

RCS for Business Agent Application Form

1.1 Brand Information		
*Brand company name:		Application date (DD/MM/YYYY):
*Company website:		
*Brand contact name:		*Brand contact email address:
Mailing address		
Street:	City:	Province / State:
Postal / ZIP code:	Country:	
Business number or identifier (e.g. Canadian CRA business number, U.S. EIN, or other):		
1.2 Roles of the parties involved		
*Agent owner (submitter of the Agent and DCA):		
*Contact name:		
*Contact email:		
Indirect / intermediary Aggregator (if applicable):		
Contact email:		
ASP (if applicable):		
Contact email:		
1.3 Agent Information		
*Agent / Display name:		
*Agent ID:		
*Hosting region:		

* Billing Category: <input type="checkbox"/> Conversational <input type="checkbox"/> Non-conversational		
* Use Case: <input type="checkbox"/> Promotional <input type="checkbox"/> Transactional <input type="checkbox"/> OTP <input type="checkbox"/> Multi-Use		
*Description: <i>(Brief description or tagline of the brand.)</i>		
*Hex color:	*Banner image URL:	*Logo image URL:
Complete at least one of the contact fields below (phone number or website or email):		
*Primary website:	*Label for primary website:	
*Primary phone number:	*Label for primary phone number:	
*Primary email:	*Label for primary email:	
*Privacy Policy URL:	*Terms of Service URL:	
2.1 Agent / Campaign Details		
Languages: <i>(Please select all that apply) :</i> <input type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Other <i>(please specify):</i>		
Program Type(s): <i>(Please select all that apply)</i>		
<input type="checkbox"/> Recurring Alerts/Subscriptions	<input type="checkbox"/> Mobile Marketing	
<input type="checkbox"/> Chat	<input type="checkbox"/> Session/Event Based Alerts	
<input type="checkbox"/> Demo/Testing	<input type="checkbox"/> Voting/Surveys	
<input type="checkbox"/> Information Services	<input type="checkbox"/> Contest	
<input type="checkbox"/> 2 Factor Authentication/One-time Password		
<input type="checkbox"/> Other <i>(please specify):</i>		

Exception Requests: *(A detailed description of any requests that require special consideration from the Carriers, e.g., a nuanced use case)*

N/A

3.1 Agent Experience

Opt-in Details: *(*Optional Google requirement) How you obtain opt-in to message users with your Agent.*

***Description of Message Triggers:** *(What actions or events trigger messages to users)*

***Description of Interactions:** *(The types of interactions your agent will have with users)*

***Opt-out/Stop Flow:** *(The exact message the agent responds with when a user opts out of communications)*

In addition to the above, please include message responses for the following keywords:

STOP (English):

ARRET (French):

HELP (English):

AIDE (French):

INFO (bilingual):

Detailed Message Flow & User Experience: *(A detailed flow outlining the whole user experience, including opt-in message and sample messages. If preferred, a separate document may be attached.)*

Message Frequency and/or ratio per user (e.g. 2 messages/week, 1:1 message ratio):

4.1 File sizes and Monthly Forecasts

- Estimated monthly forecast (Estimated number of subscribers x number of messages sent/received on a monthly basis):
- Anticipated busy hours associated with program (E.g., 8-9pm on Tuesdays):
- Estimated Media File Sizes:

5.1 Content

Age Restricted Content: (Identify whether any age restricted content is involved (i.e. alcohol, gambling, marijuana, mature content))

N/A

Contests

Will any prizes be awarded throughout the course of the customer experience?

Yes No

If yes, please indicate the following:

1. Will there be a "No Purchase Necessary" method of participating in the contest?
 Yes No
2. Will full contest Rules and Regulation, which abide by all applicable local, provincial and federal laws, be available upon request prior to the program launching? (PLEASE DO NOT ATTACH THE RULES AND REGULATIONS)
 Yes No
3. Will there be any carrier specific prizing offered?
 Yes No

Is your RCS for Business program/agent affiliated with any SMS fallback programs (e.g., Short Code, Toll-free, or 10DLC)?

Yes No

If **yes**, please provide the fallback number(s) and type(s) (Short Code, Toll-free, or 10DLC), as they will need to be disclosed during onboarding.

Screenshots at publicly accessible URLs (*optional Google Requirement):

6.1 Carrier Participation

Identify Carriers requested to participate in RCS for Business program:

- Request all Carriers**
- BCE Inc.** (includes Bell Mobility, Lucky Mobile, PC Mobile, Virgin Plus)
- Rogers** (includes Chatr, Fido)
- TELUS** (includes Koodo, Public Mobile)
- Eastlink**
- Freedom Mobile**
- SaskTel Mobility**
- Vidéotron** (includes Fizz)

Authorization

By submitting this form, you, the direct-connect Aggregator, agree that if the request is approved by the participating Carriers, you will comply with the Carriers' applicable terms of use, including the [Canadian A2P Messaging Best Practices](#) and the [Google Acceptable Use Policy](#)