WhatsApp Business vs RCS

2025 global messaging stats

5.9B

Active users sending and receiving SMS

2B

Monthly active Users

1.50B

Monthly active users

700M

Monthly active users

167M

Monthly active users
Asian market

260M

Monthly active users

WhatsApp Business

The platform of the future

- **BeCloud is an official WhatsApp Business Provider.** With our expert consulting and available APIs, businesses can easily communicate with their customers through a single all-in-one platform—leveraging multiple communication channels seamlessly.

- Meet your customers on their preferred channel to boost loyalty and deliver a fast, engaging Customer Experience.

- A highly customizable service that can be used across various sectors— including Marketing, Sales, and Customer Service.

2M users
2M+ active WhatsApp Business users each month

180 countries
WhatsApp is used in 180+ countries across the world

60 available languages
Bring on an all-round experience. WhatsApp is available in 60+ languafes across the world.

Interact with customers on all the touchpoints

IVR

Website

In-App

QR Codes

Link ''Click to Chat''

META ADs

Outbound campaign template

Companies can use WhatsApp for Business to run three types of Outbound Campaigns: Utility, Authentication, and Marketing.

With our experience, we can support you every step of the way — from getting your personalised messages approved to sending templates to your customers.

Utility

Assist customers with specific requests or transactions by providing updates on ongoing activities, sending notifications, post-purchase messages, or recurring account statements.

Authentication

Send verification codes, one-time passwords (OTP), or secure links to authenticate the user's identity during login, registration, or sensitive transactions.

Marketing

Promote products, special offers, or personalised events through engaging messages aimed at increasing brand awareness and driving sales.
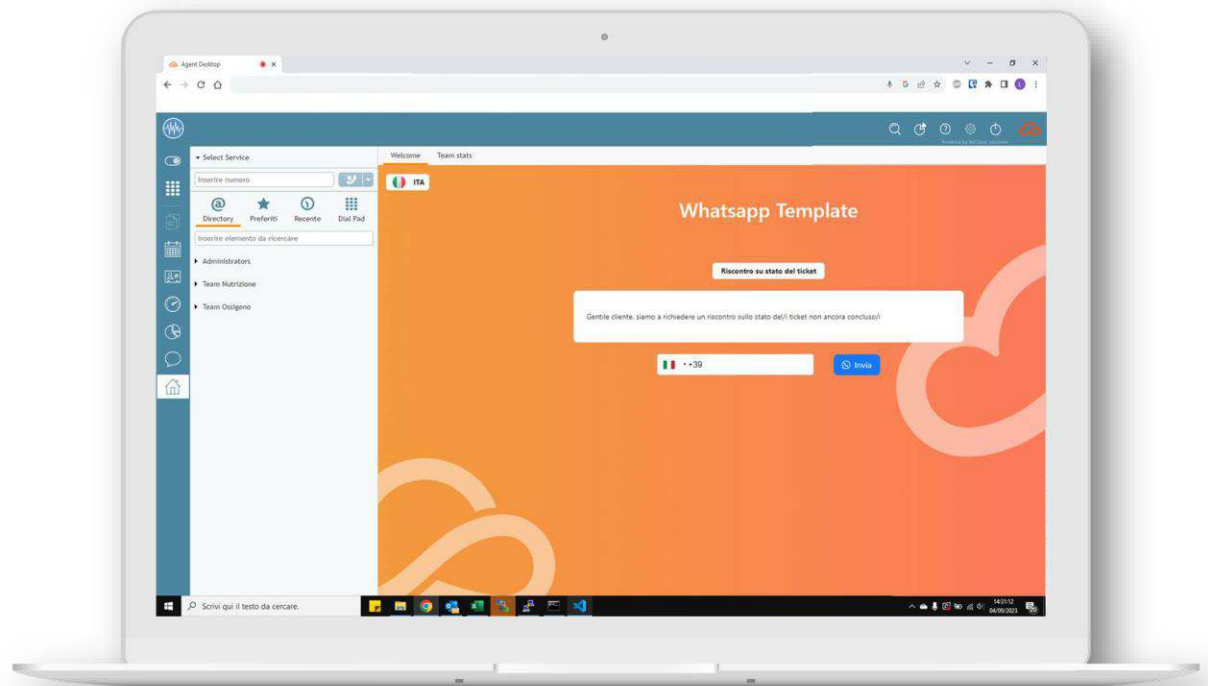
Chat and conversations one-to-one

