

## **Minutes for Workgroup #174 – Informed Delivery APP**

Session 28: 12:00 noon – 1:00 p.m. EST WebEx

Reviewed Session 27. Got feedback from one WG member via email on 4/21. Here is a summary of the content:

- The most glaring omission is any discussion of pricing and/or billing.
- Believe that USPS should be charging mailers for providing any kind of clickable ad, or color image replacement that may be in the email.
- Without assigning an actual price (not sure by what process it would be calculated), think the workgroup should recommend that USPS plan on charging something for this service (it certainly has value) and what the methodology would be billing.
- To slip from pilot to rollout in a matter of months with no price attached is an invitation to the PRC to fight any subsequent charge as a price increase.
- There is no recommendation of making Informed Delivery an app vs. sending notifications via email. This seems to be central to the product and was not discussed.
- HATE the name “Informed Delivery.” In the industry USPS created instant confusion by rolling out Informed Visibility and Informed Delivery simultaneously. The general public will have a difficult time as well. Real Mail was pretty good name.

This session was spent reviewing the Resolution Statement. Commentary and/or edits were entered into the working draft document. The updated document will be sent out to WG members for input and comment.