

Incentive Programs Service MSP Guide

April 30, 2014 Version 4

Document Change History

Initial version (4.0) of the MSP Incentive Programs Guide.

Section	Title	Description
1.2	Finding Information	Updated links
1.3	Additional Assistance	Updated email address

Initial version (3.0) of the MSP Incentive Programs Guide.

Section	Title	Description
1	Introduction	Revised:
		From: "We recommend that customers register at least 24 hours prior to presenting the first qualifying mailing"
		To: "We recommend that customers register at least 2 hours prior to presenting the first qualifying mailing"
		Removed 2 nd obsolete paragraph: Mail Service Provider (MSP) online registration for the Mobile Commerce and Personalization Promotion begins June 10, 2012 through the Business Customer Gateway (BCG). The term MSP is interchangeable with mailing agent and mail preparer. While the BCG system allows customers MSPs to enroll now, we recommend that MSPs enroll on or after June 10th. If you are an MSP and register prior to June 10th, you will need to log on to the BCG/Incentive Programs before the promotion start date of July 1, 2012 to identify yourself as a Mail Service Provider. If you are an MSP and will submit your own mailings, you must also select the MSP designation on June 10 th
1.2	Finding Information	Updated links to online documents
2, 3	Various	Updated Figures: 4, 5, 6, 7, 8, and 9
3.2	Enrollment and eDoc Submission Scenarios	Deleted scenarios 2c and 2D. The PostalOne! system is not fully supporting eDoc enrollment when mailers use the Mailer ID to identify the mail owner. There is a known bug which will be fixed in January 2013 Release.
4.2.4	Post-Enrollment Changes explanation	Added text under the Locations tab subsection in Section 4.2.4
4.2.5	Post-Enrollment Changes section	Added new section 4.2.5: Post-Enrollment changes.
6	Troubleshooting	Updated to provide more details.
7	FAQs	Added new questions and detailed answers.

Initial version (2.0) of the MSP Incentive Programs Guide.

Section	Title	Description
3.0, 3.1	eDoc Enrollment	Revised MSP eDoc enrollment process language. Mail Owners will dynamically be enrolled.
3.2	Enrollment and eDoc Submission Scenarios	Based on Revised MSP eDoc enrollment process that Mail Owners will dynamically be enrolled: Corrected Table 2 Corrected scenarios

Initial version (1.0) of the MSP Incentive Programs Guide.

Section	Title	Description
All	Incentive Programs Enrollment Guide	Initial Draft

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1. Introduction

Customers interested in participating in USPS incentive programs must register, specify which permits and Customer Registration ID (CRID) will be participating in the promotion and agree to promotion terms. We recommend that customers register at least two hours prior to presenting the first qualifying mailing to account for any contingency. Our systems will process enrollment records on an hourly batch process.

There are two methods to register for the Mobile Commerce promotion that is described in this document. The recommended method for all customers is to register online via the Business Customer Gateway (BCG), Incentive Program service (<u>gateway.usps.com</u>). The alternate method is using Mail.dat and Mail.XML electronic documentation (eDoc) submissions. This method is geared for the mail service provider.

Enrollment identification as a Mail Service Provider (MSP) is essential to the *PostalOne!* system validations. As part of the MSP enrollment process, you will have the option to enroll all or any combination of your Customer Registration IDs (CRID) and permits that are linked to those CRIDs. The CRIDs that you enroll are the CRIDs you must use in the eDoc "By" field. The *PostalOne!* system will validate that the CRID of the preparer is a registered MSP when an incentive is being claimed. When a CRID is recognized as an MSP CRID, the *PostalOne!* system will invoke the dynamic enrollment feature and enroll the Mail Owner, associated to the Mail Owner CRID in the eDoc (in scenarios where the Mail Owner has not already enrolled itself).

The Mail.dat and Mail.XML eDoc submissions by Mail Service Provider customers, enables an MSP who is paying for the mailing to simultaneously submit electronic postages statements to claim the incentive and enroll their customers in the incentive program who are part of that mailing. This eDoc enrollment still requires an MSP to register online through the BCG, Incentive Program service.

1.1 About this Guide

This guide focuses on the MSP online enrollment process; describes how permit numbers, CRIDs and MIDs affect enrollment; and gives specific details on the electronic documentation requirements. Also included are pointers and additional information regarding common questions and troubleshooting.

The guide is organized as follows:

- Section 2: Permit Numbers, Mailer IDs and Customer Registration IDs (CRIDs)
- Section 3: eDoc Enrollment
- Section 4: Online Enrollment
- Section 5: Frequently Asked Questions
- Section 6: Troubleshooting

1.2 Finding Information

The following documentation may also useful and provide up to date information.

- Promotions and Incentive Programs documentation on RIBBS <u>https://ribbs.usps.gov/index.cfm?page=mailingpromotions</u>
- April 2012 Release 31 Postal Service Technical Specifications https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/april2012/techspecs.htm
- April 2012 PostalOne! Release Notes
 https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/april2012/releasenotes.htm
- Incentive Programs Service User Guide (for Mail Owners)
 <u>https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.p</u>
 df
- Business Customer Gateway User Access Guides https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/user_access/user_access.htm

1.3 Additional Assistance

For Business Customer Gateway enrollment assistance, contact the *PostalOne!* Help Desk at (800) 522-9085 or <u>postalone@email.usps.gov</u>.

Promotion related questions can be directed to USPS Program Office at: mailingpromotions@usps.gov.

1.4 Key Terminology

Business Customer Gateway (BCG): Web portal for USPS[®] business services <u>http://gateway.usps.com</u>

Customer Registration ID (CRID): A unique business ID for a company address at a physical address. A CRID is automatically assigned when you register a new business location.

Business Service Administrator (BSA): An individual that can approve or deny a user's access to participate in services on behalf of a company. The first person to request access to a service from your company will be prompted to become the BSA. In order to gain access to the Incentive Programs service someone must assume the BSA role.

Mail Service Provider (MSP): company or entity that performs one or more of the following functions on behalf of other companies or organizations: designs, creates, prepares, processes, sorts, or otherwise prepares postcards, letters, flats or packages for acceptance and delivery by the Postal Service.

2. CRIDs, Permits and MIDs

At the top of the data structure hierarchy is the CRID. A permit and/or Mailer ID (MID) will map to one CRID. When you enroll your CRID into the incentive program, you are in effect enrolling the permits that are linked to that CRID. You will want to enroll all CRIDs for which there are eligible permits which you plan to use for the promotion. If CRIDS are missing, you should add them during registration. You can do so using existing BCG functionality.

For each CRID that you enroll in an incentive program, the system will display all active permits linked under them. The system singles out permits that are eligible for the promotion from those that are ineligible by displaying them in different sections. Enrolling your permits mean that if you plan to identify your permit in the eDoc to pay for the mailing (and hence get the discount), the system will recognize the permit as enrolled and apply the discount.