Verified sender
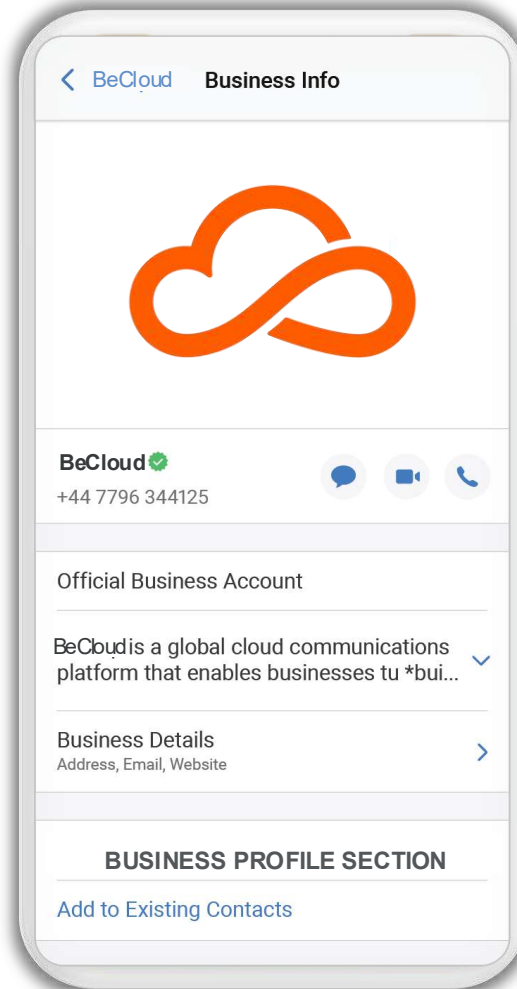Branded communication

Encrypted messages
Your messages are protected with the best end-to-end encryption system.

Two- Way communication
Receive questions, offer support

Media
Enhance communication with your end users through images, documents, contact sharing, location, and videos.

"Read" status
Check when a message has been viewed by the recipient.

RCS overview

RCS (Rich Communication Services) messages offer a richer messaging experience compared to traditional SMS. RCS messages represent an evolution of text messaging by integrating advanced features that make them similar to messaging services like WhatsApp or iMessage.

The main goals include:

- **Supporting businesses in marketing and customer service:** Companies can use RCS messages to engage more effectively with customers by sending rich content such as images, videos, carousels, interactive links, and even integrating a chatbot.

- **Unifying messaging across platforms:** The goal is to provide a seamless and consistent communication experience across all devices and carriers.

- **Improving security:** RCS aims to deliver secure communication with encryption support, offering greater protection of personal data compared to SMS.

By sending RCS you can:

