


ENRICH 101

Going Beyond Voice With Branded Messaging

Civic Rider - Your Car is Confirmed!

Be on the look out for your driver, John. He will be arriving in 3 minutes in a red SUV with the license plate: ABC2

 Share Location

 Call Driver

Cancel Ride

Confirm

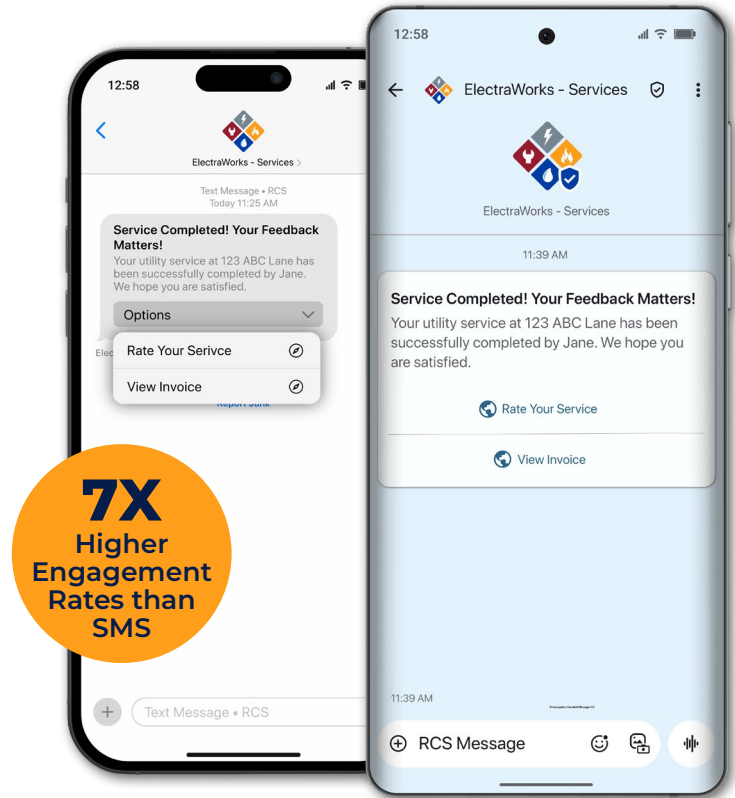
Civic Rider

Your driver has recieved your location and is on the way. Reply here with any questions you have.

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In an era where the average consumer is overwhelmed by unverified texts and smishing attempts, trust has become the primary currency of digital communication. Traditional SMS, limited to 160 characters and lacking visual identity, is no longer sufficient for brands that prioritize customer experience.

First Orion's **ENRICH™ Branded Messaging** leverages rich communication services (RCS) to transform the native text app into a secure, interactive, and visually branded storefront. By providing verified sender identities and rich media capabilities, ENRICH delivers a brand experience. With engagement rates up to seven times higher¹ than SMS, ENRICH is the essential upgrade for businesses looking to foster trust and drive measurable results.



The Evolution of the Inbox: Text to Experience

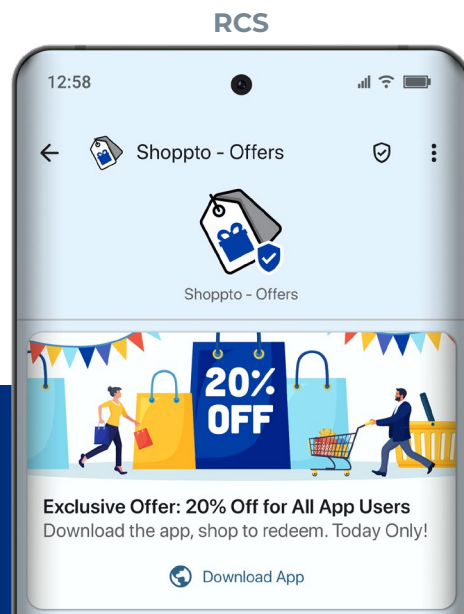
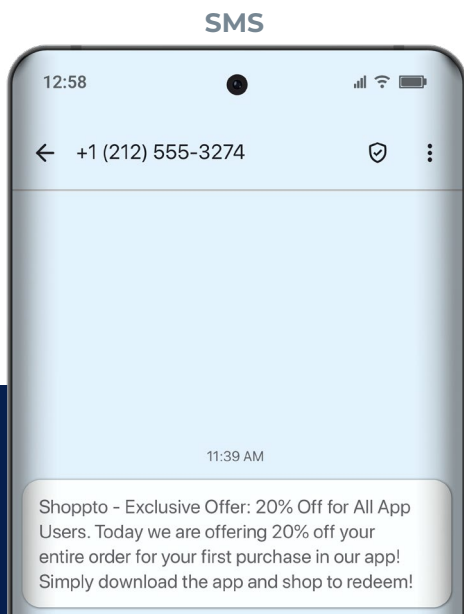


