

12/01/2026



inTouch integration Salesforce for SMS & RCS

Multichannel messaging. Natively integrated. Made simple.

Accounting & Finance | Sales & Marketing | HR & Payroll | IT & Support | Operations & Logistics





Summary

1. Overview
2. Key Benefits
3. Core Features
4. Use Cases
5. How it Works





Overview

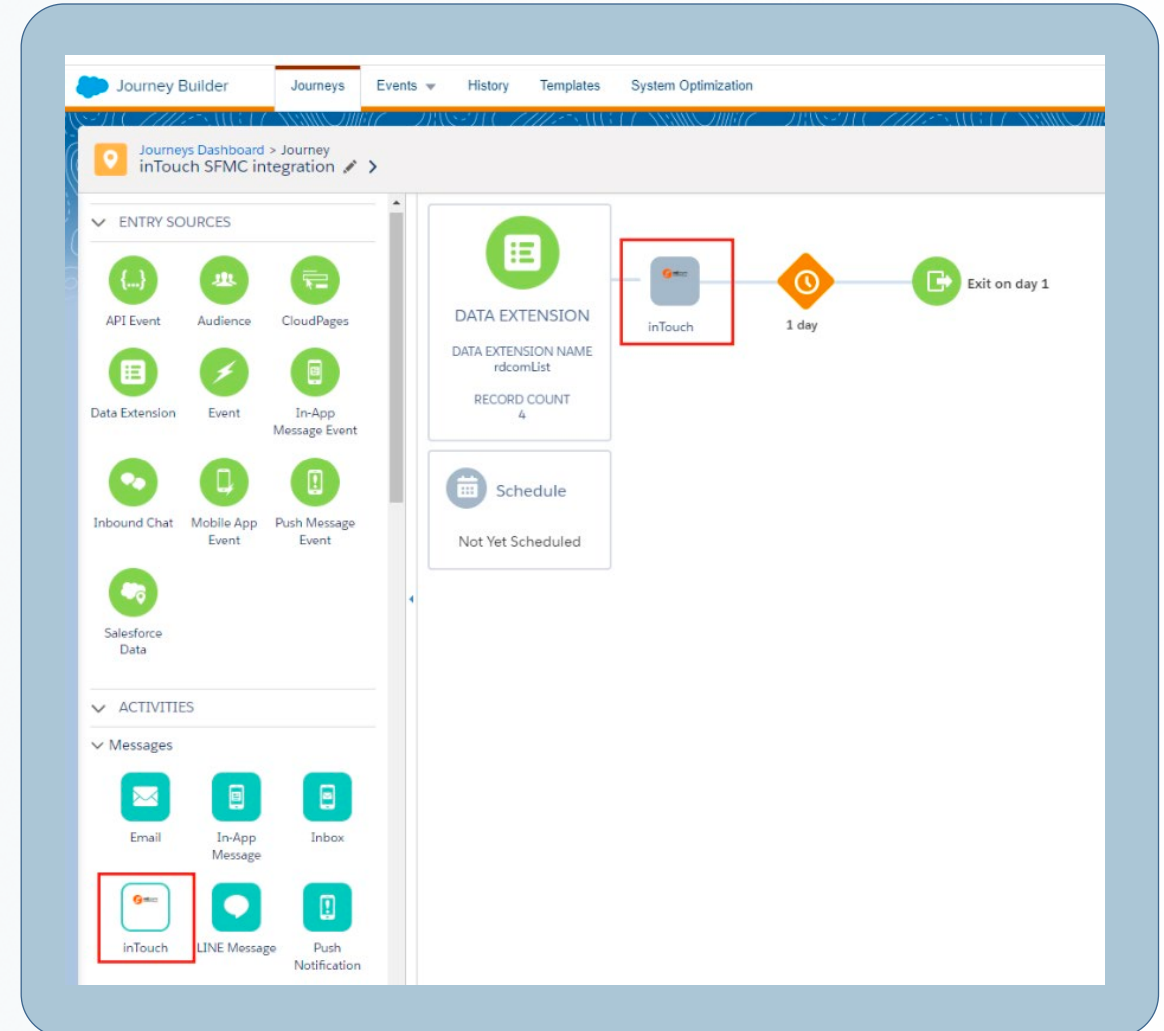
Unlock the power of direct, automated communication inside Salesforce with the inTouch SMS & RCS integration.

