



Incentive Programs Service User Guide

May 16, 2012

Version: 2.0

Document Change History



Version (2.0) of the Incentive Programs Enrollment User Guide.

Section	Title	Description
1.1	Finding additional Information	Added new section
1.2	Additional Assistance	Added new section

This is the initial version (1.0) of the Incentive Programs Enrollment User Guide.

Section	Title	Description
All	Incentive Programs Enrollment Guide	Initial Draft
All	Incentive Programs Enrollment Guide	Initial Version

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1 Introduction

This guide will help you to enroll for an incentive program. The initial enrollment takes several steps and expedites enrollment for subsequent incentive programs. You can get a head start on your enrollment by completing the first two steps listed in this guide. Beginning May 1, 2012, you will be able to fully enroll in the 2012 Mobile Commerce and Personalization Promotion.

1.1 Finding additional information

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



- Mobile Commerce and Personalization Promotion documentation on RIBBS
<https://ribbs.usps.gov/index.cfm?page=mobilebarcode>
- June 2012 Release 31 Postal Service Technical Specifications
https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/june2012/techspecs.htm
- June 2012 *PostalOne!* Release Notes
https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/june2012/docs/releasenotes/PostalOneReleaseNotes31.pdf
- Business Customer Gateway User Access Guides
https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/user_access/user_access.htm

1.2 Additional Assistance

For Business Customer Gateway enrollment assistance contact the *PostalOne!* Customer Care Center at (800) 522-9085 or postalone@email.usps.gov.


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


1.3 Document Conventions

For further information, icons navigate you to the Troubleshooting  and FAQ  sections of this guide by the Ctrl + click feature.

1.4 Key Terminology

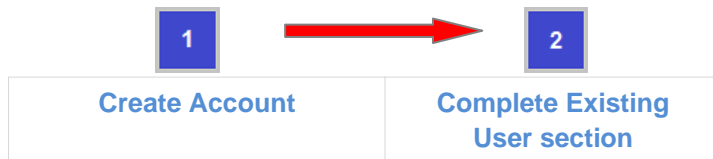
Business Customer Gateway (BCG): Web portal for **USPS**[®] business services <http://gateway.usps.com>

Customer Registration ID (CRID): A unique ID for a company name and location combination. The CRID is automatically assigned when you select a Business Account. 

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 service someone must assume the BSA role. 

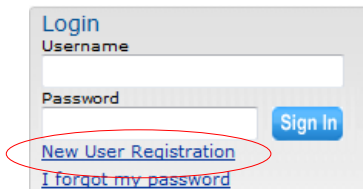
2 New Business Customer Gateway (BCG) Users

If you have never used the Business Customer Gateway, you must create a new business account.



1 Create Account

1.1 Navigate to the BCG and click on 'New User Registration'



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.

2 Follow steps for Existing BCG Users

2.1 Go to the [Existing BCG Users](#) section and follow those same steps.

3 Steps for Existing Business Customer Gateway (BCG) Users

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



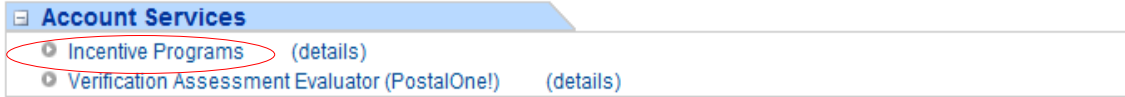
1 Request Incentive Programs

1.1 Navigate to the BCG and sign in. 

1.2 Double click the Request Access link at the top of the page



1.3 Double click on Incentive Programs




1.4 Verify all your Business Locations


Click on  button to 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.

1.5 Select all your Business Locations

Click the check box for all business locations for which you would like to enroll and then click the  button.


1.6 Confirm your selection

Verify the accuracy of your locations and click the  button.

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

1.7 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 program module on your company's behalf. To assume the BSA role, complete the following steps:

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

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

1.7.1 You are the BSA for Incentive Programs


If you see the message shown below (Figure 1), skip step 1.7.2 and go to  **Select an Incentive Program.**



Figure 1 – BSA Access Granted

If you do not see the message from above (Figure 1), continue with step 1.7.2 to get access to the Manage Mailing Activity service. Go to Step 2 below to become the BSA for Manage Mailing Activity.

1.7.2 You need approval from the BSA for Manage Mailing Activity

If you see the message shown below (Figure 2), go to **3 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 [FAQ sheet](#).

