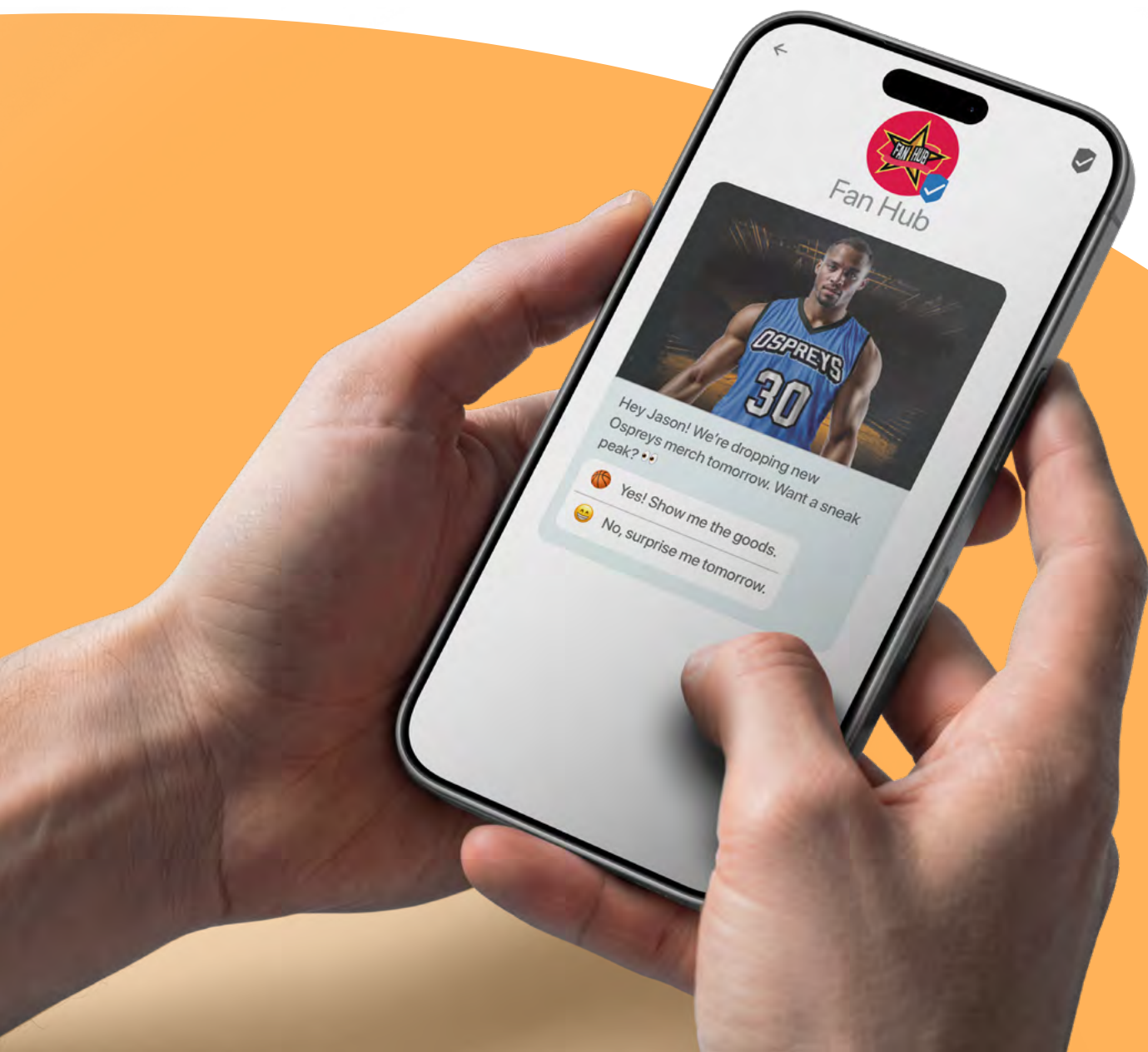
