



What Makes RCS Messaging Services Better Than Traditional SMS Marketing?

SMS has worked for years, but honestly, it's starting to show its age. Customers today expect more than a plain text message – and that's exactly why businesses across India are moving toward rich communication services.

RCS vs SMS – What Actually Changes?

SMS is just text. 160 characters, no branding, no visuals, and no real way to know if anyone engaged with it. rms messaging service is different. It brings verified sender profiles, images, videos, carousels, and action buttons – all delivered inside the default messaging app. No app download, no extra steps for the customer.

The experience feels completely different from the receiving end. And that difference shows up in the results.

Key Reasons Businesses Are Switching to RCS

Send More Than Just Text

With RCS, you can send product images, promotional videos, and swipeable carousels directly in the message. It's visual, engaging, and far more likely to get a response than a plain text link.

Customers Know It's Really You

Verified business profiles show your logo and brand name upfront. That one thing alone removes the "is this spam?" hesitation most customers have with unknown numbers.

One Tap Is All It Takes

Action buttons let customers book appointments, track orders, or grab an offer without leaving the message. Less friction means more conversions, simple as that.

Better Results With Every Campaign

Verified, visual, and interactive messages consistently perform better than plain SMS. Open rates, click-throughs, responses – the numbers genuinely improve.

How Sendgun Helps Businesses Get Started With RCS

Sendgun is a trusted RCS message service provider that takes care of the heavy lifting. From verified profile setup to rich media campaign creation, delivery tracking, and SMS fallback – everything is handled in one place. Their support team is accessible, which matters when you're running time-sensitive campaigns. Whether you're in e-commerce, healthcare, or banking, Sendgun's platform is built to work across industries without overcomplicating things.

Conclusion

RCS is simply a smarter way to communicate with customers. Businesses that make the switch today are already ahead. And with Sendgun handling the setup and delivery, getting started is a lot more straightforward than most people expect.

Call now :- 1800 8898 103

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