For decades, the mobile inbox has been a static environment. While the rest of the digital world evolved into high-definition video and interactive interfaces, business-to-consumer messaging remained stuck in the era of 160-character plain text. This stagnation created a space where bad actors could easily spoof numbers, leading consumers to view every unrecognized text with suspicion.

ENRICH Branded Messaging bridges this gap by moving beyond the limitations of legacy SMS. Built on the RCS standard, it allows businesses to claim their digital identity. Instead of a random short code, your customer sees your logo, your brand colors, and a “verified” checkmark. By turning a text message into a mini-app experience within the native messaging folder, ENRICH removes the friction of third-party downloads and keeps the conversation where the customer already spends their time.

SMS vs. RCS: A Clear Upgrade

Feature	SMS	RCS
Message Format	Text-only, 160-character limit	Rich format with unlimited characters
Branding	No branding; sender ID often unrecognized	Verified business name, logo, and branding
Interactivity	Limited to links; not interactive features	Interactive buttons, quick replies, & suggested actions
Security	Low security; easily spoofed	High security; verified & encrypted
Media Support	Plain text only	Supports images, videos, carousels, & rich media
Verification	No built-in verification	Verified identity & brand authentication
Cross-Platform Support	Universal across all devices	Available on Android & news iOS
Business Use Case	Best suited for simple, one-way notifications like reminders, alerts, or basic promotions	Ideal for secure, interactive, & branded two-way customer engagement with rich media and one-tap actions
Customer Experience	No advanced features beyond basic text delivery	Suggested replies, typing indicators, read receipts, & branded sender profiles



The Power of Verified Identity

When a consumer receives an ENRICH message, the psychological barrier to engagement drops significantly. Data shows that 75 percent of consumers² trust branded messaging specifically because the sender is verified. This trust translates directly into the bottom line: customers are more likely to make a purchase when they can visually confirm who they are talking to.

The impact on engagement is equally dramatic. Because ENRICH supports rich media like carousels and suggested action buttons, the experience is 3 to 7x more engaging than traditional SMS³. Whether it's a retail brand showcasing a new summer line through a scrollable image gallery or a bank allowing a user to verify a transaction with a single tap, the interactivity of RCS makes the path to purchase shorter and more intuitive than ever before.



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Specifically Because the
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How ENRICH Works: A Seamless Technical Flow

Integrating ENRICH into your existing workflow is designed to be frictionless. The process begins when your business submits message content through First Orion's API. From there, our system takes over the heavy lifting: authenticating your sender identity and performing a real-time compatibility check to ensure the recipient's device—whether it's an Android or an iOS device running 18.1 or higher—is ready for an RCS experience.

1

The business initiates the message using First Orion API endpoint with the recipient's phone number, sender's registered agent ID, and message content.

2

First Orion receives the request and performs several checks including: authentication of the API endpoint and RCS capability check.

3

If the device is RCS capable, the message is delivered to the user's native messaging app.

4

First Orion receives the message response via Webhook endpoints and forwards the reply to the business.

Industry Use Cases: Who is ENRICH For?

Any industry that relies on sensitive or high-value communication can benefit from the “verified” status of ENRICH.



Financial Institutions

Secure fraud alerts and one-tap OTP confirmations.



Healthcare

Appointment reminders with “Add to Calendar” suggested actions.



Retail

Interactive product carousels and shipping updates.



Customer Service

Two-way troubleshooting without forcing a generic app download.

Strategy and Sustainability: ENRICH Best Practices

Deploying ENRICH successfully requires balancing high-impact engagement with rigorous compliance. These best practices provide a sustainable roadmap for protecting your brand’s reputation while delivering a secure, rich-media experience that respects the customer journey.

→ Get User Consent (Opt-In)

Obtain clear user opt-in before sending RCS messages. Maintain detailed records of consent to ensure compliance with privacy regulations. Remember that opt-ins are non-transferable between messaging agents.

