

BUSINESS MESSAGING

RCS or SMS in 2026? The Honest Answer for Business

RCS is the biggest messaging story of 2026, verified brand senders, logos, buttons and carousels, and it now works on iPhones too. But in Australia, carrier support is still catching up.

RCS (Rich Communication Services) is the big global messaging upgrade of 2026, verified business senders with a brand logo, name and trust badge, plus carousels, buttons and chatbot flows, and it reaches up to around 85% of smartphones in major markets now that Apple added RCS in iOS 18. It is genuinely impressive. **But in Australia, carrier support is still limited:** iPhone RCS is not yet enabled by Telstra, Optus or Vodafone, so for now **SMS remains the only way to reach every Australian mobile number**. The honest 2026 verdict for Australian businesses is simple: **register your SMS Sender ID with ACMA now** (branded Sender IDs must be registered from 1 July 2026, or messages can show as “Unverified”), **keep using SMS** as your reliable channel, and **watch RCS but do not switch yet**.

■ The short version

Feature	SMS	RCS (Business)
Rich media (images, carousels, buttons)	✗ Text only	✓ Full rich media
Verified brand logo, name & trust badge	~ Branded Sender ID only	✓ Verified sender built in
Read receipts & typing indicators	✗	✓
Interactive chatbot-style flows	✗	✓
Works without an internet connection	✓ Uses the cellular network	✗ Needs data / Wi-Fi

■ Key points

- Get Verified Business SMS on an Australian Platform

The One-Sentence Summary

RCS is a better *message*; SMS is still the better *channel* in Australia, because it is the only one that reaches every mobile number in the country right now. Until Australian carrier support for RCS (especially on iPhone) catches up to the rest of the world, reach beats richness for most business use cases.

■ Questions the full guide answers

- ☐ What is the difference between RCS and SMS?
- ☐ Can I send RCS messages to iPhones in Australia?
- ☐ Should my Australian business switch from SMS to RCS in 2026?
- ☐ What is the SMS Sender ID Register and do I have to register?
- ☐ Why do my SMS messages show as “Unverified”?
- ☐ Can I send business SMS from my Uniden Voice Over Cloud phone system?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.