Encourage your customers to log on to the BCG and enroll their CRIDs for the incentive program. Tip: For your customers to simply obtain a CRID, they need only sign-up for a business account. They can then pass this CRID on to you for you to use in the eDoc. See the next section to obtain your customer's CRID if you only know their MID.

For your customers who do not enroll using the BCG, the alternative is for you to use the eDoc enrollment feature, but this requires that you know your customer's CRID. Refer to Section 3: eDoc Enrollment.

2.1 Acquiring Mail Owner CRID based on Mail Owner MID

The MID/CRID Program Management office processes manual data requests for bulk CRID-for-MID mapping, and during the incentive program will provide the corresponding CRID number for a MID. To receive a Mail Owner CRID based on a Mail Owner MID, you must provide MID(s) to the MID/CRID Program Management office. If the MID is valid, the corresponding CRID will be returned. Requests are processed on a first-come, first-serve basis. Response spreadsheets will be e-mailed back to the requester.

Create a spreadsheet listing the MIDs and send an email with the spreadsheet attached to <u>PostalOneCCC@usps.gov.</u> Include in Subject: "CRID/MID Incentive". For more information CRID for MID acquisitions, go to: https://ribbs.usps.gov/index.cfm?page=intellmailmailidapp

3. eDoc Enrollment

The Mail.dat and Mail.XML eDoc submissions enable an MSP who is paying for the mailing to simultaneously submit electronic postages statements to claim the incentive and enroll their customers in the incentive program who are part of that mailing. An MSP must be enrolled in the incentive program via the Incentive Program online enrollment via the BCG, in order to enroll customers using electronic documentation (eDoc). eDoc enrollment functionality requires that you use the customer's CRID of Mail Owner in the Mail.Dat MPA file. This CRID must be linked to the permit to be charged for the postage. When you submit eDoc and identify your customer by CRID, the *PostalOne!* system will simultaneously enroll and calculate the discount for your customer's permit. The Mail.dat MPA Permit Number in the eDoc designates the permit charged for the postage.

The Mail.dat Component Characteristics Record (CCR) fields, trigger the *PostalOne!* system to perform the validations for the incentive program. If the Mail.dat CCR Characteristic Type field is I=Incentive, the CCR Characteristic field is a valid incentive code and the MSP (defined by CRID of Preparer field in MPA) has declared itself a MSP (through the Business Customer Gateway), the *PostalOne!* system for incentive-claimed mailings will attempt to create a client enrollment record based on the CRID of Mail Owner field in the MPA file for an incentive. *PostalOne!* will validate that the MSP is already enrolled as an MSP in the Incentive Program.

To be eligible for the incentive discount, the system will require the By/For; you must provide the CRID of Preparer field, and CRID of Mail Owner field in the MPA record or optionally, the Mail Owner MID MPA record, or Mailer Owner MID CPT. If eDoc submissions do not meet these requirements a warning will be generated. In these instances, *PostalOne!* will process the eDoc (i.e., not reject the file) but the mailing will not receive the discount.

Warnings include: the CRID is not being valid, the CCR Characteristic Type field is not valid, the MSP CRID or Mail Owner CRID is not enrolled, or the CCR Characteristic Type field is valid but the incentive period does not coincide.

3.1 Metered Mail

All discounts must be claimed at the time of mailing and cannot be rebated or refunded at a later date. To claim and receive the Mobile Commerce Barcode discount for Meter mailings use the Incentive Postage affixed amount. Refer to Table 1 below. Customers who wish to claim the incentive must affix the appropriate reduced promotion amount to the mailpiece. The affixed prices for metered postage are for each piece for Standard Mail. For First-Class Mail flats, the postage amount is just for the first ounce, and additional postage must be affixed for each additional ounce above the first ounce. For First-Class Mail letters, additional postage must be affixed for any letters over 2 ounces. Set the electronic file, MPA Postage Payment Method to Metered "*Neither*".

	Incentive Postage
Processing Category	Amount Affixed
First-Class Mail Cards	\$0.20
First-Class Mail Letters auto and presort	\$0.25
First-Class Mail NM Letters	\$0.45
First-Class Mail Flats - auto and presort	\$0.35
Standard Mail Regular Auto/PRSRT/CR Letters	\$0.12
Standard Mail Regular Auto/PRSRT/CR Flats	\$0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	\$0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	\$0.06

Table 1: Reduced Postage Amounts

The affixed prices for metered postage are for each piece for Standard Mail. For First-Class Mail flats, the amount in Table 1 is for the first ounce, and additional postage would have to be affixed for each additional ounce after the first ounce. For First-Class Mail letters, additional postage must be affixed for letters over two ounces.

Any net postage due for the mailing must be paid from an advance deposit (permit) account. You must have documentation (USPS Qualification Report) to support mail preparation and piece count to determine additional postage due.

For MSPs approved for Combined Value Added Refund or Value Added Refund mailings and who mark qualifying mailings as Metered *Neither*, any additional postage due will be reduced by the amount of the discount to be refunded. If the MPA Postage Payment Method is set to "C" for Metered Correct, the discount will be forfeited, because the system assumes that postage affixed is the correct published price (not the reduced promotion amount) and there is no postage due.

3.2 Enrollment and eDoc Submission Scenarios

The following scenarios describe the outcome when an MSP submits or prepares the eDoc. All scenario outcomes lead to payment of the discount if the MSP and your customers are enrolled via the BCG.

To verify enrollment, the *PostalOne!* system checks all three possible paying permit fields –that the entity is enrolled (Mailing Agent, Mail Owner, and Permit Holder). Refer to Table below for the summary of outcomes. Refer to individual scenario detail blocks below for additional elements.

MSP Submits eDoc							
Scenario	Enrolled in BCG		eDoc Enrolled			Outcome	
	мо	MSP	МО	eDoc "For" MO Field	Permit Holder Permit in eDoc (Payee)	Discount Applied	Mailing Credited
1A	Yes	Yes	N/A	CRID	MO or MSP	Yes	MO
1B	Yes	Yes	N/A	MID	МО	Yes	MO
1C	Yes	Yes	N/A	MID	MSP	Yes	MSP
1D	Yes	No	No	CRID or MID	MSP	No ¹	
1E	Yes	No	No	CRID or MID	МО	Yes	MO
1F	Yes	As MO	N/A	CRID or MID	МО	Yes	MO
1G	Yes	As MO	N/A	CRID or MID	MSP	Yes	MSP
2A	No	Yes	Yes	CRID	MSP	Yes	MSP
2B	No	Yes	Yes	CRID	МО	Yes	MO
2E	No	Yes	Yes if CRID	CRID or MID	MSP	Yes	MSP
2F	No	As MO	Yes if CRID	CRID or MID	МО	Yes	MO
2G	No	As MO	Yes if CRID	CRID or MID	MSP	Yes	MSP
¹ PostalOne! checks all three possible paying permit fields, verifying that the permit is enrolled.							