- Leverage the wide reach of SMS
- Go beyond plain text by adding images, carousels, and call-to-action buttons
- Protect your brand from fraud and phishing by sending messages from a certified, recognizable Agent (sender)
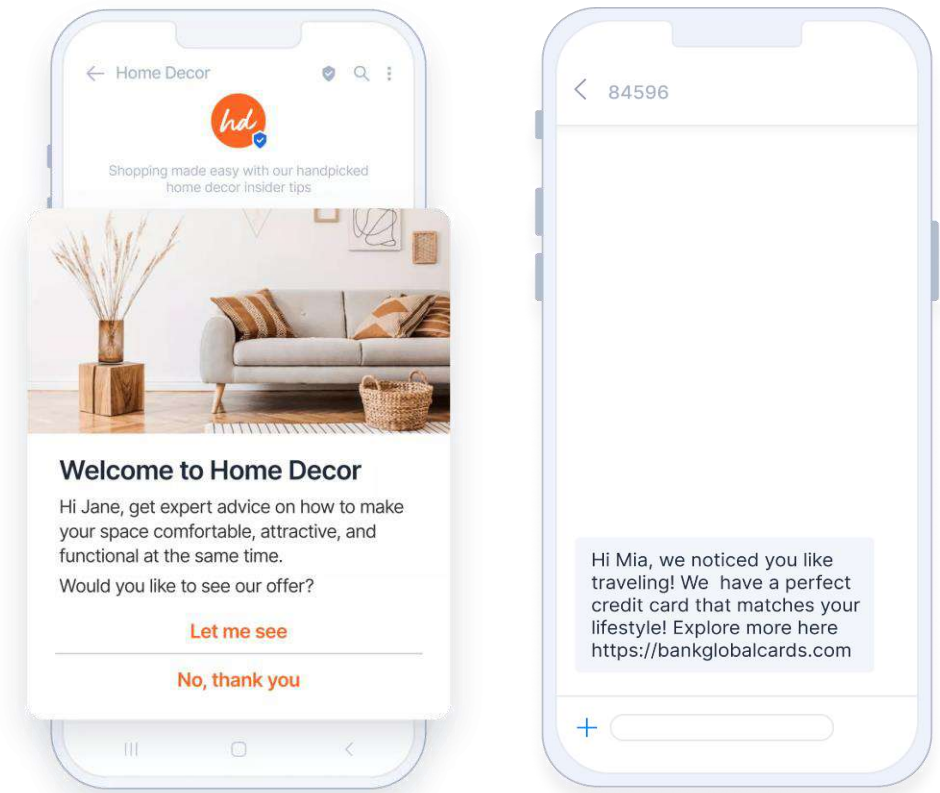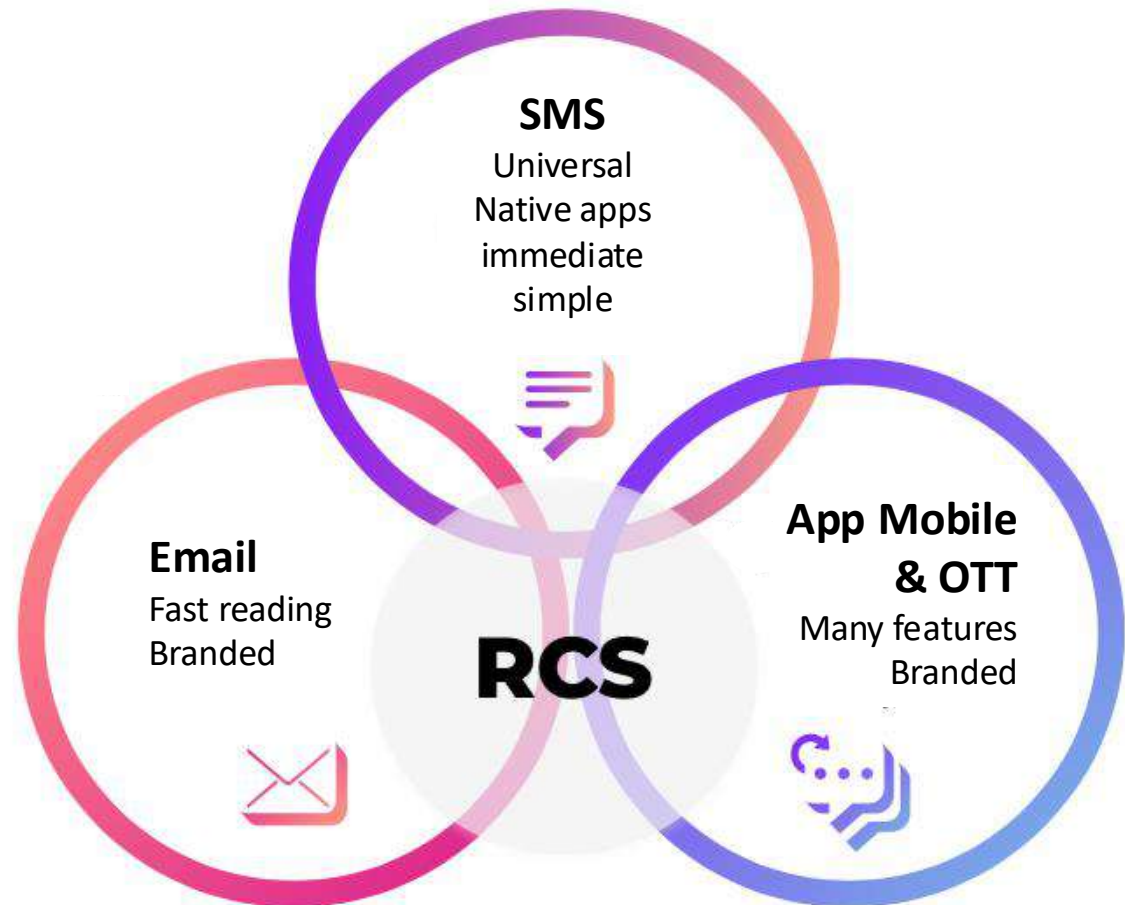
RCS: SMS, mail, App Mobile & OTT
One single communication channel