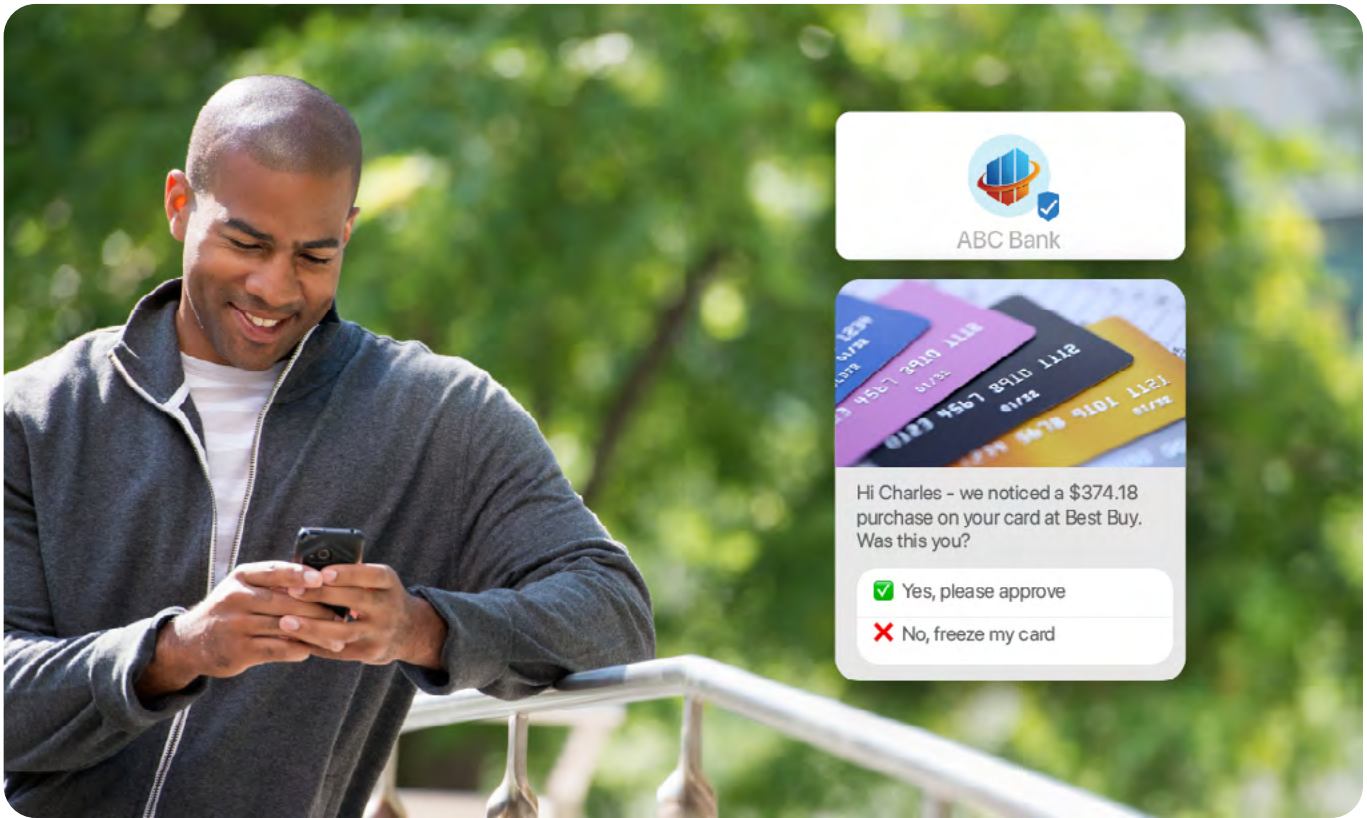