The discount will not be applied if the MSP submitting the eDoc is paying for the mailing but not enrolled in the Incentive Program via the BCG online enrollment.

MO = Mail Owner; MSP = Mail Service Provider

Table 2: eDoc Submission Scenarios

1. **MAIL OWNER IS ENROLLED**: Mail Owner (MO) enrolls on the Business Customer Gateway Incentive Tool (all CRIDs and permits are enrolled)

Scenario 1A:

Outcome:	Mailing is attributed to the MO if Permit Holder (Payee) Mailing is attributed to the MSP if Permit Holder (Payee)	
Discount is applied		
Permit Holder (Payee):	MO or MSP is the payee	
eDoc By/For Sections:	MSP uses MO CRID in the "for" section	
MSP Enrollment:	MSP is enrolled (as MSP)	
MO Enrollment:	MO is enrolled	
MAIL SERVICE PROVIDER (MSP) SUBMITS MAIL FOR MAIL OWNER		

Scenario 1B:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		
MO Enrollment:	MO is enrolled	
MSP Enrollment:	MSP is enrolled (as MSP)	
eDoc By/For Sections:	MSP uses MO MID in the "for" section	

Permit Holder (Payee):	MO is the payee
Outcome:	Discount is applied (since MO is enrolled via BCG)
	Mailing is attributed to the MO

Scenario 1C:

Outcome:	Mailing is attributed to the MSP	
Permit Holder (Payee):	MSP is the payee	
eDoc By/For Sections:	MSP uses MO MID in the "for" section	
MSP Enrollment:	MSP is enrolled (as MSP)	
MO Enrollment:	MO is enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 1D:

Outcome:	Discount is not applied; MSP is not enrolled	
Permit Holder (Payee):	MSP is the payee	
eDoc By/For Sections:	MSP uses MO \boldsymbol{MID} or \boldsymbol{CRID} in the "for" section	
MSP Enrollment:	MSP is NOT enrolled	
MO Enrollment:	MO is enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 1E:

Outcome:	Discount is applied (since MO is enrolled via BCG) Mailing is attributed to the MO	
Permit Holder (Payee):	MO is the payee	
eDoc By/For Sections:	MSP uses MO MID or CRID in the "for" section	
MSP Enrollment:	MSP is NOT enrolled	
MO Enrollment:	MO is enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 1F:

Outcome: Discount is applied (since MO is enrolled via Mailing is attributed to the MO		
Permit Holder (Payee):	MO is the payee	
eDoc By/For Sections:	MSP uses MO MID or CRID in the "for" section	
MSP Enrollment:	MSP is enrolled (as Mail Owner)	
MO Enrollment:	MO is enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 1G:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

Outcome:	Discount is applied (since MSP is enrolled via BCG) Mailing is attributed to the MSP	
Permit Holder (Payee):	MSP	
eDoc By/For Sections:	MSP uses MO MID or CRID in the "for" section	
MSP Enrollment:	MSP is enrolled (as Mail Owner)	
MO Enrollment:	MO is enrolled	

2. **MAIL OWNER IS NOT ENROLLED**: Mail Owner does not enroll on the Business Customer Gateway Incentive Tool but the MSP has enrolled.

Scenario 2A:

Outcome:	MO is auto-enrolled Mailing is attributed to the MSP	
Permit Holder (Payee):	MSP is the payee	
eDoc By/For Sections:	MSP uses MO CRID in the "for" section	
MSP Enrollment:	MSP is enrolled (as MSP)	
MO Enrollment:	MO is not enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 2B:

Outcome:	MO is auto-enrolled MO is auto-enrolled Mailing is attributed to the MO	
Permit Holder (Payee):	MO is the payee	
eDoc By/For Sections:	MSP uses MO CRID in the "for" section	
MSP Enrollment:	MSP is enrolled (as MSP)	
MO Enrollment:	MO is not enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 2E:

Outcome:	MO is NOT auto-enrolled if MID is used MO is auto-enrolled if CRID is used Mailing attributed to the MSP	
Permit Holder (Payee):	MSP is the payee	
eDoc By/For Sections:	MSP uses MO $\ensuremath{\text{MID}}$ or $\ensuremath{\text{CRID}}$ in the "for" section	
MSP Enrollment:	MSP is enrolled (as Mail Owner)	
MO Enrollment:	MO is not enrolled	
MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		

Scenario 2F:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

eDoc By/For Sections:	MSP is enrolled (as Mail Owner) MSP uses MO MID or CRID in the "for" section	
Outcome:	Discount is applied (since MSP is enrolled via BCG) MO is NOT auto-enrolled if MID is used MO is auto-enrolled if CRID is used Mailing is attributed to the MO if CRID is used	

Scenario 2G:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER		
MO Enrollment:	MO is not enrolled	
MSP Enrollment:	MSP is enrolled (as Mail Owner)	
eDoc By/For Sections:	MSP uses MO MID or CRID in the "for" section	
Permit Holder (Payee):	MSP is the payee	
Outcome:	Discount is applied (since MSP is enrolled via BCG) MO is NOT auto-enrolled if MID is used MO is auto-enrolled if CRID is used Mailing is attributed to the MSP	

4. Online Enrollment

4.1 New Business Customer Gateway (BCG) Users

If you are a new to the Business Customer Gateway, you must first create a business account.



^{4.1.1} Create Account

4.1.1.1 Navigate to the <u>BCG</u> and click on 'New User Registration'. The Business Customer Gateway URL is <u>gateway.usps.com</u>.

	Login Username
	Password Sign In
<	New User Registration I forgot my password

- *4.1.1.2* Follow the prompts by entering the required fields to create a new business account. You will receive an automatic email confirming that Your United States Postal Service Online Business Account has been activated. TIP: When initially establishing your username and password for a business account, you can enter an existing CRID in the CRID input field. Use this "known" CRID to ensure access the intended service for a particular location.
- 4.1.2 Follow steps for Existing BCG Users
- 4.1.2.1 Go to the Existing BCG Users section and follow those same steps.

4.2 Existing Business Customer Gateway (BCG) Users

If you are already using the BCG, complete the four steps to enroll for an incentive program:



3. Double click on Incentive Programs

Account Services	
Incentive Programs (details)	
 Verification Assessment Evaluator (PostalOne!) 	(details)

4. Verify all your Business Locations 🕐

Click on Add Location button to add additional locations if they are not displayed.

Note: When adding locations, enter the CRID if you know it. Otherwise enter the company and address information to get access to existing locations.

