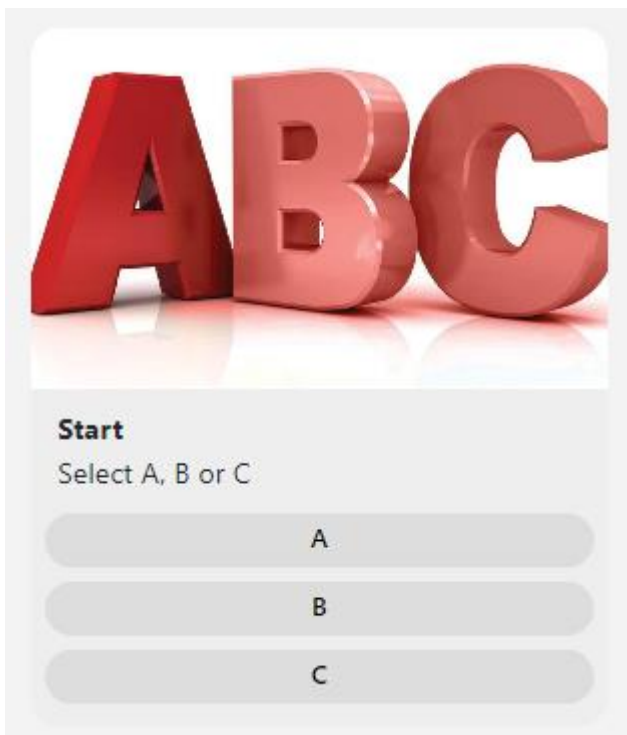
**There are three basic types of steps in an RCS-message:**

- **Text**
- **Card**
- **Carousel**

**Text** is the most basic, with just a caption with up to 12 buttons below. Example:



**Card** may include one media file, either picture or video, with up to 4 buttons below. Example:



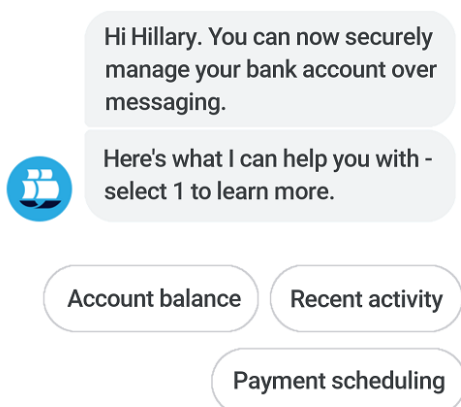
**Carousel** may include up to 10 media files next to each other, with up to 4 buttons. Example:



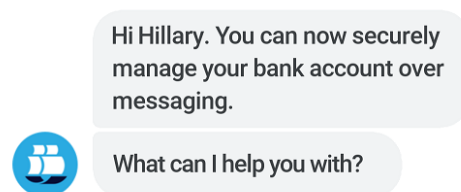
## Best practices for using RCS

1. Give the end user a few, concise and clear actions. Frontload information your users care about. Avoid prompting for free text as reply, provide buttons instead.

**DO.**



**DON'T.**



2. Keep a good rhythm: Using diverse types of information in conversations keeps users engaged and interacting with your agent but be careful to not overwhelm your users. Keep messages within engaging, digestible lengths that let the user see the whole message onscreen at once.

3. The font size is determined by the user's handset. Be mindful that some users may have large text set on their phone. Try to make the text in one step fit on one screen, to prevent scrolling.

4. Don't create dead ends. Each suggested reply should lead to a meaningful conversation thread with the user. For example: Do not make a carousel with only media, but no buttons. How is the end user supposed to reply?

5. When using media (images and video), be respectful of the user's resources. The optimal resolution for the media is 1440x720 px (horizontal) and 768x1024 px (vertical) with a maximum recommended file size of 2 MB for images and 10 MB for video. The optimal resolution for the media's thumbnail is 770x335 px with a recommended file size of 40 kB and a recommended maximum size of 100 kB.

6. Remember that when using images, the system does not leave any space around the actual picture. Bear that in mind, so you leave some "air" around your image, especially charts and illustrations containing text, to prevent a cramped layout.
7. Telenor and Telia allow you to change the colour of the font itself, but not the buttons. The buttons are always light grey. Please provide Strex/Target365 with a colour-code for your font, in RGB format (#000000 is black).
8. Respect when the user doesn't want messages. Your agent must understand when users reply "STOP" and react appropriately. This means that if the user replies STOP (or STOPP in Norwegian) at any time, the agent should send an end message and cease to send additional message.
9. No elements are required, but think through you flow, and avoid illogical steps or dead ends (also see point 4)
10. One agent can have multiple campaigns. Be mindful so that two or more campaigns don't overlap. Each reply from the user includes a campaign-specific ID, so one button/reply should not be interpreted as a reply to another campaign. However, be wary when you switch from one campaign to another, as users can take days or weeks to reply to one agent.