Getting Started with RCS: Your Guide to RCS Agent Submission





When marketing leaders discover [Rich Communication Services](#) (RCS) for business, their first question is usually, “How soon can I get started?”

In the past, successful engagement often hinged on how frequently you could c After all, it’s hard not to see the value in delivering sleek, app-like experiences directly within your audience’s native messaging app. Add the power to send high-quality images, videos, and customizable buttons — plus do it all via a branded, verified profile that builds contacts’ trust — and it almost sounds too good to be true.

Then comes the second thought: “Do we have the bandwidth to pull this off?”

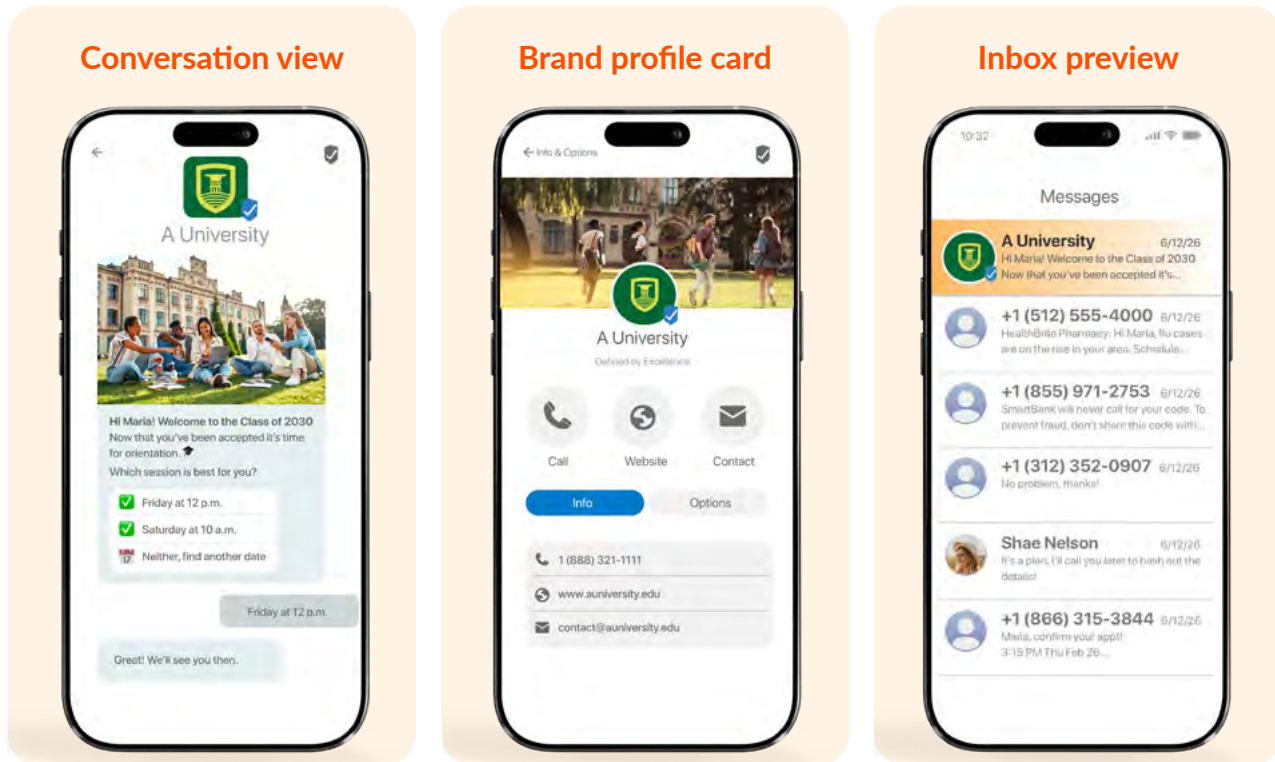
Sure, using RCS might be one of the best ways to boost engagement and strengthen customer relationships, but, in a time of overstretched budgets and cost-cutting, it’s natural to stress about whether you can spare the time and resources it might take to launch this newer protocol.

Fortunately, with the right guidance (and support from a reliable RCS provider like TrueDialog), it’s much easier and less resource-intensive than you probably expect. And it all begins with creating an RCS Agent and submitting it for verification.