5. Select all your Business Locations

Click the check box for all business locations for which you would like to request access to the Incentive Programs module and then click the

Note: Locations that don't get access to the Incentive Programs module will not be able to participate in any incentive programs. Make sure that you request access for all the business locations that you want participating.

6. Confirm your selection.

Verify the accuracy of your locations and click the **Confirm** button.

Note: It may save time to write down the CRIDs of any newly added locations.

7. Become the Business Services Administrator (BSA) role for Incentive Programs

There must be a BSA for Incentive Programs in order to complete the enrollment. The individual who assumes the role will approve or deny who can access the incentive programs module on your company's behalf. To assume the BSA role, complete the following steps:

- \rightarrow Review the USPS Online Agreement.
- \rightarrow Select the checkbox to agree to the USPS Online Agreement.
- \rightarrow Select the checkbox of the location(s) for which you want to become BSA.
- \rightarrow Click on the Yes button.

Note: Write down the CRIDs of your business locations; you may need them for Step 2. You will receive an automatic email that the request for Incentive Programs and business location has been approved.

8. You are the BSA for Incentive Programs

If you see the message shown below (Figure 1), skip step and go to Step 3: **Select an Incentive Program.**



Figure 1 – BSA Access Granted

If you do not see the message from above (Figure 1), continue with the next step below to get access to the Manage Mailing Activity service. Go to Step 2 below to become the BSA for Manage Mailing Activity.

9. You need approval from the BSA for Manage Mailing Activity

If you see the message shown below (Figure 2), go to Step 2: **Request Manage Mailing Activity** and follow all the steps. If you would like more information about why this step may be necessary, see items (1) and (2) of the <u>FAQ sheet</u>.

Business Services Administrator Certification

The services listed below require External BSA approval for BSA applications. Please refer to Request Status for information regarding the progress of your request submission.

Figure 2 – BSA Certification Required

4.2.2 Request Manage Mailing Activity

If you do not already have access to the Manage Mailing Activity, double click the Request Access link at the top of the page. If you have access to Manage Mailing Activity, skip to Step 3: Select an Incentive Program.

1. Double click on Manage Mailing Activity



2. Repeat Steps 4, 5 and 6 above to request access to Manage Mailing Activity

If you added new locations for the Incentive Program service above, enter all of them for Manage Mailing Activity if you want the same access. Use the Add Location button to either enter the CRIDs of those existing locations or the exact company name and addresses as entered for the Incentive Program service.

3. Become the BSA for Manage Mailing Activity

There must be a BSA in place before you can enroll your business locations to Manage Mailing Activity. To become the BSA, complete the following:

- \rightarrow Review the USPS Online Agreement.
- \rightarrow Select the checkbox to agree to the USPS Online Agreement.
- \rightarrow Select the checkbox of the location(s) for which you want to become BSA.
- \rightarrow Click on the Yes button.

You are now the Manage Mailing Activity BSA for the selected locations. The locations you have selected have been enrolled for the Manage Mailing Activity service. You will receive an automatic email that the request to become the BSA for Manage Mailing Activity and business location(s) has been approved.

4.2.3 Identify Yourself 3

From the BCG home page, select Incentive Programs under the Account Service category.

Account Service	
Balance & Fees (PostalOne!)	Incentive Programs
Manage Permits (PostalOne!)	 Verification Assessment Evaluator (PostalOne!)

1. Identify whether you are a Mail Owner or Mail Service Provider

Identify yourself by selecting the appropriate option.

Correctly identifying yourself is important for several reasons. Refer to Figure 3. Some system features are only available to Mail Service Providers (MSPs). The MSP Activity Report and the ability to use the eDoc enrollment feature to enroll your clients are examples that are only available to registered MSPs.

	D STATES L SERVICE USPS.COM GATEWAY HELP SIGN OUT
Welcome	Identify yourself as either a Mail Owner or Mail Service Provider by selecting the corresponding radio button
	and clicking Continue.
	lama:
	O Mail Service Provider
	🔘 Mail Owner
	A Mail Service Provider, also referred to as a Mailing Agent, is a company or entity that performs one or more of the following functions on behalf of other companies or organizations: designs, creates, prepares, processes, sorts, or otherwise prepares postcards, letters, flats or packages for acceptance and delivery by the Postal Service.
	A Mail Owner is a company that has authorized a Mail Service Provider to act as its Mailing Agent with the USPS, and to perform Mailing Services on its behalf using the Mail Owner 's Mailer ID/Customer Registration ID or other USPS system identification number in the Mail Owner 's name.

Figure 3: Mail Owner or Mail Service Provider identification

2. Verify your mailer identity

Select the *double-arrow* button \ge to expand a pop-up that displays your user's profile information. Use it to verify that you have identified yourself correctly. Refer to Figures 4 and 5.

	D STATES L SERVICE USPS.COM GATEWAY HELP SIGN OU
Welcome	Click the incentive name to get more information or to begin enrollment (if eligible).
	Holiday Mobile Shopping Promotion
	The 2012 Holiday Mobile Shopping Promotion is designed to drive online product purchases by putting direct mail and estalogs containing mobile-optimized courses and promotional offers into consumers'
	hands in time for Black Friday and Cyber Monday, the busiest shopping time of year. The promotion will offer online merchants an upfront 2% postage discount on Standard Mail and First-Class Mail letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology.

Figure 4: The double-arrow button. It displays a pop-up with User Profile Information

UNITED STATES POSTAL SERVICE ®		USPS.COM GATEWAY HELP SIGN OUT
testerankura ankura Raval TEST COMPANY (NEW) 5 D NEW ADDRESS STREE SILVER STONE NEW ADDR US 8360304 Mail Owner (Not a MO?) Filter Programs	ET ESS, AK 12340	motion or to begin enrollment (if eligible). motion is designed to drive online product purchases by putting bile-optimized coupons and promotional offers into consumers' ar Monday, the busiest shopping time of year. The promotion will offer ge discount on Standard Mail and First-Class Mail letters, flats and lude a mobile barcode or print/mobile technology.
 ✓ Enrolled Programs ✓ In Progress Programs ✓ Unavailable Programs Filter 		on Promotion : on Standard and First-Class Mail letters, flats and cards that include mobile device. The barcode must lead to a mobile optimized site e, or a unique, web page tailored to each recipient.
Program	Type Status	ON ABOUT.USPS.COM OTHER USPS SITES

Figure 4a: The User Profile Information pop-up. Note that the user is identified as a Mail Owner. Click the double-arrow to close the pop-up window.

