FIRST ORION

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How to Build Trusted Customer Engagement with **ENRICH®** **Branded Messaging**

A practical guide to verified, interactive messaging in the app your customers already use

How to Build Trusted Customer Engagement with ENRICH® Branded Messaging



Why do customers ignore your messages?

Your outbound messages face a trust problem. Recipients see an anonymous phone number, assume the message is unwanted, and ignore it. That means missed appointment confirmations, unread delivery updates, and fraud alerts that never get a response.

ENRICH® Branded Messaging, powered by Rich Communication Services (RCS), addresses that gap by displaying your verified sender identity, rich media, and interactive conversations directly in the recipient's native messaging app.

How does trust drive customer engagement?

Customers respond to messages they recognize and believe are real. When a message comes from an unfamiliar number, the recipient cannot tell your appointment reminder from a scam attempt, so ignoring it becomes the safest choice. Every ignored message is a missed opportunity to serve the customer.

Recognition

Customers see who is messaging them before they read a word. A verified business name, logo, and brand colors answer that question immediately.

Relevance

Messages that arrive at the right time with useful content earn attention. Irrelevant or poorly timed messages erode the trust you built.

Ease

Customers respond more readily when responding takes little effort. Suggested reply buttons and tap-to-act options remove friction.

Consent

Customers trust businesses that ask permission first. Clear opt-in practices set the tone for the whole relationship.

RCS supports all four. The sections below show how.

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Why does verified sender identity matter?

According to the FTC, consumers lost $470 million to text messaging scams in 2024 (FTC Consumer Sentinel Network Data Book 2024). That environment has trained recipients to distrust messages from unfamiliar senders, including legitimate ones.

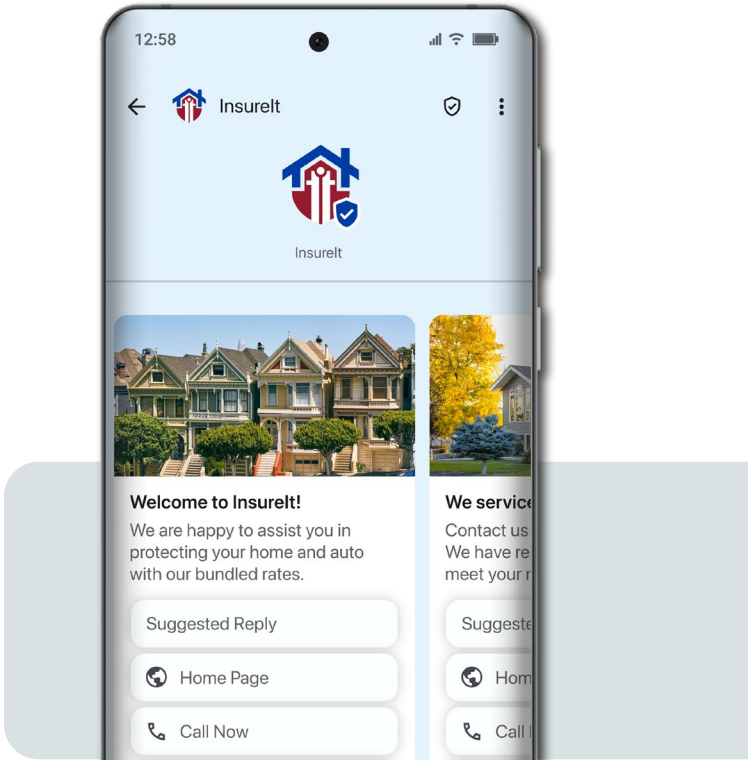
RCS responds by requiring cryptographic sender verification before a business can message recipients. Your verified business name, logo, and brand colors appear on every message, which gives recipients an immediate visual signal that the communication is legitimate.

ENRICH applies this verification across all major U.S. carriers, so your branded identity displays consistently on both Android and iOS devices.

Which RCS features turn trust into engagement?

Once customers recognize and trust the sender, four RCS capabilities make it easier for them to act.

- → **Rich media:** Send high-resolution product images, promotional videos, or PDF attachments directly in the conversation thread.
- → **Interactive carousels:** Let recipients browse multiple options, such as products, appointment slots, or service packages, and act with a tap.
- → **Suggested replies and actions:** Embed pre-formatted response buttons that reduce the effort required to respond, schedule, or confirm.
- → **Read receipts and typing indicators:** Track delivery, open rates, and customer response rates for messages sent to RCS-capable devices.



