



MESSAGING CHANNELS

RCS Messaging

RCS Business Messaging with verified branded senders.

Rich Communication Services, delivered natively on Android through Google Messages. As a Google RBM partner, BroadNet provisions your verified branded sender (the verification badge, rich-media carousels, interactive replies and read receipts) with automatic fallback to SMS on any handset that cannot render RCS.

1,000+

direct operator connections

300M+

messages a day on the network

2003

operating since

KEY CAPABILITIES

Verified branded sender

Business name, logo, accent colour and the verification tick, handled end to end through Google's RBM programme.

Suggested replies

Quick-reply chips plus dial, open-URL and view-location actions. Replies route back through the API.

Logo display

Your full-colour logo renders in the Google Messages conversation list, header and notification.

Rich cards and carousels

Product cards with image, title, description and actions, and swipeable carousels of cards.

Read receipts

Delivery and read signals from the handset, with a webhook on every transition.

Automatic SMS fallback

Capability lookup at submit time; handsets that can't render RCS receive the message as SMS.

USE CASES

Product carousels with booking buttons

Two-way service with suggested replies

Testing rich cards against plain SMS

Mixed Android and iOS audiences

HOW IT WORKS

- 1 Compose: POST /rcs/message/sendbulk with your rich card, suggested replies, image or carousel.
- 2 Capability check: non-RCS handsets fall back to SMS on the same submit.
- 3 Deliver: through Google's RCS hub and the operator RCS stack to the Messages app.
- 4 Signals: delivered, read, replied and button-tap events arrive at your webhook.

INTEGRATION OPTIONS

- REST over HTTPS: POST /rcs/message/sendbulk
- Same account and Bearer token as SMS and WhatsApp
- Webhook events in the SMS DLR schema plus rich-event fields

SECURITY & COMPLIANCE

ISO 27001

ISO 27018

ISO 9001

ISO 22301

SOC 2 Type II

GDPR compliance

Member of GSMA · MEF

Request test access

A messaging engineer replies within 1 business day with your test credentials.

www.broadnet.me/signup

Full details
www.broadnet.me/products/rcs-messaging