In this guide, we’ll walk you through the steps you need to take so you feel prepared to launch RCS at your organization:

What is an RCS Agent?

An RCS Agent, also called an RCS Brand Agent or RBM (RCS Business Messaging) Agent, is a branded profile that represents your organization when you send RCS messages to your audience. It displays your brand name, colors, logo, and business information, along with a checkmark indicating that your brand has been verified.



An RCS agent includes multiple components, including:

- **Verified business name**
Your brand name alongside a shield or checkmark icon that confirms your brand has been authenticated, and displays in both the inbox view and conversation view.
- **Logo**
A 224 x 224 pixel image of your brand logo, which displays at the top of every conversation.
- **Business details**
A short description of your organization, along with your phone number(s), website, and email address, so that users can engage via other channels.
- **Brand profile card**
An expanded profile view that displays when recipients tap on your brand logo.
- **Banner**
A 1440 x 448 pixel image that displays in the header of your brand profile card.

Why Do RCS Agents Exist?

When you send a traditional SMS text to your audience, they'll either see a 10-digit phone number or a short code. (Or, if they've saved your number to their device, they might see a sender ID). The challenge is that these random numbers don't feel particularly familiar, nor do they build brand recognition. Perhaps more importantly, there is no way for your recipients to know for sure that your messages are from a legitimate organization. (And given that text message scams cost consumers a whopping \$470 million in 2024 alone, [per FTC data](#), not having clear evidence that a brand is who they claim to be is a serious and expensive problem.)

RCS Agents solve these issues by giving your business a professional-looking, branded identity that tells your contacts who you are and verifies your brand. By providing instant credibility, your agent helps ensure people feel comfortable opening your messages, engaging with your content, and responding.

It's also the only way brands can communicate with individuals via RCS for Business.

Requiring brands to create RCS Agents was a conscious decision by the Global System for Mobile Association (GSMA), the global organization that developed RCS, to help reduce spam, protect consumers, and make it easier for legitimate organizations to build trust with their audiences. Ultimately, it gives carriers greater visibility and control over who sends messages and makes it much harder for bad actors to leverage RCS for nefarious purposes.

Plus, creating an RCS Agent gives you access to all of the benefits that come with RBM, such as a verification badge, the ability to send messages with a branded sender name instead of a phone number, and the opportunity to use rich features like buttons, carousels, and suggested replies. Moreover, without an RCS Agent, you can't set up [SMS fallback](#) (the mechanism that sends RCS messages as SMS for recipients who don't have an RCS-compatible carrier or device).

And, much like brands that attempt to circumvent compliance requirements by sending texts from personal numbers instead of approved 10DLCs or short codes, trying to bypass the RCS Agent model will likely result in your messages being blocked or rejected.

In short, RCS agents exist for three reasons:

- To make business messaging safer for consumers
- To equip brands with a more recognizable messaging identity
- To enable brands to deliver richer messaging experiences

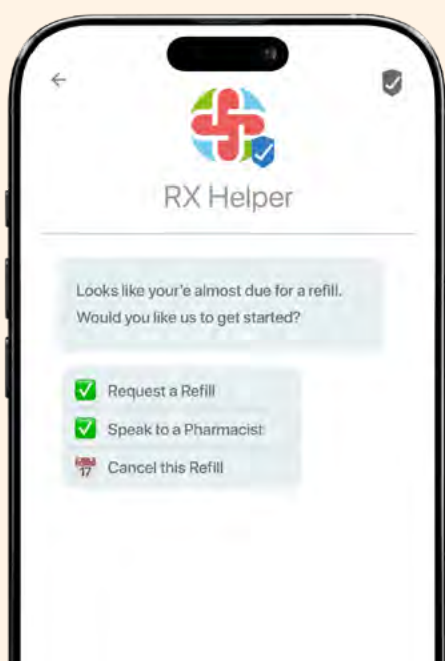
What is RCS Agent Verification?

