



# **Incentive Programs Service MSP Guide**

October 20, 2012  
Version 3

## Document Change History

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

Section	Title	Description
1	Introduction	<p><b>Revised:</b></p> <p>From: “We recommend that customers register at least 24 hours prior to presenting the first qualifying mailing...”</p> <p>To: “We recommend that customers register at least 2 hours prior to presenting the first qualifying mailing...”</p> <p>Removed 2<sup>nd</sup> 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<sup>th</sup>.</p>
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 ([gateway.usps.com](http://gateway.usps.com)). 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 be useful and provide up to date information.

- Promotions and Incentive Programs documentation on RIBBS  
<https://ribbs.usps.gov/mobilebarcode/current.htm>
- April 2012 Release 31 Postal Service Technical Specifications  
[https://ribbs.usps.gov/intelligentmail\\_schedule/documents/tech\\_guides/april2012/techspecs.htm](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](https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/april2012/releasenotes.htm)
- Incentive Programs Service User Guide (for Mail Owners)  
<https://ribbs.usps.gov/mobilebarcode/general.htm>
- Business Customer Gateway User Access Guides  
[https://ribbs.usps.gov/intelligentmail\\_guides/documents/tech\\_guides/user\\_access/user\\_access.htm](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 [postalone@email.usps.gov](mailto:postalone@email.usps.gov).

Promotion related questions can be directed to USPS Program Office at: [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov).

## 1.4 Key Terminology

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

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 [PostalOneCCC@usps.gov](mailto:PostalOneCCC@usps.gov). 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”.

Processing Category	Incentive Postage 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	
	MO	MSP	MO	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	MO	Yes	MO
1C	Yes	Yes	N/A	MID	MSP	Yes	MSP
1D	Yes	No	No	CRID or MID	MSP	No <sup>1</sup>	
1E	Yes	No	No	CRID or MID	MO	Yes	MO
1F	Yes	As MO	N/A	CRID or MID	MO	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	MO	Yes	MO
2E	No	Yes	Yes if CRID	CRID or MID	MSP	Yes	MSP
2F	No	As MO	Yes if CRID	CRID or MID	MO	Yes	MO
2G	No	As MO	Yes if CRID	CRID or MID	MSP	Yes	MSP

<sup>1</sup> *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:

MAIL SERVICE PROVIDER (MSP) SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is enrolled  
MSP Enrollment: MSP is enrolled (as MSP)  
eDoc By/For Sections: MSP uses MO **CRID** in the “for” section  
Permit Holder (Payee): MO or MSP is the payee  
**Outcome:** **Discount is applied**  
**Mailing is attributed to the MO if Permit Holder (Payee)**  
**Mailing is attributed to the MSP if Permit Holder (Payee)**

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:

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): MSP is the payee  
**Outcome:** **Discount is applied**  
**Mailing is attributed to the MSP**

Scenario 1D:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is enrolled  
MSP Enrollment: MSP is NOT enrolled  
eDoc By/For Sections: MSP uses MO **MID or CRID** in the “for” section  
Permit Holder (Payee): MSP is the payee  
**Outcome:** **Discount is not applied; MSP is not enrolled**

Scenario 1E:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is enrolled  
MSP Enrollment: MSP is NOT enrolled  
eDoc By/For Sections: MSP uses MO **MID or CRID** 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 1F:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is 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): MO is the payee  
**Outcome:** **Discount is applied (since MO is enrolled via BCG)**  
**Mailing is attributed to the MO**

Scenario 1G:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is 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  
**Outcome:** **Discount is applied (since MSP is enrolled via BCG)**  
**Mailing is attributed to the MSP**

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:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is not enrolled  
MSP Enrollment: MSP is enrolled (as MSP)  
eDoc By/For Sections: MSP uses MO **CRID** in the “for” section  
Permit Holder (Payee): MSP is the payee  
**Outcome:** **Discount is applied if the MSP is fully enrolled.**  
**MO is auto-enrolled**  
**Mailing is attributed to the MSP**

Scenario 2B:

MAIL SERVICE PROVIDER SUBMITS MAIL FOR MAIL OWNER

MO Enrollment: MO is not enrolled  
MSP Enrollment: MSP is enrolled (as MSP)  
eDoc By/For Sections: MSP uses MO **CRID** in the “for” section  
Permit Holder (Payee): MO is the payee  
**Outcome:** **Discount is applied if the MSP is fully enrolled.**  
**MO is auto-enrolled**  
**Mailing is attributed to the MO**

Scenario 2E:

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**  
**MO is NOT auto-enrolled if MID is used**  
**MO is auto-enrolled if CRID is used**  
**Mailing attributed to the MSP**

Scenario 2F:

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): MO 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 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

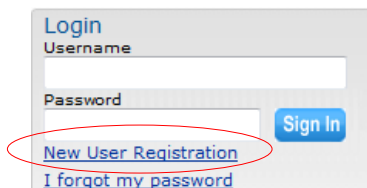
### 4.1 New Business Customer Gateway (BCG) Users

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 [BCG](#) and click on 'New User Registration'. The Business Customer Gateway URL is [gateway.usps.com](http://gateway.usps.com).



