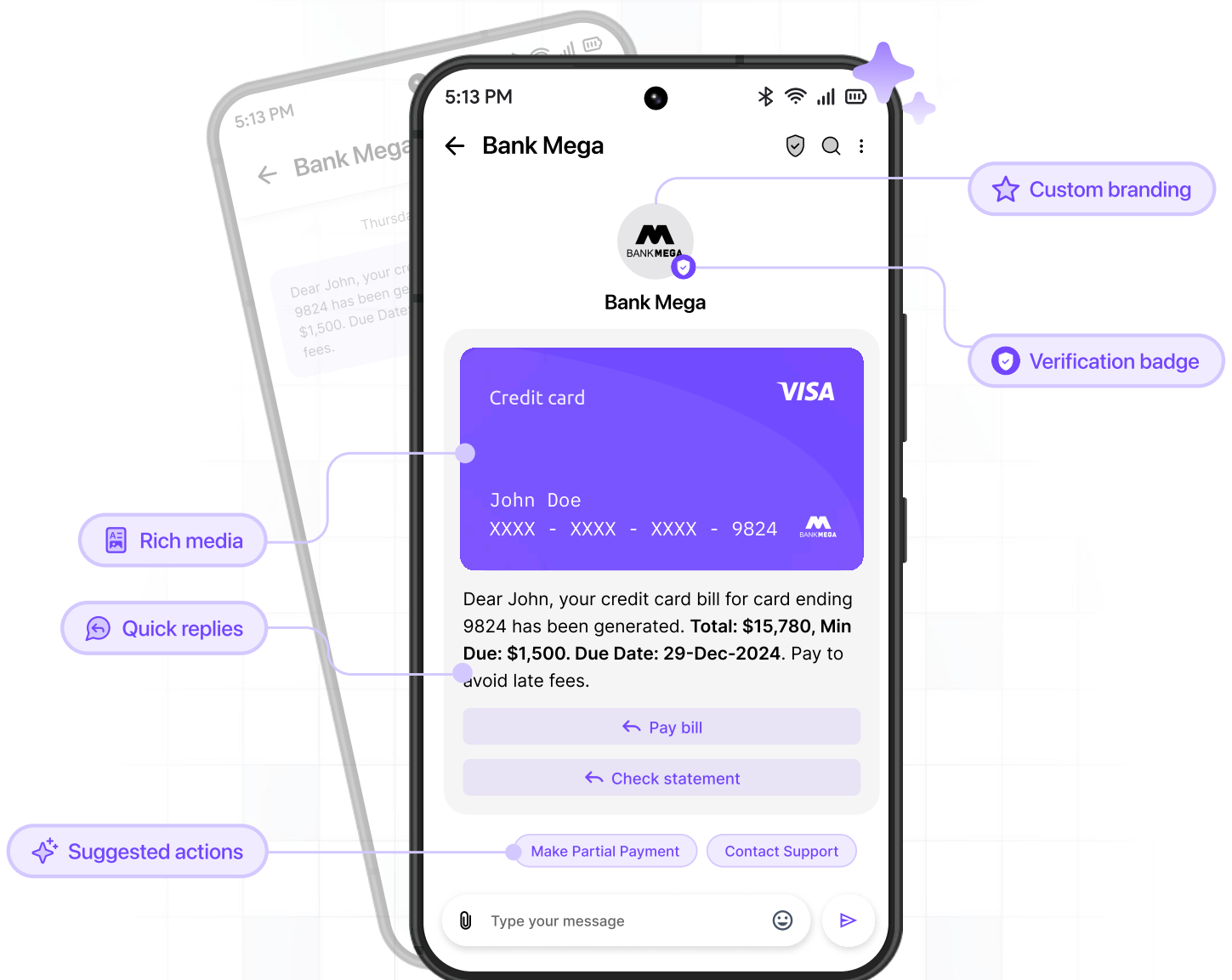# The RCS readiness checklist for enterprises

Start your RCS journey today by evaluating your readiness and develop an implementation roadmap that aligns with your business objectives.

Custom branding

Verification badge

Rich media

Quick replies

Suggested actions

Bank Mega

Credit card VISA

John Doe
XXXX - XXXX - XXXX - 9824

Dear John, your credit card bill for card ending 9824 has been generated. **Total: $15,780, Min Due: $1,500. Due Date: 29-Dec-2024.** Pay to avoid late fees.

