

BUSINESS MESSAGING

What Is RCS Messaging? A Guide for Australian Business

RCS is the biggest messaging upgrade in years, verified branded senders, rich media, buttons and chatbot flows, now on iPhone too.

RCS (Rich Communication Services) is the modern upgrade to SMS, built into the messaging app on smartphones. It carries images, video, read receipts, and for businesses, **verified branded senders** (your logo, name and a trust badge) plus rich features like carousels, tappable buttons and chatbot flows. Apple added RCS in **iOS 18**, so Android and iPhone can finally exchange RCS messages, and RCS now reaches up to **~85% of smartphones** in some major markets. That is genuinely a big deal. **But in Australia the catch is carrier support:** RCS for iPhone has not yet been enabled by Telstra, Optus or Vodafone, so a large share of your customers still cannot receive an RCS message. That is why **SMS remains the only channel that reaches every Australian mobile number**, and the practical choice for business messaging in 2026.

■ The short version

- Get Your Business Messaging Sorted, the Right Way for Australia

■ Key points

- Get Your Business Messaging Sorted, the Right Way for Australia

■ Questions the full guide answers

- ☐ What is RCS messaging in simple terms?
- ☐ What is the difference between RCS and SMS?
- ☐ Does the iPhone support RCS now?
- ☐ What is a verified RCS business sender?
- ☐ Can Australian businesses use RCS to reach all their customers today?
- ☐ Should my Australian business switch from SMS to RCS in 2026?

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**.