

Canadian RCS for Business Onboarding Process Guide

Version 1.0 - December 19, 2025

Purpose of this document:

This document outlines a standardized vetting and onboarding process for RCS for Business Agents and programs within the Canadian messaging industry. For the purposes of this document, “Agent” refers to an RCS for Business Agent. RCS for Business (formerly referred to as “RBM”) enables Agents to communicate with users through messages, events, and requests in support of defined business objectives, via Google’s RCS for Business platform and RCS Business Messaging API.

The processes outlined in this guide will take effect as of **January 1, 2026**.

The process aims to provide a consistent approach to onboarding for Brands and Aggregators, while offering Carriers greater transparency. It serves as an interim solution to identify gaps and refine processes ahead of a more permanent, scalable model. Any applicable Carrier-specific considerations will be incorporated as this framework evolves.

Developed by the Canadian Telecommunications Association (the “Association”) at the request of its members and associates¹, the onboarding framework is intended to confirm Carrier requirements are met and to promote alignment with industry standards and best practices.

This document is a working draft and will be updated as the process is implemented and refined.

Terms of use and compliance:

Authorization to operate as an Agent is conditional upon full compliance with the [Google Acceptable Use Policy](#), as required by Google, as well as any applicable terms of service, policies, or guidelines established by participating Carriers. Brands and Aggregators are also expected to align with the [Canadian A2P Messaging Best Practices](#).

It is the responsibility of the Brand, the Aggregator, and all other involved parties to remain informed of, and aligned with, all relevant compliance requirements. Aggregators are expected to routinely review official RCS for Business compliance resources, Carrier

¹ This includes: ([BCE Inc.](#) (incl. Bell Mobility, PC Mobile, Virgin Plus, Lucky Mobile), [Eastlink](#), [Freedom Mobile](#), [Rogers](#) (incl. Chatr, Fido), [TELUS](#) (incl. Koodo, Public Mobile), and [Videotron](#) (incl. Fizz).

documentation, and Google policy updates to ensure ongoing adherence to evolving industry standards and expectations.

The Association encourages Brands, Aggregators, and other participating parties to proactively audit their own RCS for Business programs. If a compliance issue is identified, parties are expected to take appropriate remedial action and are encouraged to self-report the issue(s) to the Association. Self-reporting will be considered by participating Carriers, who may, at their discretion, decide not to suspend or terminate the Agent.

Brand vetting standards:

Direct-connect Aggregators are responsible for verifying the identity and legitimacy of any brand seeking to launch an Agent in Canada. Aggregators must have robust Know-Your-Customer (KYC) processes and practices in place, and these requirements shall be applied consistently to all Agents.

At a minimum, Direct-connect Aggregators are expected to validate the following:

- Legal company name
- Company address
- Company contact
- Business number or identifier (such as a Canadian CRA business number, U.S. EIN)
- Company website

Agent message types & billing categories:

During the Agent Review & Approval process, the declared billing category is verified. If it does not match the Agent's description or actual behavior, the launch request may be rejected, or the agent may later face suspension or termination at the discretion of each Carrier.

When creating an Agent, Aggregators must specify its billing category, which defines how the agent interacts with end users and how its traffic is classified for review and billing. The declared category must align with the Agent's intended use case and Google's definitions below:

1. **Conversational:** For agents that engage in multi-turn conversations with users. Initiated when a user responds to an A2P message, or when an agent responds to a P2A message, within 24 hours of receiving it, outside of an existing conversation.

Example: A customer support interaction with back-and-forth communication.

2. **Non-conversational:** For agents who send messages without expecting frequent replies. There are two message types that fall under the non-conversational billing category:

- a. **Basic Message** (*non-conversational*): A2P message that includes only text with 160 characters or less.

Example: A two-factor authentication message or an appointment reminder.

- b. **Single Message** (*non-conversational*): A2P message that either has rich content or is a text-only message over 160 characters.

Example: A promotional message with an image.

The message types and billing categories described above are defined by Google. For the most current and authoritative definitions, please refer to [Google's RCS for Business documentation](#). This guide will be updated on a best-effort basis to reflect changes, but in the event of any discrepancy, Google's documentation takes precedence.

Note: an agent's billing category can only be changed **before** launch. Any post-launch billing changes should be directed to rbm-support@google.com.

Agent review and approval process:

The approval process for Agents involves multiple coordinated steps between Aggregators, the Association, and participating Carriers, to ensure that each Agent is properly vetted (per the identified standards), and is compliant with all applicable Google and participating Carrier requirements.

The process begins once a Brand has been successfully vetted, as verified by the Direct-Connect Aggregator (DCA). Upon completion of brand vetting, the DCA is responsible for creating the Agent in the Google console and submitting the Association's [RCS for Business Application form](#) to the Association for review: rcsadmin@canadatelecoms.ca. This form is intended to capture both Google's onboarding requirements as well as supplemental Carrier-specific requirements. The Agent should be created in the Google console prior to completing and submitting the form, and the Google-specific information provided must match the corresponding Agent information in the console. Any discrepancies may result in the Agent being rejected.

RCS for Business application forms may be submitted to the Association at any time, however, review follows the schedule below:

Step	Deadline
Agent creation & application submission to the Association	1:00 PM ET every Thursday
Google console submission (Agent launch request)	Upon Association confirmation (no later than 5:00 PM ET on Thursday)

Step	Deadline
Carrier review period	Friday - Tuesday
Expected approval confirmation by the Association	Following Wednesday

Note: Applications or Google submissions received after the weekly deadline will be deferred to the next weekly review cycle.

The Association conducts a review of the submitted form to ensure all required fields are completed accurately and the information provided is clear and internally consistent. If the form is deemed complete, the Association provides confirmation to the Aggregator that they may proceed with submitting the Agent for launch within the Google console. If any issues are identified during the application review process, the Association will liaise directly with the Aggregator to resolve discrepancies or omissions prior to proceeding.

After an Agent is submitted for launch in Google, the Aggregator must notify the Association. On a weekly basis, the Association will inform participating Carriers of the Agents that are ready for review and approval in the Google console.

Each Carrier will conduct its own independent internal review of the Agent to ensure the information within the console aligns with the Association's RCS for Business application form, and inform the Association if approval has been granted. Following Carrier approval, the Association will issue a confirmation notice to the Aggregator, signifying the Agent's approval and readiness to engage in live RCS for Business traffic in the Canadian market.

Agent rejection:

If an Agent does not meet the launch criteria for a Carrier's network, or if the Agent details provided do not align with the Association RCS for Business application form, the Carrier may reject the Agent launch within the Google console. A rejection reason will be provided.

Common Carrier rejection reasons include, but are not limited to:

- Agent not registered with the Association
- Agent program details inconsistent with the Association application form
- Incomplete or inaccurate submission details
- Use case not permitted under Carrier policy
- Evidence of fraudulent, misleading, or prohibited activity

Agent suspension or termination:

A Carrier may, at its discretion, suspend or permanently terminate an Agent at any time. Suspension or termination may result from, but are not limited to, the following circumstances:

- Breach of contractual obligations
- Non-compliance with Carrier, industry, or regulatory requirements
- Misclassification of message type/billing category
- Repeated or serious customer complaints
- Evidence of fraudulent, deceptive, or abusive practices
- Security risks, misuse of data, or other activity that may harm consumers or the Carrier's network and/or its subscribers