VINITED STATES POSTAL SERVICE®				USP	S.COM GATEWAY HELP SIGN OU	
Juanirris Ankura Raval CSI 1023 15TH ST NW WASHINGTON, DC 20005-2602 US 5098250 Mail Service Provider (Not a MSP?) Process Start Date: 03/07/2011 Filter Programs	ris 15TH ST NW IINGTON, DC 20005-2602 150 ervice Provider (Not a MSP?) ss Stant Date: 03/07/2011		Interpret in the second sec			
 Available Programs Enrolled Programs In Progress Programs Unavailable Programs Filter 	Туре	e Status	ge >	ON ABOUT.USPS.COM About USPS Home > Newsroom > Mail Service Updates > Forms & Publications > Careers >	OTHER USPS SITES Business Customer Gateway > Postal Inspectors > Inspector General > Postal Explorer >	
Mobile Commerce and Personalization Promotion	1	ENROLLED				

Figure 5: The User Profile Information pop-up. The pop-up window displays enrollment information and the identity of Mail Owner or Mail Service Provider. Note that the user's profile shows that the user is a Mail Service Provider. Click the double-arrow to close the pop-up window.

It is important that you verify that you have correctly identified yourself. To do this, look at the identity label displayed in the pop-up right above the Process Start Date. In the example from Figure 5 above, the user has identified himself as a "Mail Service Provider".

If you need to change your identity, use the link that is next to the identity label. In Figure 5, the link reads "Not a MSP?" in parenthesis. Select this link and you will be directed back to the *Identify Yourself* screen where you can modify your selection.

Modifying your identity after you are enrolling/enrolled in a program will reset the enrollment process and you will need to re-start the registration process if you wish to continue claiming the discount. Your status will revert back to "AVAILABLE". See Figure 4a of previous page.

4.2.4 Enroll 4

1. Select an Incentive Program

Select the 2012 Mobile Commerce and Personalization Promotion by clicking on the program name. Refer to Figure 6.

VINITED STATES POSTAL SERVICE®		USP	S.COM GATEWAY HELP SIGN OUT
Welcome Click the ince Holiday M The 2012 H direct mail hands in ti online mer cards (pres Mobile Co This promo a mobile b allowing a	entive name to get more informat lobile Shopping Promotion Holiday Mobile Shopping Promotio and catalogs containing mobile-o me for Black Friday and Cyber Mor chants an upfront 2% postage dis sort and automation) that include a pommerce and Personalization Pro- potion provides a 2% discount on St arcode that can be read by a mobil purchase of a product/service, or a	n is designed to drive online p ptimized coupons and promot iday, the busiest shopping tim count on Standard Mail and F mobile barcode or print/mobi pmotion andard and First-Class Mail le e device. The barcode must le a unique, web page tailored to	eligible). product purchases by putting ional offers into consumers' e of year. The promotion will offer irst-Class Mail letters, flats and le technology. etters, flats and cards that include ead to a mobile optimized site each recipient.
LEGAL Privacy Policy > Terms of Use > FOIA > No FEAR Act EEO Data > Copyright© 2012 USPS. All Rig	owusps.com Government Services > Buy Stamps & Shop > Print a Label with Postage > Customer Service > Site Index >	on ABOUT.USPS.com About USPS Home > Newsroom > Mail Service Updates > Forms & Publications > Careers >	OTHER USPS SITES Business Customer Gateway > Postal Inspectors > Inspector General > Postal Explorer >

Figure 6: Incentive Program Selection.

2. Select the Begin Enrollment button

To begin enrollment into the selected Incentive Program, select the **Begin Enrollment** button located at the top right corner of the page.

3. Follow the Enrollment Tasks.

Complete the Enrollment tasks by using the tabs located on the left-hand side of the page, or by clicking the links associated with each step. As you complete each task, the system will display the task as "Complete". Some Enrollment tasks become available only after visible tasks have been completed. Refer to Figure 7.

		D STATES . SERVICE®		USP	S.COM GATEWAY HELP SIGN O
	Holiday Mot	oile Shopping	Enrollment State	IS: IN PROGRESS	Back to Incentives Home
	Promotion				
Γ	Program Summary	Holiday Mobile Overview	Shopping Promotion		
BOS	Additional Contact Information Incomplete	Marketing mail face options available a customers and ma the U.S. Postal Ser mobile technologie Holiday Mobile Sho mobile technology	s competition from alternate nd are relying heavily on em rket their products and servi vice still offers value that cor is and direct mail offers bus pping promotion, the Postal can be a convenient methoc	e media. Businesses have a v ail marketing and social media ces. While these diversions a nsumers and businesses reco inesses even greater returns o Service seeks to demonstrate I for consumers to do their holi	variety of electronic and digital a to communicate with their re having an impact on mail volume gnize. We believe that integrating on investment. With the 2012 a how direct mail combined with iday shopping.
<u> </u>	Locations Incomplete	Program Descripti	on:		
	Payment Accounts Complete	The Holiday Mobile on Standard Mail® barcode or print/mo mobile optimized s guidance to the cor page. The technolo product on the mot	Shopping Promotion provid and First-Class Mail® letter: bile technology that can be hopping website. The maily sumer to scan the barcode gy must lead the recipient to ile device (the sale of servic	les business mailers with an u s, flats and cards (presort and read or scanned by a mobile o olece must contain text near th or image. The text may also or o a webpage that allows the re ces will not qualify).	upfront two percent postage discour automation) that include a mobile fevice and leads the recipient to a e barcode or image that provides onvey information about the landing cipient to purchase an advertised
	Program Assistance	Mailers may also q orders are fulfilled 2012. To help track Shopping promotio Additionally the dec barcodes.	ualify for an additional 1% re via Priority Mail® with Deliver and demonstrate Priority M n code, "USPS2012HMSP", licated Holiday Mobile Shop	bate on the postage of their qu ry Confirmation between Nover all volumes, mailers may optio in Customer Reference ID fiel ping Promotion Mailer ID, "901	ualifying mailings if a portion of thein mber 9, 2012 and December 31, nally use the Holiday Mobile Ids in electronic documentation. 098311°, can be used in tracking
		Registration Perio	d: September 15 throi	ugh November 21, 2012	
		Supporting Docum MSPIncentiveProgr	ents: amsEnrollmentGuideV2.pdf		
		Enrollment Status Please comple Enrollment Sta	- In Progress - 1 out of 4 sto ate all of the steps below to e	eps completed enroll.	
		[+] Additio	onal Contact Information	- Incomplete	
		[+] Locati [+] Payme	ons ent Accounts	- Incomplete - Complete	
		[+] Certifi Show Addition	cation lal Information	- Not Available	
	LEGAL Privacy Pol Terms of L FOIA > No FEAR A	licy > G Jse > B Act EEO Data > C	NUSPS.COM overnment Services > uy Stamps & Shop > rint a Label with Postage > Justomer Service >	on ABOUT.USPS.com About USPS Home > Newsroom > Mail Service Updates > Forms & Publications >	отнея usps sites Business Customer Gateway > Postal Inspectors > Inspector General >

Figure 7: Enrollment Status: In Progress. Note this screen was cropped to fit on the page.