Being able to connect directly with audiences via the RBM ecosystem is a tremendous privilege, and regulators want to ensure it's bestowed only upon reputable businesses that adhere to the GSMA's standards. To make sure brands are legitimate, carriers and third-party verification authorities use a process called RCS Agent verification.

Verification begins with businesses providing key information about their organization, such as company details and legal documentation, and insight into how they intend to use RCS, including messaging use cases and examples of their customer experience. Additionally, brands need to submit details of their opt-in and opt-out processes to demonstrate the steps they've taken to comply with industry regulations.

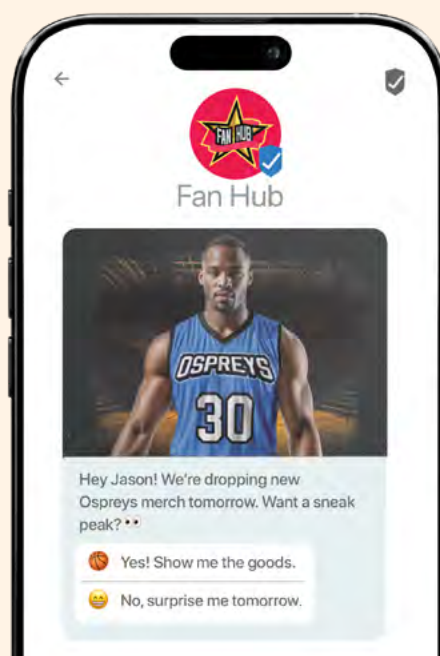
You will also need to decide whether your agent will be transactional, promotional, or both.

Transactional



Transactional RCS Agents send timely, actionable, and non-promotional messages directly to a contact's inbox. For example, a pharmacy's agent might notify customers when a prescription is ready for pickup, eligible for a discount, or out of refills.

Promotional



Promotional RCS Agents send interactive, marketing-focused messages, such as personalized offers or product launches. They may also send interactive links to open a map, call a number, or help recipients complete another action.



Once you've submitted all of the necessary documents and information, your agent will undergo a thorough carrier review process to confirm that your business is legitimate, your messaging is compliant, and your customer experience meets GSMA standards. And while approval time can vary, most businesses will receive their verification status about 8 - 10 weeks after completing their submission.

It's worth noting that each carrier will need to review a brand's RCS Agent, and some carriers take longer than others to do so. Fortunately, so long as you have a reliable RCS provider (such as an enterprise texting platform like TrueDialog), you won't need to submit your agent details to every carrier individually. Instead, you can submit everything through your provider, who will handle it with each carrier.

Additionally, your provider can assist you in gathering and preparing the necessary information and ensuring you don't skip a step or miss any critical details (for example, any needed updates to your opt-in flow, privacy policy, and/or terms and conditions). This way, you're more likely to get verified quickly and won't need to resubmit due to an error.

Step-by-Step: How RCS Agent Verification Works

The process for submitting an RCS Agent for verification is fairly straightforward:

Step 1: Choose an RCS service provider

First, choose an RCS service provider that can serve as your verification authority (i.e., the messaging service provider that confirms the legitimacy of your business, name, logo, and details and interfaces with carriers on your behalf).

This messaging platform will also equip you with the tools you need to build and launch your RCS campaigns after you've been approved, so it's vital that you choose wisely. In other words, look for a provider that has expertise in RCS, offers built-in security and compliance support, and provides a user-friendly experience.

Step 2: Gather the necessary information

Second, gather all of the details and documents you'll need for the verification process. These generally include:

- **Brand assets**

This includes your brand logo, business name, contact details, and a short description of your company. Make sure all of this information looks exactly as you'd want it to appear on your RCS brand profile.

- **Legal proof of your business**

Make sure you have your certificate of registration and/or your Employer Tax Identification Number (EIN) to prove your business is registered in your country.

- **Domain and domain ownership details**

Gather documentation to verify your organization's communication domain (i.e., the phone number(s) you currently use to connect with your audience). This should also include the number you want to use for SMS fallback.