Send and receive SMS and RCS messages through **Salesforce Marketing Cloud's Journey Builder**, and keep your customer interactions flowing.

All without leaving your CRM.

Designed for *ease of use*, *speed*, and *scalability*, the inTouch app connects your customer journeys with mobile messaging in just a few clicks.

No license fees. You only pay for what you send.





Key Benefits

- **Built for Marketers**
Drag-and-drop SMS and RCS activities into your existing workflows via Journey Builder.
- **Boost Engagement**
Send rich content through basic RCS or keep it simple with SMS, based on your customer's device and preferences.
- **CRM-Level Personalization**
Leverage Salesforce data to create dynamic, personalized messages.
- **Real-Time Results**
Get delivery status, read receipts, click tracking and behavioral analytics directly in Salesforce.
- **True 2-Way Messaging**
Receive replies and interact with customers all inside your CRM environment.



Core Features



**One-to-one or bulk messaging
via Journey Builder**



SMS & RCS channel support



**Custom sender ID support
(pre-configured)**



**2-way messaging
and inbound responses**



**DLRs (Delivery Reports)
and behavior-based metrics**



Click tracking and monitoring



**Support for fallback logic
between RCS and SMS**

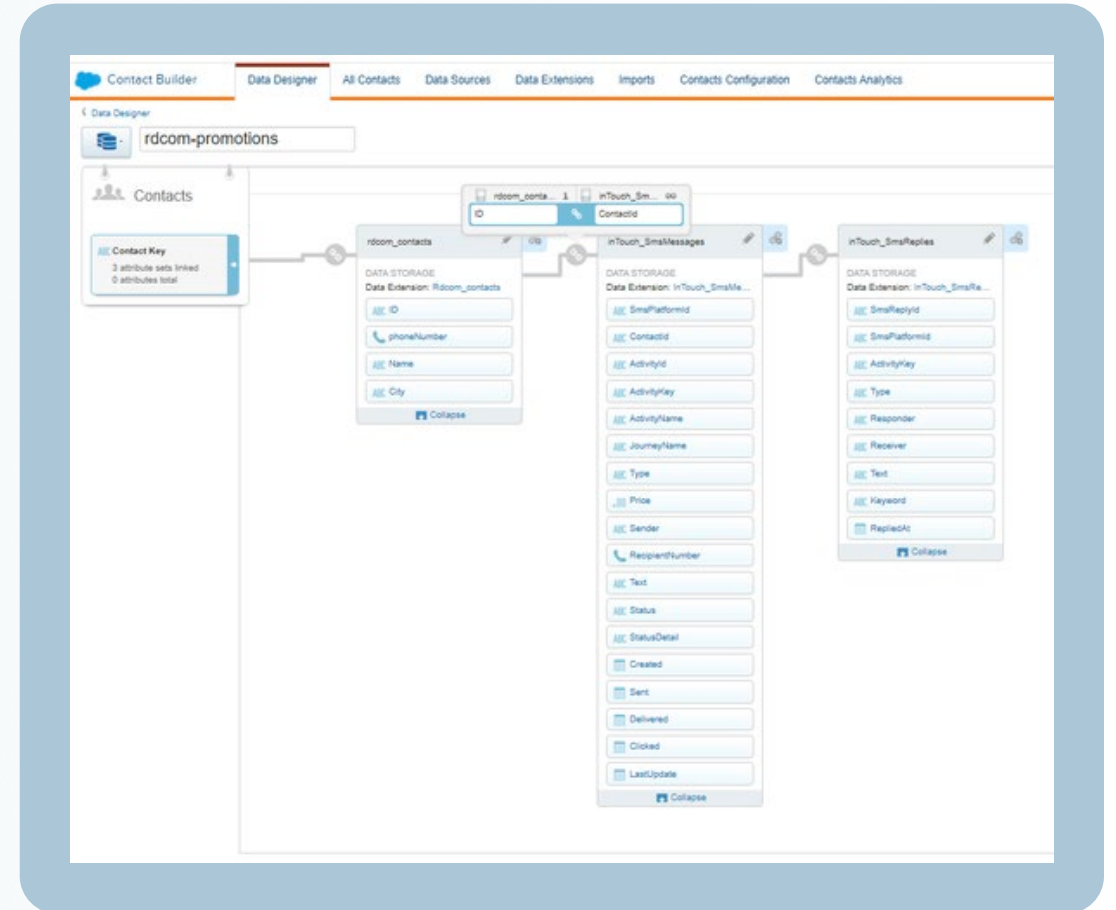


**GDPR-compliant infrastructure
and data handling**



Use Cases

- **Lead nurturing**
Send timely messages based on prospect behavior
- **Customer onboarding**
Deliver personalized instructions, OTPs, or confirmations
- **Retention & loyalty**
Schedule birthday wishes, rewards, or reminders
- **Transactional updates**
Keep users in the loop with status updates
- **Support follow-ups**
Trigger messages after ticket closures or interactions
- **Surveys & feedback**
