Team,

Thank you for taking the time to talk about this and walking through where we are with SMS and Email. I wanted to recap the meeting and make sure we are on the same.

**SMS**

* Automate daily send so we are sending SMS everyday – Adam/Kevin/Rajneesh/Sameer
* Develop logic for getting carrier name – Rajneesh
* Approval for Short code
* Develop logic for sending Approved code through Short Code and unapproved carrier using Long code
  + Estimated time frame for entire build is 4-5 weeks
* Get Approval for other client- Adam/Joe
* Get feedback on design of clicker application- Joe
* Develop clicker application – Rajneesh
  + Based on Joe feedback this could be a 2-3 weeks development or an entire rewrite of the product.

**Email**

* Automate daily send for notification domain- Adam/Kevin/Rajneesh/Sameer
* Get Client matrix for domain and Template-Adam
* Template for other clients and directories- Jeff/Rajneesh
* Increase volume on first notice
* Warm up other 2 domains -Adam/Rajneesh/Sameer

Review operational efficiency of both projects with regards to ROI etc will be handled by Adam.

Eventual goal will be have a tactical team to do manage the process on daily basis.

**Sameer Maini**

**Chief Information Officer**

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