- **Campaign details and sample messages**

This includes a description of how you intend to use the agent, call-to-action verbiage, opt-in and confirmation message verbiage, sample promotional or transactional messages, and your expected monthly message volume.

- **Compliance details**

Make sure to provide details about your text messaging opt-in and opt-out processes, brand terms and conditions, and brand privacy policy.

Step 3: Create and submit your RCS Agent

Next, you will need to build your RCS Agent with your RCS service provider. Generally, this involves uploading your logo, choosing brand colors, and defining your agent type (i.e., promotional, transactional, or multi-use). You may also need to set up your SMS fallback.

Then you can submit your agent, along with all necessary details and documentation, for approval. Your provider will likely work closely with you to ensure you don't omit any critical elements and to answer any questions you may have about the process.

Step 4: Wait for approval

Once you've submitted all the necessary information, you can sit back and wait for verification from messaging partners (such as Google and Apple) and each mobile carrier. Approval time can vary, but most businesses receive their verification status within 8-10 weeks.

Step 5: Test your first RCS campaign

Once your brand is officially approved, it's time to watch your RCS Agent in action by testing your first campaign. Early tests are crucial to ensuring that your brand logo and name are properly displayed, messages and interactive elements arrive as intended, and SMS fallback is fully functional.

So long as your agent passes all of the checks, you can start rolling out RCS to a wider audience. We recommend starting with just one simple but high-impact use case, then expanding to more as you become more comfortable.

Keep in mind that if you want to use your RCS Agent for a different type of use case, you'll need to resubmit your RCS Agent for approval.

For example, a healthcare provider might initially use their agent solely for transactional purposes, such as scheduling appointments, but later decide to begin marketing wellness packages and additional services. In that case, they'll need to modify their agent from transactional to mixed-use.

You'll also need to undergo the verification process again if you rebrand, change your customer-facing identity, or switch to a new domain.

Don't Delay Your RCS Agent Submission

Given how long it can take to receive approval for your RCS agent, it's a good idea to get started as soon as possible — even if you're not quite ready to use this newer messaging protocol. Do the work to gather the necessary information and set up your agent first, and then, while you're waiting for approval, you can train your team on RCS and begin creating campaigns that align with the use cases you designated in your submission.

This way, once your brand is verified, you can hit the ground running.

RCS Agent Setup and Verification Checklist

Here's a helpful checklist to guide you through the RCS Agent setup and verification process:

Choose an RCS service provider

- ☐ Find an enterprise messaging platform that meets your needs
- ☐ Verify the provider can assist in the RCS Agent verification process

Gather the necessary brand and business information:

- ☐ Legal business name
- ☐ Website
- ☐ Industry/vertical
- ☐ Contact details (phone number, website URL, email address)
- ☐ Proof of business registration
- ☐ EIN
- ☐ Proof of communication domain ownership
- ☐ 10DLC or short code for SMS fallback

Document your use cases and messaging flows

- ☐ Primary use case (i.e., transactional, promotional, or mixed-use)
- ☐ Clear description of messages you'll send (and why)
- ☐ Opt-in and opt-out verbiage
- ☐ Sample messages (including call-to-action verbiage)
- ☐ Screenshots of the user experience

Confirm compliance

- ☐ Opt-in and opt-out process details
- ☐ Terms and conditions
- ☐ Privacy policy

Build your RCS Agent

- ☐ Agent name (i.e., your customer-facing brand name)
- ☐ Brand logo
- ☐ Brand colors
- ☐ Brand banner
- ☐ Clear and easy-to-understand agent description

Submit your RCS Agent for approval

- ☐ Upload all required documents and details (likely via your messaging platform)
- ☐ Double-check all information for accuracy
- ☐ Monitor for approval or questions/requests for revisions

Test and send your first RCS campaign

- ☐ Confirm your agent is approved
- ☐ Test messaging flows to ensure full functionality
- ☐ Schedule your first RCS campaign
- ☐ Re-submit for approval if use cases change

Ready to experience the next generation of texting?

Request a demo of TrueDialog's new RCS features.

Request a Demo