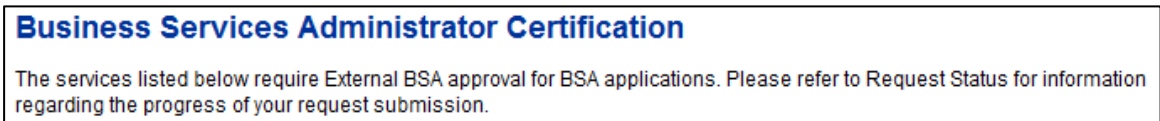



Figure 2 – BSA Certification Required

2 Request Manage Mailing Activity (if needed)

2.1 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.

2.2 Double click on Manage Mailing Activity (MMA)



2.3 Repeat Steps 1.4, 1.5 and 1.6 above to request access to MMA 

If you added new locations while at step 1.4 in **1**, enter all of them here as well. Use the **Add Location** button to either enter the CRIDs of those existing locations or the exact company name and addresses as entered in 1.4.



2.4 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 steps:

- Review the USPS Online Agreement.
- Select the checkbox to agree to the USPS Online Agreement.
- Select the checkbox of the location(s) for which you want to become BSA.
- 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.

3**Select an Incentive Program**

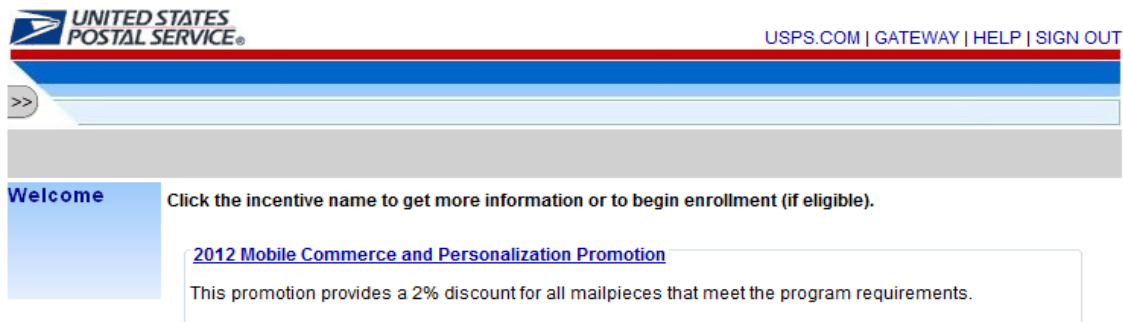
3.1 From the BCG home page, select *Incentive Programs* under the *Account Service* category.  

Account Service

- Balance & Fees (PostalOne!)
- Incentive Programs**
- Manage Permits (PostalOne!)
- Verification Assessment Evaluator (PostalOne!)

3.2 Select an Incentive Program

Select the *2012 Mobile Commerce and Personalization Promotion* by clicking on its name.



The screenshot shows the USPS account service interface. At the top left is the USPS logo. At the top right are links for USPS.COM, GATEWAY, HELP, and SIGN OUT. Below the header is a navigation bar with a right-pointing arrow. A 'Welcome' message is displayed on the left, followed by a prompt: 'Click the incentive name to get more information or to begin enrollment (if eligible)'. A box contains the following text: [2012 Mobile Commerce and Personalization Promotion](#)
This promotion provides a 2% discount for all mailpieces that meet the program requirements.

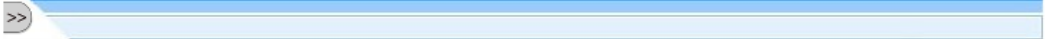
3.3 Select the *Begin Enrollment* button

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

4**Enroll** 

4.1 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.



2012 Mobile Commerce and Personalization Promotion **Enrollment Status: IN PROGRESS** [Back to Incentives Home](#)

Enrollment Tabs

Program Summary	2012 Mobile Commerce and Personalization Promotion Overview The 2012 Mobile Commerce and Personalization Promotion provides business mailers with an upfront two percent postage discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort and automation) that include a two dimensional (2-D) barcode or print/mobile technology that can be read or scanned by a mobile device. The technology must lead the recipient to either:
Additional Contact Information Incomplete	1. A mobile optimized webpage that allows the recipient to purchase an advertised product or service on the mobile device. The entire purchase and checkout experience must be mobile optimized.
Locations Incomplete	OR 2. a mobile optimized and personalized web page that is tailored to an individual recipient. For each mail recipient, the web address and content of the web page must be unique.
Payment Accounts Incomplete	Supporting Documents: List.xls
Program Assistance	Enrollment Status - In Progress - 0 out of 4 steps completed Please complete all of the steps below to enroll. Enrollment Steps (4)
	[+] Additional Contact Information - <i>Incomplete</i>
	[+] Locations - <i>Incomplete</i>
	[+] Payment Accounts - <i>Incomplete</i>
	[+] Certification - <i>Not Available</i>

4.1 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.

