eltropy

Message Your Consumers Like Never Before. Rich Interactive Conversations That Convert.

Eltropy's Rich Communication Services (RCS) is now available in limited early release, transforming ordinary text messages into branded, interactive experiences that drive 32%* higher engagement. Send buttons, carousels, images, and videos directly to consumers' native messaging apps, no downloads required. Perfect for fraud alerts, loan applications, collections, and marketing campaigns that get higher results.

Password Reset Verification - Instead of vulnerable SMS codes, RCS delivers password reset requests with full institutional branding, verified checkmark, and secure "Reset Password" button that ensures consumers land on authentic pages.
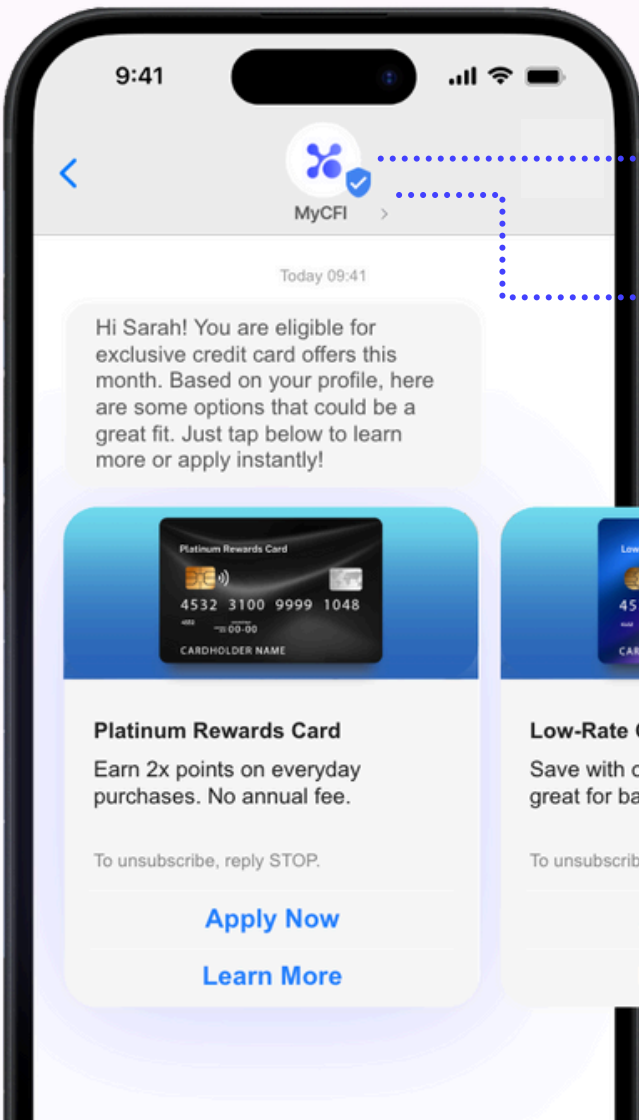
Account Opening Fraud Prevention - New account applications trigger RCS messages to existing phone numbers on file, alerting consumers if someone attempts to open accounts using their information.

Past-Due Payment Collection - A consumer receives an RCS message about a past-due auto loan with the community financial institution verified checkmark and logo. The message includes a "Pay Now" button linking directly to a secure payment portal.

Document Collection for Loan Applications - Instead of generic SMS requesting tax documents, consumers receive a branded RCS message with secure upload buttons and clear visual indicators showing exactly which documents are needed.

Cross-Sell Campaigns - Send existing consumers personalized RCS messages showcasing relevant products (mortgage, auto loans, CDs) with rich media showing rates and terms, plus one-tap "Get Quote" buttons.

New Account Promotions - Launch a checking account campaign with rich carousels showing account benefits, interest rates, and fee comparisons. Include "Open Account" and "Learn More" action buttons.
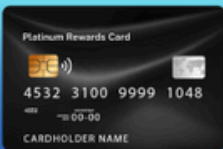
Trusted Branding
With CFI name and logo

Consumer Safety & Peace of Mind
With verified sender information

Richer Media
In-line images, text, videos, GIFs, and invoices

Quick Actions
Suggested actions for viewing and selecting options

Key Features

- ✓ 1:1 and Bulk Messaging
- ✓ Fallback to SMS
- ✓ Branded Messaging
- ✓ Interactive elements
- ✓ Engagement tracking
- ✓ Advanced analytics
- ✓ Security and compliance
- ✓ Scalability
- ✓ Role-based access control

*Futurum Research, Twilio Press Release 2024.

Why Eltropy RCS for CFIs?

Verified Sender & Encrypted Messaging: Reduces phishing risk with Google-verified sender profiles and end-to-end encryption.

Branded Conversations: Build trust with logos, business names, and color themes that clearly identify your institution.

Interactive, Action-Oriented Messaging: Enhance the consumer experience with tappable buttons, carousels, and embedded calls-to-action.

Stronger Engagement: Richer messages equals higher response rates and deeper consumer interaction compared to plain text message or email.

Smart Fallback for Uninterrupted Message Delivery

Message to consumers

RCS

MyCFI

If the consumer device doesn't support RCS, message automatically sends as SMS

SMS

+1 (888) 555-5555

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To unsubscribe, reply STOP.

"RCS turns every text into a mini-branch experience, consumers can get answers, share documents, and complete transactions without ever leaving their messaging app."

Put Eltropy RCS to Work for Your Institution
Learn how at: visit https://eltropy.com/rich-communication-services