An effective communication, in order to stand out from the multitude of branded messages that bombard customers daily, must be:

- Personalised based on customer experiences.
- Contain contextually relevant messages.
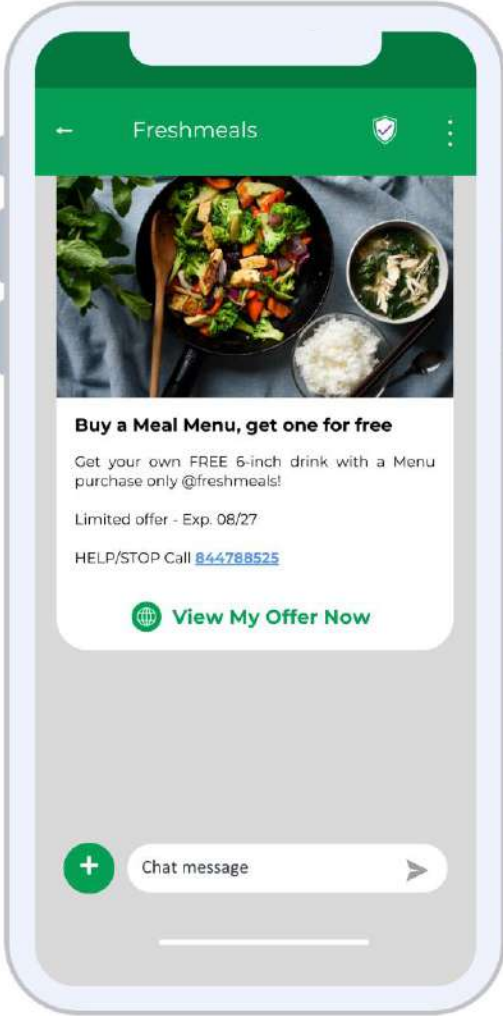- Capable of creating an authentic and personalised interaction.

SMS
Universal
Native apps
immediate
simple

Email
Fast reading
Branded

RCS

App Mobile & OTT
Many features
Branded

Personalise all aspects of your messages

BRANDING

Presonalised messages with Brand Identity: logo, brand name & colors.

CONTENT

Attract customers with Images, GIFs, Videos, QR Codes & Links

AUTOMATIC RESPONCES

Improve open rate with custom CTAs

VERIFIED SENDER

Verify and Identify your brand

SUGGESTED ACTIONS

Guide customers through the entire customer journey, send URLs for a better conversion.