These features remove the back-and-forth of traditional SMS. A single RCS message can carry the visual context, options, and action buttons that would otherwise take multiple SMS exchanges or a redirect to a mobile website.

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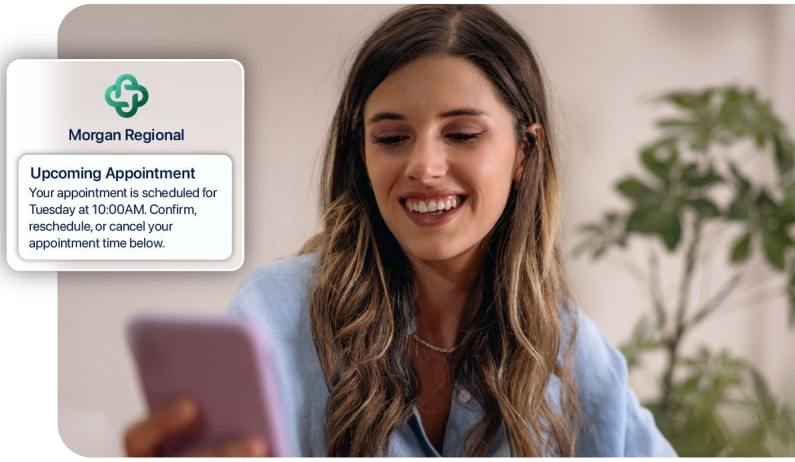
Which business use cases benefit most from RCS?

RCS adds the most value where brand trust, interactivity, or delivery confirmation affects a business outcome. Four use cases stand out:

Appointment reminders

Include your branded identity, the appointment details, and a one-tap reschedule button. Healthcare organizations and service businesses can reduce no-shows when patients and clients confirm directly in the message thread.

- Lead with the date, time, and location.
- Add confirm and reschedule buttons so customers can respond in one tap.



Order and delivery updates

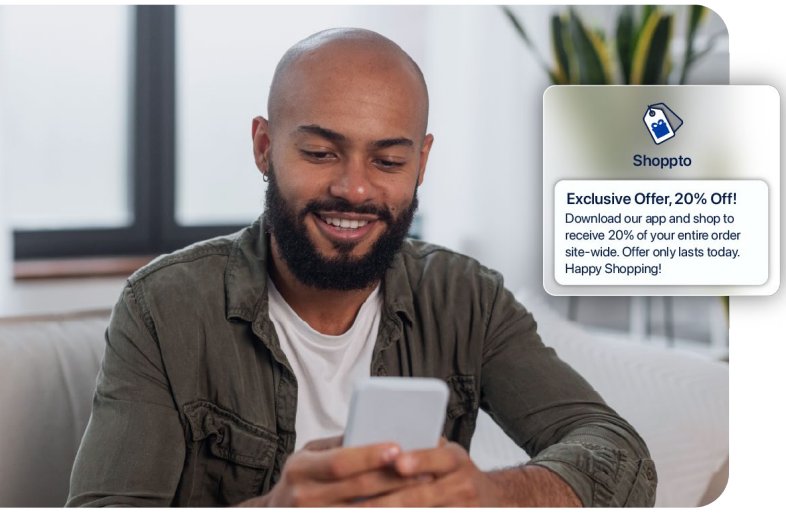
Attach product images, tracking maps, and delivery-window confirmations. Recipients see what is arriving and when, which reduces inbound support calls.

- Show the item and the delivery window in the same message.
- Use suggested replies for common requests, such as rescheduling a delivery.

Authentication and fraud alerts

RCS offers carrier-level priority delivery and verified sender identity for time-sensitive security messages. Recipients can trust that a fraud alert displaying your verified brand came from your organization.

- Keep alerts short and specific.
- Give customers a clear, one-tap way to confirm or dispute the activity.



Promotional campaigns

Retail and e-commerce brands can deploy product carousels that let recipients browse without leaving the conversation. That keeps engagement in a single interaction instead of requiring a website visit.

- Feature a small set of relevant products in each carousel.
- Send promotions only to customers who opted in to marketing messages.

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What is RCS, and how does ENRICH use it?

RCS is a mobile messaging protocol defined by the GSMA. It replaces the technical limits of SMS with rich media, verified sender identity, and real-time interactivity. SMS caps messages at 160 characters of plain text. RCS supports high-resolution images, video, carousels, suggested reply buttons, and read receipts.