← Pay bill

← Check statement

Make Partial Payment   Contact Support

Type your message

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Core infrastructure readiness

Channel integration

⊘ 4 points

- ☐ Do you currently use multiple APIs to manage different messaging channels?

- ☐ Is your existing communication provider capable of handling RCS-rich media payloads like images, videos, and buttons?

- ☐ Do you know the percentage of your users with devices that support RCS and the potential impact on deliverability?

- ☐ Will you be able to implement fallback systems for non-RCS-enabled devices (e.g., SMS or Email)?

Scalability and load management

⊘ 2 points

- ☐ Do you currently use multiple APIs to manage different messaging channels?

- ☐ Is your existing communication provider capable of handling RCS-rich media payloads like images, videos, and buttons?

Technical team readiness

⊘ 4 points

- ☐ Are your developers familiar with implementing RCS-specific APIs?

- ☐ Do you have a sandbox environment for testing RCS templates and message flows?

- ☐ Have you mapped out key customer journeys that could benefit from RCS automation?

- ☐ Will you be able to implement fallback systems for non-RCS-enabled devices (e.g., SMS or Email)?

Security and compliance   ⊘ 2 points

☐ Have you reviewed the compliance requirements for your industry?

☐ Do you have mechanisms for user consent management and opt-in tracking?

Strategy and customer experience   ⊘ 3 points

☐ Have you planned what kind of transactional communications you want to route through RCS? For example, password reset request.

☐ Are you using customer data to tailor messages based on preferences or historical behavior?

☐ Have you designed use cases leveraging RCS interactivity (e.g., buttons for "Track Order" or "Report Fraud")?

Metrics and performance analysis   ⊘ 2 points

☐ Are you prepared to measure RCS-specific metrics, such as read receipts and interaction rates?

☐ Do you have processes for A/B testing RCS templates and workflows?

Messaging cost   ⊘ 3 points

☐ Have you considered the communication costs associated with switching from your current channel to RCS messaging?

Scoring your readiness

0-6
Significant technical gaps

Consider starting with a pilot program.

7–13
Moderate readiness

Focus on API integration and compliance.

14–20
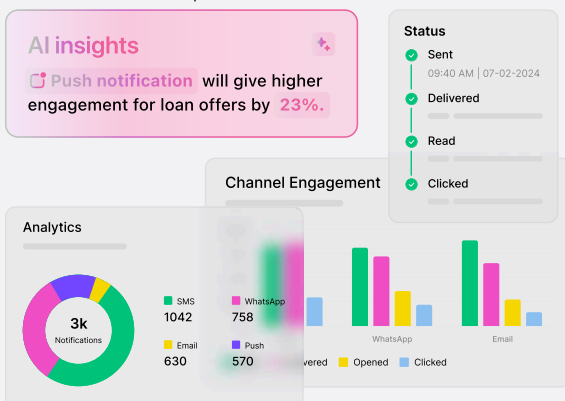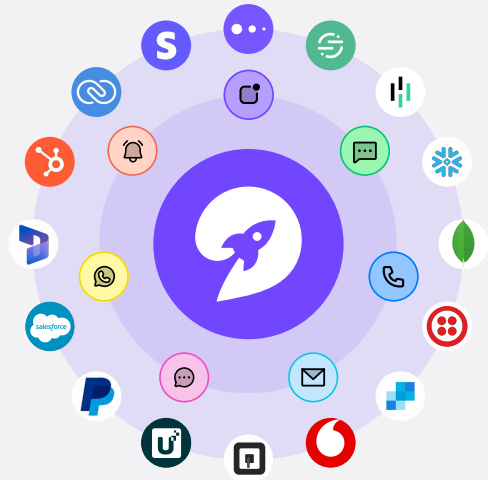### Strong readiness

Implement use cases to achieve measurable business outcomes.

fyno

Flexible like Zapier ✳

- 10+ channels
- Integrate with any tool
- No-code workflow design

AI insights
📲 **Push notification** will give higher engagement for loan offers by **23%.**

Status
- Sent
  09:40 AM | 07-02-2024
- Delivered
- Read
- Clicked

Channel Engagement

Analytics

3k
Notifications

- SMS 1042
- Email 630
- WhatsApp 758
- Push 570

WhatsApp   Email

Delivered   Opened   Clicked

Visualise like PowerBi 📊

- AI **powered** insights
- Customised reporting
- User level visuals

Hope you found this helpful.

Book a free consultation call to get started.

Request demo →