1. Additional Contact Information Tab

The Additional Contact Information tab allows you to save contact information for an alternative primary contact and for a technical contact. You must enter information for the alternative primary contact to complete this task.

2. Locations Tab

The Locations tab allows you to review your participating mailing locations. You must verify the accuracy of the displayed locations and select the <I Agree> button to complete this task.

Post-Enrollment Changes

If you associate new locations to the Incentive Programs service after you have completed enrollment in a program, these locations <u>will not</u> be automatically enrolled in the program. To enroll these new locations in the programs for which you are already enrolled, you must select the Incentive Programs link as described in section 4.2.3.

You will want to enroll all CRIDs/locations for which there are eligible permits you plan to use for the promotion. If CRIDS are missing, the permits associated to these CRIDs will not be enrolled in the program and you will not receive the discount if you use them in the eDoc i.e., the permit holder field or entity paying for the mailing. The system will NOT recognize the permit as enrolled and will NOT apply the discount.

3. Permit Accounts Tab

The Permits Accounts tab allows you to verify the payment accounts associated with the participating business locations. You must visit this tab at least once to complete this task.

Based on the permit types allowed by the incentive program, your permits will be sorted by eligible or ineligible as shown in Figure 6.

Program Summary Your permits and payment accounts associated with the locations from the Locations tab are shown below. Verify that your payment accounts are listed correctly. If you are missing a payment account, it may be because one of locations is also missing on the "Locations" tab. If this is not the case, please let us know by sending a message in Program Assistance.

ontact	FilterSelect Table	▼ bySelect Cat	egory 💌 fo	r Filter	
nformation ncomplete	Eligible Permits:			Clear Fi	tter)
ocations	Permit	CRID	Type	ZIP/Postal Code	CAPS
ncomplete	XXXXX	XXXXXX	MT	20005-2602	
	XXXXX	XXXXXX	PC	20005-2602	
	XXXXX	XXXXXX	MT	20005-2602	
Permit	XXXXX	XXXXXX	PI	20005-2602	
Accounts	XXXXX	XXXXXX	PI	20005-2602	
omplete	· · · · ·	•		Export options: CSV	Excel XML PDF
rogram					
Assistance			_		Showing 1 - 8 of 8 Next≻
ssistance	Permit	CRID	Туре	ZIP/Postal Code	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX	CRID XXXXXX	Type PD	S ZIP/Postal Code 20005-2602	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX XXXXX	CRID XXXXXX XXXXXX	Type PD PP	S ZIP/Postal Code 20005-2602 20005-2602	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX XXXXX XXXXX XXXXX	CRID XXXXXX XXXXXX XXXXXX XXXXXX	Type PD PP PP	S ZIP/Postal Code 20005-2602 20005-2602 20005-2602	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX XXXXX XXXXX XXXXX XXXXX XXXXX	CRID XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX	Type PD PP PP PE	S ZIP/Postal Code 20005-2602 20005-2602 20005-2602 20005-2602	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX XXXXX XXXXX XXXXX XXXXX XXXXX XXXXX XXXXX XXXXX	CRID XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX	Type PD PP PP PE PE	S ZIP/Postal Code 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX	CRID XXXXXX	Type PD PP PP PE PE OI	S ZIP/Postal Code 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602	Showing 1 - 8 of 8 Next> CAPS
Assistance	Permit XXXXX XXXXX	CRID XXXXXX XXXXXX	Type PD PP PP PE PE OI BR	S ZIP/Postal Code 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602 20005-2602	Showing 1 - 8 of 8 Next> CAPS

Export options: CSV | Excel | XML | PDF

Figure 6: Permit Accounts in the Incentive Programs service

It is important to note that the incentive can only be applied when the Permit (paying for the mailing) is an eligible permit and the Mailing Date (postage statement finalization date) is within the incentive program effective period. For example, for the 2012 Mobile Commerce and Personalization promotion, only Permit Imprint (PI), Precancelled Stamps (PC), Meter (MT) and Ghost (GH) permit types are eligible. Make sure that the permit associated to the eDoc claiming the promotion is populated with a permit that is one of the eligible permits types and that you are completely enrolled in the program.



»)							
Holiday Mobile Shopping Promotion		Enrollment Status:	ENROLLED	Unenroll B	lack to Incentives Home		
Program Summary	To complete enrollment your enrollment will not correspondence with U	It into the program, you must agree to the legal statement below. If you choose to disagree, t be completed and you will be routed to the Program Assistance page to initiate JSPS regarding your concerns.					
Additional Contact Information Complete	Certification Agreemen By checking the "I Agree agree to follow the term program requirements declare that the account	It: button below, I declare th s of the Holiday Mobile Sho document available for dow s (permit numbers) and lo	at I have reviewed th opping promotion as wnload on the Incent	he Program Requir s outlined in the Do tive Programs deso Registration (DS) (i	rements Document and omestic Mail Manual and cription page. I further sted in this enrollment		
Locations Complete	are correct and that I inti that, though enrolled, I a USPS® questions rega am authorized to use th electronic files I intend t	end to participate in the pro im not required to participa rding my enrollment. If I ar e Mailer IDs (MID) or Custo o submit to the USPS, (ii) t	omotion using any c ate and I can obtain o m a Mail Service Pro omer Registration ID hat I am authorized I	ombination of thes details online at ga vider (MSP), I decla)s (CRID) as listed to represent each (e accounts. I understand teway.usps.com or ask are as follows: (i) that I in this enrollment and in of the customers I		
Payment Accounts Complete	enroll, (iii) that I have pro have informed each of r	ovided each customer (the ny customers of the terms ee	Mail Owner) with the of the promotion.	e documents/rules,	, and (iv) that I		
Certification Complete							
Activity Report							
Program Assistance							

Figure 7: Certification Tab

The Certification tab becomes available once the preceding steps have been completed. Refer to Figure 7. You must agree to the Certification Agreement by selecting the <I Agree> button to complete this final enrollment step. Upon agreeing, you are enrolled into the Incentive Program.

You will know that you are fully enrolled when you see the Enrollment Status change to "Enrolled". To unenroll, simply click on the <Unenroll> button. Refer to Figure 8.



Figure 8: Enrolled Status

4.2.5 **Post-Enrollment Changes**

If you are completely enrolled in a program and later want to enroll a CRID or add a new permit to the Incentive Programs service in the Business Customer Gateway (BCG), you may need to take a manual step to activate them. Refer to the post-enrollment information below.

Adding a Permit post-enrollment

If a permit is added to one of your participating CRIDs after you have completely enrolled in a program and you plan to populate the Permit Holder's Permit field of the eDoc with this permit, you have to wait 30 minutes before being able to claim the discount.