→ Separate Marketing and Transactional Messaging

Collect and manage consent for marketing and transactional messages separately to respect user preferences.

→ Include Clear Business Contact Details

Always provide direct “Contact Us” information (phone, email, or website) within the message to reinforce brand trust and credibility.



→ Use Rich Features Intentionally

Strategically leverage rich media elements—such as images, carousels, buttons, and suggested actions—to enhance the customer experience rather than clutter it.

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→ Personalize for Engagement

Use customer insights and past behaviors to tailor interactions, making the content more relevant to the recipient.



→ Prioritize Security and Privacy

Never include sensitive personal information in a message and ensure all communications comply with global data protection laws.

→ Provide an Easy Opt-Out

Always include a clear way to unsubscribe (e.g., “Reply STOP”). Process these requests immediately and document them for your compliance records.

→ Prohibit Inappropriate Content

Maintain a zero-tolerance policy for spam, phishing, harassment, or any defamatory, obscene, or harmful content.

→ Optimize Frequency and Timing

Avoid “spammy” behavior by eliminating unsolicited or repetitive messages. Generally, schedule communications between **8:00 AM and 9:00 PM** in the recipient’s local time zone to avoid fatigue.

→ Stay Current on Carrier Guidelines

Regularly review updated carrier best practices. These guidelines reflect the latest consumer feedback and technical insights for managing customer relationships.

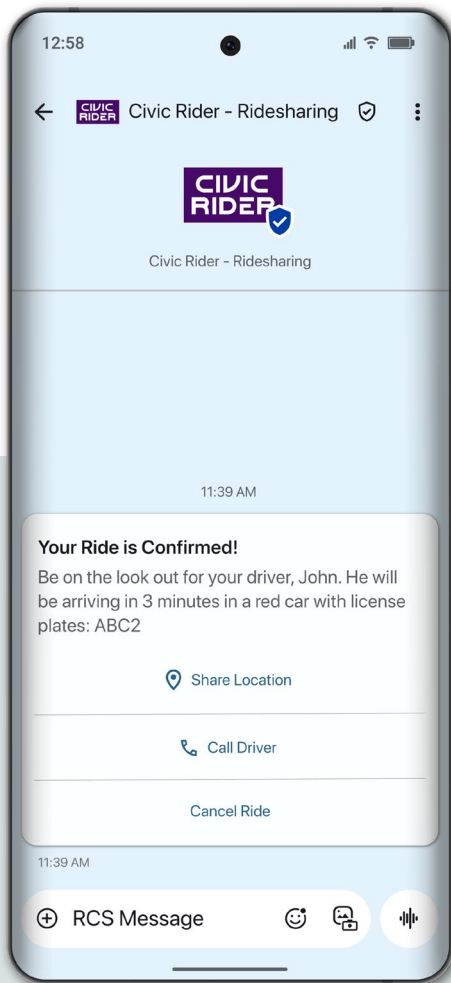
→ Create a Consistent Omnichannel Experience

Align your messaging and voice strategies. Ensure your branding, tone, frequency, and timing remain consistent across all communication channels.

→ Analyze and Optimize Campaigns

Use analytics to track success metrics, including delivery rates, open rates, and response rates, to refine future campaigns.





Getting Started with ENRICH

Any industry that relies on sensitive or high-value communication can benefit from the “verified” status of ENRICH.

- **Business Registration & Content Vetting**
 - Register your business in First Orion’s customer portal & upload logo, display name, and other business attributes for vetting.
- **Carrier Vetting**
 - Carriers vet the business to ensure only trusted, compliant brands are allowed to communicate with mobile users.
- **API Integration**
 - Messages are sent via First Orion’s API and responses are received via First Orion Webhook endpoints.
- **Message Creation**
 - Craft conversational messages with rich content.
- **Optimize Campaign**
 - Use analytics to measure KPIs and improve performance.

ENRICH FAQs

What devices or carriers support RCS and ENRICH?

ENRICH reaches all Android and iOS devices (version 18.1 and above) across all major US carriers.

What reporting is available with ENRICH?

ENRICH Branded Messaging provides key metrics, such as the quantity of messages sent to RCS-capable devices, delivered messages, opened messages and response rates, to support businesses in optimizing their messaging campaigns.

Can I use ENRICH for two-way conversations with customers?

ENRICH provisions two-way conversational application-to-person (A2P) messaging through the RCS channel. This allows the business to send branded messages via First Orion’s API and receive customer replies via First Orion’s webhook.