Recipients do not need to download a separate app to receive messages. They arrive in the default messaging application they already use for texting. That removes the acquisition barrier that keeps many businesses on SMS for critical customer communications.

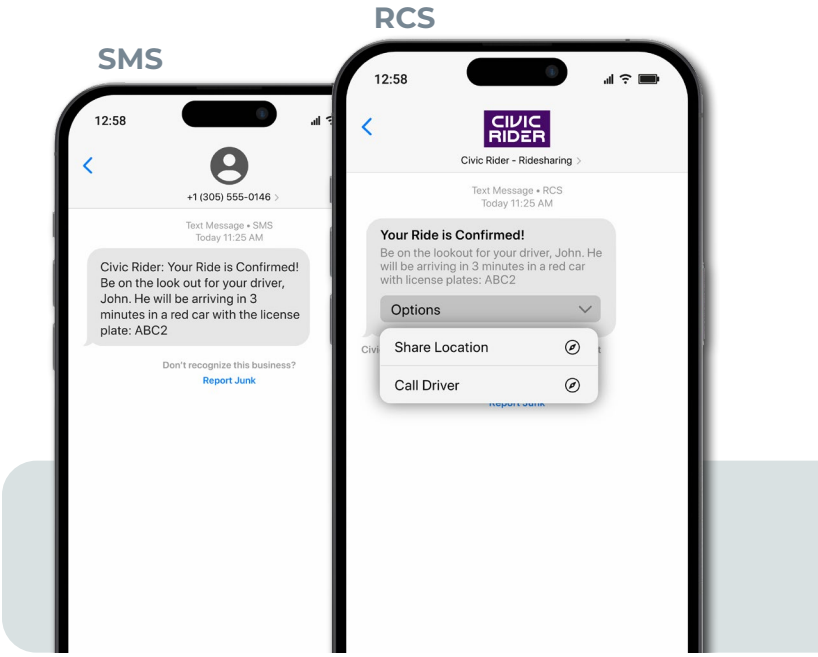
ENRICH® Branded Messaging is First Orion's RCS solution for businesses. It sends secure, branded messages with rich media and two-way interactions through the same native channel.

How does RCS differ from SMS and MMS?

SMS delivers plain text with no built-in identity verification. MMS adds basic media support, but file sizes are limited and presentation varies across devices. Neither protocol confirms whether the recipient opened the message.

RCS closes those gaps. It combines delivery and read receipts, verified business identity, and rich interactive content in a single carrier-native channel. For customer-facing operations where brand recognition and engagement matter, that difference directly affects response rates.

- **Sender identity:** SMS and MMS show a phone number with no built-in verification. RCS shows a verified business name, logo, and brand colors.
- **Content:** SMS is plain text limited to 160 characters. MMS adds basic media. RCS supports high-resolution images, video, carousels, and suggested replies.
- **Media handling:** SMS has none. MMS file sizes are limited, and presentation varies by device. RCS displays rich media inside the conversation thread.
- **Open confirmation:** SMS and MMS offer none. RCS provides delivery and read receipts.
- **Separate app required:** None of the three requires one.