Adding a Location post-enrollment

If a new location is granted access to the Incentive Programs Service in the BCG and you plan to populate the Permit Holder's Permit field of the eDoc with a permit linked to this location, you have to make sure that you refresh your list of enrolled CRIDs for the program. To do this, you must select the Incentive Programs link as described in section 4.2.3.

5. Incentive Program Activity Reporting

Once completely enrolled, the Activity Report tab will display below the Certification tab. The Activity Report provides mailing activity. The content in the Activity Reporting for the MSPs also provides client information.

5.1 Activity Report – Mail Service Providers

The top section of the Activity Report for MSPs, Activity Summary, displays an aggregate view of the Volume (Total Pieces), Discount Amount and Total Postage associated to the program. Data is refreshed in near real-time for all statements that you are the mailing agent.

As an MSP, you can see how much you have saved for all your clients. Note that if you are also mailing for yourself, the information associated to those mailings will also be included in the aggregate view. Refer to Figure 8.

Activity Summary							
Award Start Date	Award End Date	Total Pieces	Discount Amount	Total Postage			
05/17/2012	08/31/2012	2,000	(\$6.00)	\$332.22			
	Total:	2,000	(\$6.00)	\$332.22			
Showing 1 to 1 of 1 entries							

Figure 8: Activity Summary Report

The bottom section, Detailed Activity, displays a daily view based on each postage statement generated as the mailing agent. For each postage statement, the report displays the mailing date, the CRID populated in the 'For' section of the eDoc, the company name associated to the CRID in the 'For' section of the eDoc and the permit information for the permit that got charged the final postage amount (the permit in the Permit Holder field). Additionally, it displays the Volume (Total Pieces), Discount Amount and Total Postage per postage statement. Note that the Total Postage is actually the Total Adjusted Postage after all applicable discounts and credits haven been applied. Refer to Figure 9.

Please read the content that follows for a more complete description of the information displayed in the Detailed Activity section.

	Detailed Activity								
	Mailing	g Start Date:		Maili	ng End Dat	e:			
			Filter:						
	Mailing Date	CRID	Company	Permit Number	Permit Type	Total Pieces	Discount Amount	Total Postage	
	06/21/2012	XXXX796	CLIENT C	567	PI	1,000	(\$3.00)	\$193.06	
	07/01/2012	XXXX796	COMPANY A	781	PI	1,000	(\$2.00)	\$139.16	
and the second se	06/21/2012	XXXX796	COMPANY B	78	PI	1,000	(\$3.00)	\$193.06	
	07/01/2012	XXXX796	COMPANY A	781	PI	1,000	(\$2.00)	\$139.16	
			Showir	ig 1 to 4 of 4	entries				

Detailed Activit

Figure 9: Detailed Activity Report

Detailed Activity Report: column explanations.

Mailing Date: The mailing date corresponds to the day the mail acceptance clerk finalizes the postage statement. The date may or may not correspond with the date of electronic file submission (or Mailer's mailing date).

CRID: The CRID populated in the 'For' section of the electronic file may be a mail owner CRID if you're mailing on behalf of a client or it may be one of your CRIDs, if you're acting in the role of a mail owner and mailing for yourself.

Company: The Company name associated to the CRID from the CRID column.

Permit Number and Permit Type: The permit number and permit type of the permit that got charged the final postage amount (the permit in the Permit Holder field in the electronic file).

Total Pieces: The total number of pieces includes non-discounted pieces in all postage statements for the permit for the mailing date. This number includes pieces that did not qualify for the discount.

Discount Amount: The aggregate amount discounted off of the total postage from all the postage statements generated from that permit on that mailing date. The discount amount is based solely on discounted pieces (i.e., pieces that qualify for the discount).

Total Postage: The total adjusted postage after all applicable discounts and credits have been applied. It is not necessarily the difference between the total revenue and the incentive program's discount; there could be other discounts and/or credits that are not displayed in the report but applied to the postage statement.

Frequently Asked Questions (FAQ)

1. What is a contingent BSA and when is it required?

Because Incentive Programs involve financial data, an extra approval layer has been added to protect your data. If there is no BSA for Incentive Programs, the BSA for Manage Mailing Activity must approve whoever requests to become the BSA for Incentive Programs. This approval must be provided for each of your company's locations. Once you become the BSA for Incentive Programs for a location you can approve or deny access to the service for that location.

Enrolling all of your business locations (CRIDs) for the Incentive Programs Service ensures that all of your permits are linked to the program and become enrolled.

When requesting access to Incentive Programs, the request will be pending until a BSA for Manage Mailing Activity approves your request for access. If there is no BSA for Manage Mailing Activity, upon requesting access to Incentive Programs you can become the BSA for Manage Mailing Activity. Your request for Incentive Programs will be approved automatically. Otherwise if you opt not to assume the BSA role, you will have to wait until the forthcoming Incentive Programs BSA approves your request.

2. For which locations should I become the BSA?

It is generally recommended that you become the BSA if no BSA exists for a service and location combination. You should become the BSA if you want to manage other user's access to the service for a particular location.

If a service requires BSA approval, there must be a BSA established for your company's mailing locations before members of your company can access the service for those locations. Otherwise the request for the service will remain in "pending". After 25 days, if the BSA role is not filled, your request will automatically be purged, without notification.

3. How can I add a new location to Incentive Programs after I'm done with the enrollment process?

Complete section 1 of the enrollment guide: "Request Incentive Programs", making sure that you select the <Add Location> button in step 4.

If you are experiencing difficulties while adding a location, refer to section 2 (a) of the Troubleshooting document.

4. Where can I see the CRID of a location for which I requested a service?

Select the 'Request Status >>' link located at the top of the page. This displays a page that contains a table with a list of all the locations for which requests have been made. Find the location by identifying the exact address and then select the link under the 'Business Location' column for the corresponding row. This opens up a pop-up window that displays the CRID of the location.

5. Where can I view my access to business services?

Sign in to the Business Customer Gateway and select the 'Profile >>' link located at the top of the page. This page displays all the locations and their associated services.

6. Where can I see the status of my requests to access Incentive Programs?

Sign in to the Business Customer Gateway and select the 'Profile >>' link located at the top of the page. This page lists all the locations and their associated services.

7. Where can I see the status of my requests to access Incentive Programs?

To look up the status of the request for all your locations, select the 'Request Status >>' link located at the top of the page. This page lists all of your requests. Make sure that you are looking at locations for which the Service is "Incentive Programs".

8. What is the difference between requesting access to incentive programs and requesting access to a specific incentive?

Requesting access to incentive programs from the BCG determines who can access an incentive program on behalf of your company. Once access has been granted for the Incentive Programs service, you can select the incentive program and begin enrollment.