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:

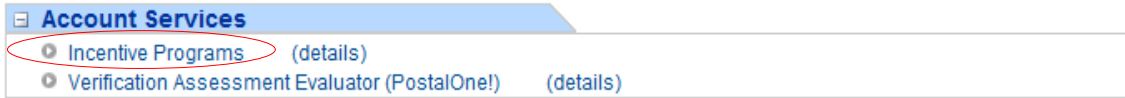


#### 4.2.1 Request Incentive Programs

1. Navigate to the BCG and sign in. 1
2. Double click the Request Access link at the top of the page



3. Double click on Incentive Programs



4. Verify all your Business Locations

Click on 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 button.

**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 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:

- 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; 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 [FAQ sheet](#).

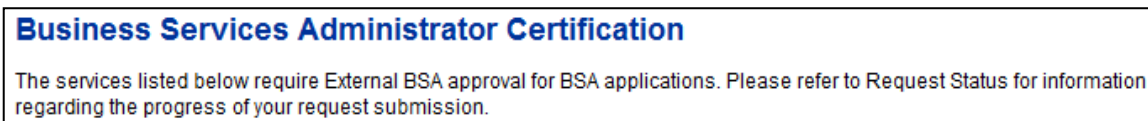


Figure 2 – BSA Certification Required

## 4.2.2 Request Manage Mailing Activity 2

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:

- 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.

### 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.

The screenshot shows the USPS account service interface. At the top left is the USPS logo with the text "UNITED STATES POSTAL SERVICE". At the top right are links for "USPS.COM | GATEWAY | HELP | SIGN OUT". Below the header is a blue and red decorative bar. A "Continue" button is visible on the right side of the page. The main content area has a "Welcome" heading and a prompt: "Identify yourself as either a Mail Owner or Mail Service Provider by selecting the corresponding radio button and clicking Continue." Below this prompt are two radio button options: "Mail Service Provider" and "Mail Owner". Underneath these options are two paragraphs of explanatory text. The first paragraph defines a Mail Service Provider (Mailing Agent) as a company that performs various functions on behalf of other companies. The second paragraph defines a Mail Owner as a company that has authorized a Mail Service Provider to act as its Mailing Agent.

**Figure 3: Mail Owner or Mail Service Provider identification**

#### 2. Verify your mailer identity

Select the *double-arrow* button  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.



**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 catalogs containing mobile-optimized coupons 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**

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testrankura  
ankura  
Raval  
TEST COMPANY (NEW)  
5 D NEW ADDRESS STREEET  
SILVER STONE NEW ADDRESS, AK 12340  
US  
8360304  
**Mail Owner (Not a MO?)**

**Filter Programs**

- Available Programs
- Enrolled Programs
- In Progress Programs
- Unavailable Programs

Filter

**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.**



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**

Available Programs  
 Enrolled Programs  
 In Progress Programs  
 Unavailable Programs

Program	Type	Status
Mobile Commerce and Personalization Promotion	I	ENROLLED

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 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.



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 catalogs containing mobile-optimized coupons 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.

[Mobile Commerce and Personalization Promotion](#)

This promotion provides a 2% discount on Standard and First-Class Mail letters, flats and cards that include a mobile barcode that can be read by a mobile device. The barcode must lead to a mobile optimized site allowing a purchase of a product/service, or a unique, web page tailored to each recipient.

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[Print a Label with Postage](#) >  
[Customer Service](#) >  
[Site Index](#) >

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**Figure 6: Incentive Program Selection.**

2. *Select the Begin Enrollment button*

To begin enrollment into the selected Incentive Program, select the  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.

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---

**Holiday Mobile Shopping Promotion**      **Enrollment Status: IN PROGRESS**      [Back to Incentives Home](#)

Enrollment Tabs

<b>Program Summary</b>	<b>Holiday Mobile Shopping Promotion</b> Overview
<b>Additional Contact Information</b> <i>Incomplete</i>	Marketing mail faces competition from alternate media. Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers and market their products and services. While these diversions are having an impact on mail volume, the U.S. Postal Service still offers value that consumers and businesses recognize. We believe that integrating mobile technologies and direct mail offers businesses even greater returns on investment. With the 2012 Holiday Mobile Shopping promotion, the Postal Service seeks to demonstrate how direct mail combined with mobile technology can be a convenient method for consumers to do their holiday shopping.
<b>Locations</b> <i>Incomplete</i>	<b>Program Description:</b>  The Holiday Mobile Shopping 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 mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile optimized shopping website. The mailpiece must contain text near the barcode or image that provides guidance to the consumer to scan the barcode or image. The text may also convey information about the landing page. The technology must lead the recipient to a webpage that allows the recipient to purchase an advertised product on the mobile device (the sale of services will not qualify).
<b>Payment Accounts</b> <i>Complete</i>	
<b>Program Assistance</b>	Mailers may also qualify for an additional 1% rebate on the postage of their qualifying mailings if a portion of their orders are fulfilled via Priority Mail® with Delivery Confirmation between November 9, 2012 and December 31, 2012. To help track and demonstrate Priority Mail volumes, mailers may optionally use the Holiday Mobile Shopping promotion code, "USPS2012HMSP", in Customer Reference ID fields in electronic documentation. Additionally the dedicated Holiday Mobile Shopping Promotion Mailer ID, "901098311", can be used in tracking barcodes.