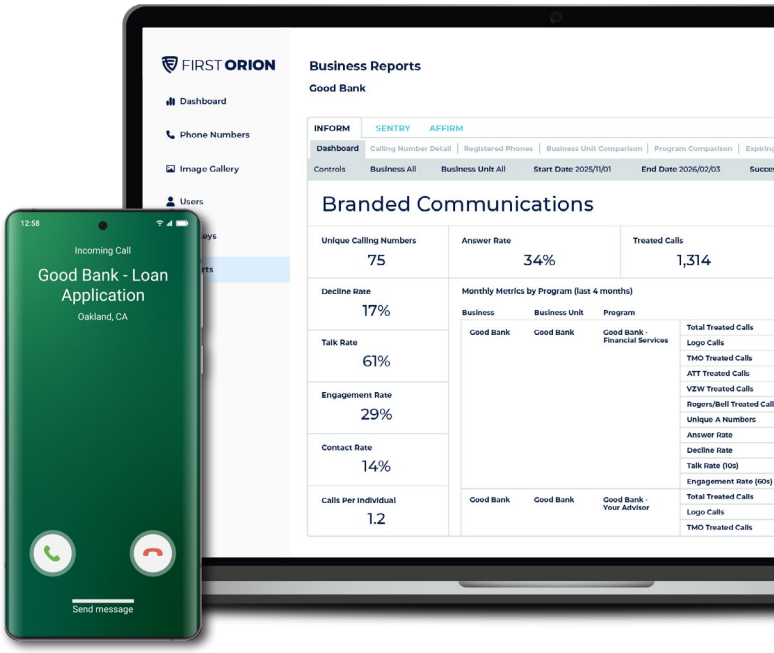


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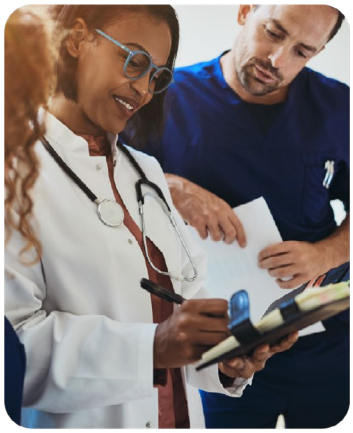
How do you build a consistent trust signal across voice and messaging?

Customers form an impression of your business at every touchpoint. RCS works best as part of a unified communication approach that pairs messaging with voice. When your outbound calls display a verified business name through INFORM® Branded Calling and your messages arrive with the same branded identity through RCS, you create a consistent trust signal across every customer touchpoint.

First Orion's platform simplifies brand identity management between voice and messaging. Your customer sees the same verified identity whether you call to confirm an appointment or send an RCS reminder the day before.



What does RCS adoption look like in 2026?





Healthcare and Banking are among the fastest-growing verticals for RCS adoption

Apple added RCS support to iOS in 2024, and adoption has accelerated since. According to Juniper Research (August 2026), business RCS message volume will exceed 485 billion globally by 2030, up from 125 billion in 2026.

Healthcare and banking are among the fastest-growing verticals for RCS adoption, with projected growth exceeding 1,000% and 600% respectively by 2030. Authentication use cases, including one-time passwords, fraud alerts, and account verifications, are driving much of the migration from SMS.

For enterprises evaluating their messaging infrastructure today, the direction is clear: RCS is becoming the default for business-to-customer messaging where trust and engagement matter.

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What should you consider before deploying RCS?

Device and carrier support

RCS requires carrier support and device compatibility. As of 2026, ENRICH reaches all Android and iOS devices (version 18.1 and above) across all major U.S. carriers. Messages to recipients on older devices without RCS support fall back to SMS automatically, so delivery is not interrupted.

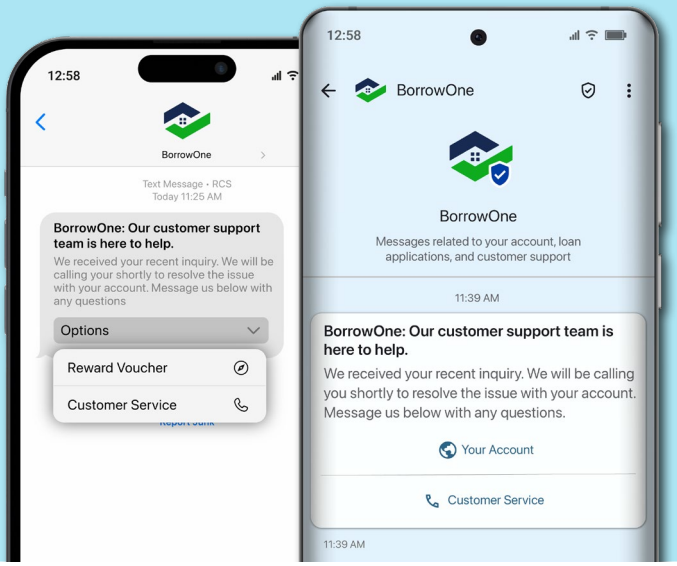
Opt-in compliance

RCS requires clear user consent before you send messages, with separate opt-in flows for marketing and transactional communications. Building a compliant opt-in process from the start protects your brand reputation and keeps your program on solid regulatory ground.



Integration

ENRICH connects through a REST API, and customer responses route back to your systems through a webhook for real-time two-way communication. Most businesses complete the technical setup within two weeks.



Start building trust in every message

Customers respond to businesses they recognize. ENRICH Branded Messaging puts your verified name, logo, and rich content in the messaging app they already use, so your messages get opened and acted on.

Start branding your messages today.