4.2 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.

4.3 Payment 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.

4.4 Certification Tab

The Certification tab becomes available once the preceding steps have been completed. 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, you can simply double click on the <Unenroll> button.



2012 Mobile Commerce and Personalization Promotion

Enrollment Status: ENROLLED

[Unenroll](#)

[Back to Incentives Home](#)

Program Summary	<p>2012 Mobile Commerce and Personalization Promotion</p> <p>Overview</p> <p>The 2012 Mobile Commerce and Personalization Promotion provides business mailers with an upfront two percent postage discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort and automation) that include a two dimensional (2-D) barcode or print/mobile technology that can be read or scanned by a mobile device. The technology must lead the recipient to either:</p>
Additional Contact Information Complete	<p>1. A mobile optimized webpage that allows the recipient to purchase an advertised product or service on the mobile device. The entire purchase and checkout experience must be mobile optimized.</p>
Locations Complete	<p>OR</p> <p>2. a mobile optimized and personalized web page that is tailored to an individual recipient. For each mail recipient, the web address and content of the web page must be unique.</p>
Payment Accounts Complete	<p>Supporting Documents:</p> <p>List.xls</p>
Certification Complete	<p>Enrollment Status - Enrolled - 4 out of 4 steps completed</p> <p>Congratulations! You are enrolled in the program.</p> <p>Enrollment Steps (4)</p>
My Awards	<p>[+] Additional Contact Information - Complete</p> <p>[+] Locations - Complete</p> <p>[+] Payment Accounts - Complete</p>
Program Assistance	<p>[+] Certification - Complete</p>

Frequently Asked Questions (FAQ)

1. What is a BSA and why is it required?

A Business Service Administrator (BSA) is the person authorized to control who can access a business service on behalf of your company. A BSA has jurisdiction over all service and location combinations for which they are the BSA. You should only become the BSA for a service and location combination if you are authorized by your company to perform this role.

2. 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 for the Incentive Programs Service ensures that all of your mail gets accounted for, and that you can receive the complete benefits for all your mailings associated to those locations.

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.

3. 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 not become the BSA if there is a different individual at your company that should manage other user's access to the service.

If a service requires BSA approval, then there must be a BSA for your company's mailing locations before members of your company can access the service for those locations.

4. 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 1.4. 

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

5. 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.

6. *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 displays a page with 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 displays a page with 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 to incentive programs, you can select the incentive programs that your company would like to participate in.

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

Using the CRID 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. Using the CRID circumvents this potential issue.

Troubleshooting

1. **Step 1.1** 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're 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. **Step 1.4** 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. Since CRIDs are assigned by USPS, locations which are not currently in our system don't have one.


ii. Existing Location

All existing locations have been assigned a CRID. In this case, you may simply not know the CRID.

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 exact 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 it has one. 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  FAQ sheet.

For more information on why you should use the CRID of a location to add it, see (9) of the  FAQ sheet.

3. **Step 1.6** Confirm your Selection

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

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 display a pop-up window that contains its CRID.

4. **Step 1.7** Request to be the BSA for Incentive Programs

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

You should only become the BSA of a location if you are authorized by your company to perform this role. It is recommended that you become the BSA of all the locations for which you're authorized. 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. **Step 1.7.2** First become the BSA for Manage Mailing Activity

a. Why is this required?

This step, which is called "Contingent BSA Approval", helps prevent unauthorized users from accessing a service on behalf of your company. For more information about Contingent BSA and Contingent BSA Approval, see number (2) on the FAQ sheet.

6. **Step 2.3** 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 displays a page with all of your requests.

Find the locations with a status of "Pending External BSA" and select their name to display a pop-up window that contains its CRID. Now you can use their CRIDs to add them.

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 display a pop-up window that contains its 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 use the CRIDs of the locations. If you don't know how to find the CRIDs of locations refer to (b) directly above.

7. **Step 3.1** Select Incentive Programs under the Account Service category.

a. *There is no Incentive Programs link displayed on the page. What's happening?*

Incentive programs do not go live until May and the link on the Business Customer Gateway will not be available until that time. You have gained a head start on the registration process by completing the first two steps of this guide.

8. **Step 4** 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 to enroll in at all times or for all users/businesses. This message indicates 1 of 2 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 due to not having an eligible or pre-qualified permit.

If you believe neither of these is your case, contact the Help Desk 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. Before you complete the section it is recommended that you read (4a) above.