Registration Period:      September 15 through November 21, 2012

Please review these documents to ensure that you are in compliance with all requirements.

Supporting Documents:  
[MSPIncentiveProgramsEnrollmentGuideV2.pdf](#)

**Enrollment Status - In Progress - 1 out of 4 steps completed**  
Please complete all of the steps below to enroll.

**Enrollment Steps (4)**

- [+] Additional Contact Information      - *Incomplete*
- [+] Locations      - *Incomplete*
- [+] Payment Accounts      - *Complete*
- [+] Certification      - *Not Available*

▶ [Show Additional Information](#)

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**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 will not 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**

---

**Additional Contact Information**  
Incomplete

---

**Locations**  
Incomplete

---

**Permit Accounts**  
Complete

---

**Program Assistance**

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](#).

Filter  by  for  [Filter](#) [Clear Filter](#)

Eligible Permits: Showing 1 - 5 of 5

Permit	CRID	Type	ZIP/Postal Code	CAPS
XXXXX	XXXXXX	MT	20005-2602	
XXXXX	XXXXXX	PC	20005-2602	
XXXXX	XXXXXX	MT	20005-2602	
XXXXX	XXXXXX	PI	20005-2602	
XXXXX	XXXXXX	PI	20005-2602	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

Ineligible Permits: Showing 1 - 8 of 8 [Next>](#)

Permit	CRID	Type	ZIP/Postal Code	CAPS
XXXXX	XXXXXX	PD	20005-2602	
XXXXX	XXXXXX	PP	20005-2602	
XXXXX	XXXXXX	PP	20005-2602	
XXXXX	XXXXXX	PE	20005-2602	
XXXXX	XXXXXX	PE	20005-2602	
XXXXX	XXXXXX	OI	20005-2602	
XXXXX	XXXXXX	BR	20005-2602	
XXXXX	XXXXXX	PE	20005-2602	

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.

The screenshot shows the USPS Gateway interface for the 'Holiday Mobile Shopping Promotion'. At the top, the USPS logo and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) are visible. The main header displays the promotion name and the enrollment status as 'ENROLLED', with 'Unenroll' and 'Back to Incentives Home' buttons. A sidebar on the left lists various sections: Program Summary, Additional Contact Information (Complete), Locations (Complete), Payment Accounts (Complete), Certification (Complete), Activity Report, and Program Assistance. The main content area contains a 'Certification Agreement' section with a detailed text block and two buttons: 'I Agree' and 'I Disagree'.

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**Holiday Mobile Shopping Promotion** **Enrollment Status: ENROLLED** [Unenroll](#) [Back to Incentives Home](#)

**Program Summary** To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

**Additional Contact Information** Complete **Certification Agreement:**

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the Holiday Mobile Shopping promotion as outlined in the Domestic Mail Manual and program requirements document available for download on the Incentive Programs description page. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I understand that, though enrolled, I am not required to participate and I can obtain details online at gateway.usps.com or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

**Locations** Complete

**Payment Accounts** Complete

**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 un-enroll, simply click on the <Unenroll> button. Refer to Figure 8.

The screenshot shows the USPS Gateway interface for the 'Holiday Mobile Shopping Promotion'. At the top, the USPS logo is on the left and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) are on the right. Below the header, the page title is 'Holiday Mobile Shopping Promotion'. A red oval highlights the text 'Enrollment Status: ENROLLED'. To the right of this text are two buttons: 'Unenroll' and 'Back to Incentives Home'. On the left side, there is a sidebar with three sections: 'Program Summary' (with a sub-link 'Overview'), 'Additional Contact Information' (marked 'Complete'), and 'Locations' (marked 'Complete'). The main content area under 'Program Summary' contains an overview paragraph and a 'Program Description' section.

**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 Start Date:  Mailing End Date:

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
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

Showing 1 to 4 of 4 entries

**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. **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 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. **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. 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 [postalone@email.usps.gov](mailto:postalone@email.usps.gov).

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 [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***

- 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. **Step 1.7** 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. Step 1.7.2 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. 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 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. Step 3.1 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. 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 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.