"SEEN" STATUS

Check your sent message status

RCS: Use Case

Appointment Booking	Special Promotions	Order Tracking	Concierge services
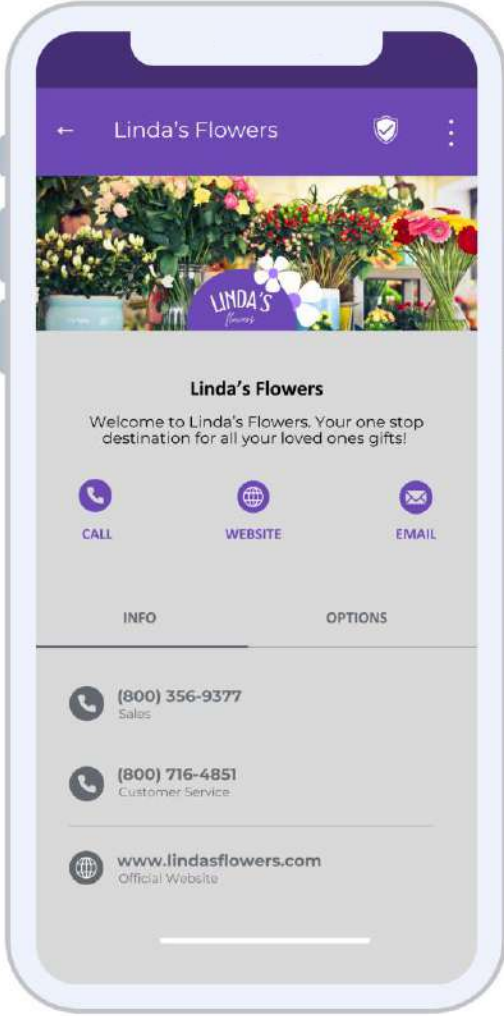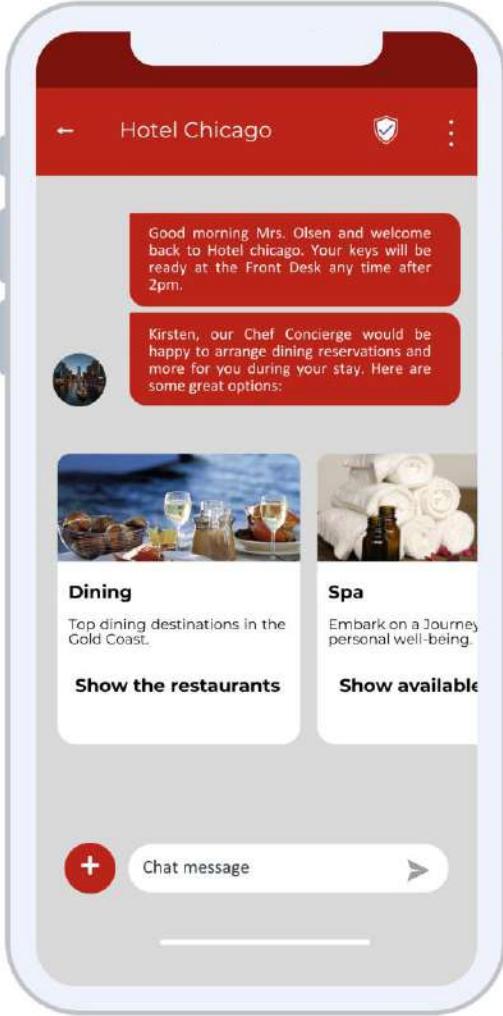
RCS features

IP BASES

Customers need an active internet connection

MULTIMEDIA MESSAGES

RCS allows high quality foto, video & audio sharing, surpassing SMS size limit

AVAILABLE ON IOS & ANDROID

Supported on every Android device (7.0 or higher) & IOS (18 or higher)

NOTIFICATIONS

Users can see if their message has been read and whether the other person is typing a response—features similar to those offered by apps like WhatsApp and Messenger.

SMS FALLBACK

If the recipient's carrier or device does not support RCS, the message will be sent as a standard SMS.

INTERACTIVE INTERFACE

Users can interact with bots and business services directly within the chat, making transactions and customer service more seamless and efficient.

INTEGRATIONS

RCS can integrate with other applications to enhance functionality, such as appointment scheduling or sending delivery updates.

CHAT DI GRUPPO

Users can create group chats with a larger number of participants compared to SMS, making it easier to communicate with multiple people at once.

THANKS

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