9. Why is it recommended to enter the CRID of a location when trying to add the location to my profile?

Entering the CRID in the CRID data input field ensures that you uniquely identify the business name and address combination for your company. Even with an identical address, if you use variations of a company name, such as "MyCompany" and "MyCompany Global Services", they may not be recognized as belonging to the same company by the address matching system. Entering the CRID circumvents this potential issue (opposed to entering address information in the address input fields).

10. If I'm a mailer owner but using the MSP to prepare my mailings, whereby the MSP permit to pay for the mailing will be used, then who has to register?

In this scenario, the MSP is only required to enroll. The MSP is still required to identify the mail owner in the By/For of the eDoc. The MSP enrollment process captures the MSP CRIDs. These CRIDs are used in the "By" field of the eDoc which the MSP prepares. The Mail Owner (your client) must be identified in the "For" field.

11. Why doesn't the CRID display in my Profile?

We have identified this as a bug. In the June 2012 *PostalOne!* Release this will be fixed. Here is the work-around: after your initial sign-up, log in and then log out of the Business Customer Gateway. Select the Incentive Program link, then the Locations tab your CRID should then display.

12. My Permits do not appear to be linked. How can I link them in the BCG?

while in the Incentive Program enrollment module, if you do not see your permit listed in the Payment Accounts tab, you can link your permit yourself. From your homepage click the Manage Permits link (under Account Services), then select which affiliate office you want to link the permit. If you have only one, select it. (then follow the prompts). To link your permit on your own, you will need to know the following information: 1) Account Number, Account Type, and Post Office ZIP Code where you opened your permit and on of ten of your most recent transactions. If you are unable to link your permit on your own, you can call the *PostalOne!* Help Desk at (800) 522-9085.

6. Troubleshooting

1. <u>Step 1.1</u> Navigate to the BCG and sign in.

a. What is the Business Customer Gateway web address? https://gateway.usps.com

b. I can't sign in

If you are unable to sign in, it is because you either don't have an account or you're entering the incorrect username/password combination.

If you have an account, click on the 'I forgot my password' link and follow the instructions to reset your password.

2. <u>Step 1.4</u> Add all your Business Locations

a. I don't know the CRID of the location that I want to add

There are two reasons why you might not know the CRID of a location you're trying to add.

i. New Location

Your location will be a new location in our system. CRIDs are assigned by the USPS. Locations which are not currently in our system means a CRID has not yet been assigned.

ii. Existing Location

All existing locations have been assigned a CRID. In this case, you may simply not know the CRID. Note: To see if a CRID exists, you can call the *PostalOne!* Customer Care Center at (800) 522-9085 or <u>postalone@email.usps.gov</u>.

For a New Location, select the 'Business Name and Address' radio button and enter the exact address of the location you wish to add.

For an Existing Location, if you remember the exact name of the company and the precise address of the location as it was initially enrolled, you can select the 'Business Name and Address' radio button and enter the required information. It is recommended that you use the CRID of a location when one exists. If you don't know how to find the CRIDs of locations refer to 7 (b) below.

For more information on why you should add all of your business locations, see (3) of the <u>FAQ sheet</u>. For more information on why you should use the CRID of a location to add it, see (9) of the <u>FAQ sheet</u>.

3. <u>Step 1.6</u> Confirm your Selection

a. I don't know the CRID of the location I just added

b. To look up the CRID of any location, sign in to the Business Customer Gateway and select the 'Request Status >>' link located at the top of the page to access the display a pop-up window that displays the CRID.

4. <u>Step 1.7</u> Request to be the BSA for Incentive Programs

a. Of which locations should I become the Business Service Administrator (BSA)?

Become the BSA of a location if you are elected by your company to perform this role. When requesting access to Incentive Programs, the request will be pending until a BSA for Manage Mailing Activity approves your request for access. If there is no BSA for Manage Mailing Activity, when you are requesting access to Incentive Programs you can become the BSA for Manage Mailing Activity. Your request for Incentive Programs will be approved automatically. Otherwise if you opt not to assume the BSA role, you will have to wait until the Incentive Programs BSA approves your request.

5. <u>Step 1.7.2</u> First become the BSA for Manage Mailing Activity

a. Why is this required?

The Manage Mailing Activity service is linked to the Incentive Program service. This step, requires contingent approval from the BSA of Manage Mailing Activity. The linkage helps prevent unauthorized users from accessing your mailing activity and permit information. For more information about Contingent BSA and Contingent BSA Approval, see number (2) on the FAQ sheet.

6. <u>Step 2.3</u> Repeat 1.4, 1.5 and 1.6 above

a. I don't remember which were the locations entered in 1.4 for which I requested to become the BSA for Incentive Programs

To look up the status of any location, sign in to the Business Customer Gateway and select the 'Request Status >>' link located at the top of the page. This page lists all of your requests.

Find the locations with a status of "Pending External BSA" and select their name to access the pop-up window that contains the CRID.

b. I don't know the CRIDs of some locations

To look up the CRID of any location, sign in to the Business Customer Gateway and select the 'Request Status >>' link located at the top of the page. This displays a page with all of your requests. Find and select the location's name to access the pop-up window that contains the CRID.

c. I don't know if I'm entering the exact addresses that were entered in 1.4

Instead of entering addresses to add locations that were already entered in 1.4, it is recommended that you enter the CRIDs into the CRID input fields for existing locations. If you don't know how to find the CRIDs of locations refer to (b) directly above.

7. <u>Step 3.1</u> Select Incentive Programs under the Account Service category.

Incentive programs are published in advance of the program start date to enable you to register before the start of the promotion.

8. <u>Step 4</u> Enroll

Program Registration Landing Page

a. When I select an Incentive Program, the message "This program is not available for enrollment" is displayed. Why can't I enroll?

Not all Incentive Programs are available for enrollment for all customers. This indicates one of two things:

- i. The current date falls outside of the Incentive Program's specified registration time period. or
- ii. You are not eligible to enroll for the Incentive Program because you do not have an eligible or pre-qualified permit. Refer to the requirements and parameters in the program description.

If you believe neither of these is your case, contact the Program Office by using the Program Assistance tab.

Locations Page

b. I thought I had enrolled a location for Incentive Programs in the BCG, but I don't see it in the 'Locations' tab.

The first step towards resolving this issue is to verify that you actually enrolled the location(s) to Incentive Programs. To do this, navigate to the Business Customer Gateway and sign in. To look up the status of any location, select the 'Request Status >>' link located at the top of the page. This displays a page with all of your requests. Make sure that your locations have a Status of "Approved" and that the Service is "Incentive Programs".

If your Location's Service is different from "Incentive Programs" you need to complete section 1 of the Enrollment Guide.

If your Location's Status is "Pending BSA", this means that the BSA for Incentive Programs for your location needs to approve your request to have the location added to Incentive Programs.

If your Location's Status is "Pending External BSA" you need to complete section 1.7.2 of the Enrollment Guide.