Engage via RCS messages or SMS replies



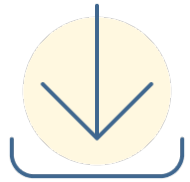


Use Cases Details

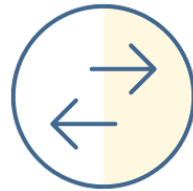
- **Welcome Series for New Customers:**
 - Send a welcome message (SMS or RCS).
 - Follow up with SMS if RCS isn't supported.
- **Cart Abandonment Recovery:**
 - Trigger a reminder SMS or RCS with a link to their abandoned cart.
- **Order confirmation & delivery updates:**
 - Use SMS or RCS for instant confirmation. to show order details, tracking progress, and estimated delivery time.
- **Event invitations & reminders**
 - Send SMS or RCS for save-the-date and confirmations.
- **Product recommendations**
 - Use behavioral triggers in Journey Builder to suggest products.
- **Appointment reminders:**
 - Send SMS or RCS alerts 24h and 1h before appointments.
- **Flash sales & Promotions**
 - SMS or RCS with a time-limited discount code.
- **Customers feedback & surveys:**
 - Use SMS or RCS to invite customers to take a short survey.
- **Loyalty program engagement:**
 - SMS or RCS alerts when customers earn points, monthly statements with points balance, reward previews, and redemption options.
- **Re-engagement campaigns:**
 - SMS or RCS saying "We miss you!" with an incentive, and quick action link (like "Shop now" or "Get discount").



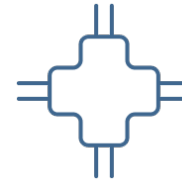
How It Works



Install from Salesforce AppExchange.
Quick and easy setup, no code needed.



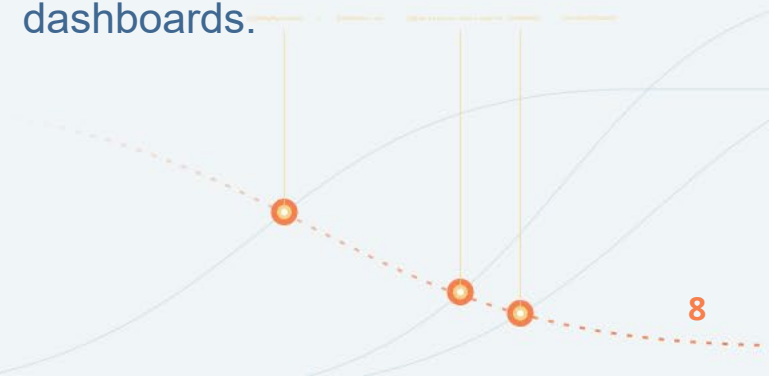
Authenticate your inTouch account
Connect to our CPaaS platform with your credentials.



Start building your journeys
Use our custom Journey Builder activity to send personalized messages across channels.



Monitor and optimize
Track performance with built-in analytics and reporting dashboards.





Thank you!

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