

## Your response

Question	Your response
<p><b>Question 1: Do you agree that we have identified the correct aims, supporting principles and features of the USO? Do you consider that these should continue to be respected as far as possible when assessing potential changes to the USO?</b></p>	<p>Yes although there seems to be a sense of inevitability portrayed in the interpretation of the finding. It is clear that Royal Mail needs to be more efficient and save money. But USO and efficiency are not mutually exclusive. We would like some understanding/ assessment of how technology such as AI can create efficiencies whilst maintaining the current service levels</p>
<p><b>Question 2: Do you agree with our assessment of the direction of change in postal needs of residential (including vulnerable) users and SMEs? Are there other factors relevant to their future demand which we have not considered?</b></p>	<p>It is clear that consumers change behaviours over time but that does not mean that everything should have wholesale changes to accommodate the needs of consumers. Your research shows that consumers still value a postal service and it is true to say that we don't always fully appreciate something until it is taken away from us</p> <p>Many SMEs rely on royal mail and the USO helps these business to compete with larger rivals. Whether it is card shops or businesses selling on-line, the current postal service allows these businesses to trade on-line in an effective way. These businesses do not have their own delivery fleet offering same day/ next day delivery, but USO does help them to compete</p>
<p><b>Question 3: Do you agree with our assessment of the bulk mail market? Are there other factors relevant to its future evolution which we have not considered?</b></p>	<p>We wonder whether or not the bulk mail market could be reviewed and done differently to generate more income for Royal Mail, and enable retention of the USO</p>
<p><b>Question 4: Are there specific events/changes that could trigger a significant change in demand for large mail users, including public services?</b></p>	<p>The distribution of magazines are often by bulk mail again these volume are in decline and are likely to continue as customers/ readers receive information digitally</p>

Question	Your response
<p><b>Question 5: Do you agree with our proposed approach to estimating the financial burden of the USO?</b></p>	<p>It is a detailed analysis but fails to challenge the Royal Mail to be more efficient without reducing the service levels</p>
<p><b>Question 6: Do you agree with our considerations regarding the unfairness of the financial burden of the USO?</b></p>	<p>The difficulty is defining fairness. We believe that there are other way – efficiencies, review of other services – that could reduce costs n increase income whilst maintaining the USO</p> <p>Furthermore, if Royal Mail continues to claim unfair burden without showing how it can save in its own operations, we will be having this debate again in a few years time</p>
<p><b>Question 7: Do you agree with our considerations regarding the impact of the financial burden of the USO?</b></p>	<p>Genuinely do not know enough about Royal Mail finances to assess this</p>
<p><b>Question 8: Do you agree with our analysis of the different options available to change the USO and the impact of those changes on residential (including vulnerable) users, SMEs and bulk mail users? If not, please explain why and set out any option(s) which we have not considered.</b></p>	<p>It is not clear if you have considered retaining USO for first class and only making changes for second class?</p>
<p><b>Question 9: Which option(s) do you consider would be most appropriate to address the challenges we have identified, while also ensuring that users’ needs are adequately met?</b></p>	<p>Of the options presented, we would favour the 5 day per week deliveries</p>
<p><b>Question 10: Do you have any other views about how the USO should evolve to meet users’ needs?</b></p>	<p>As per the answer to Q8</p>

Please complete this form in full and return to [futurepostalUSO@ofcom.org.uk](mailto:futurepostalUSO@ofcom.org.uk).