

USPS Incentives Program Office – Memorandum

Mobile Commerce and Personalization Promotion Refund Process Update

October 5, 2012

The Mobile Commerce and Personalization Promotion program, which ran July 1, 2012 through August 31, 2012, offered mailers an upfront 2% postage discount on qualifying mailings.

During the promotion, there were issues (see Table 1 below) which resulted in some customers not receiving the discount or receiving an improper discount at the time of mailing. Customers who were impacted by these issues have been notified.

A rebate process to provide the discount to impacted customers who did not receive the incentive discount at the time of mailing has been established. These rebates will automatically be generated by the *PostalOne!* system on October 12, 2012.

Adjustments (withdrawals) for customers who received an inappropriate discount requiring additional postage from permit accounts is planned to occur on October 29, 2012. Postage payment documentation was provided to these customers justifying this action.

Customers do not need to contact the Postal Service during this process. If customers do not receive a refund by November 5, 2012, and believe they were entitled to one, they should contact the Program Office at mobile.Barcode@usps.gov. The Program Office will assist such customers for resolution.

Table 1: <i>PostalOne!</i> System Issues	
Refunds	
<ul style="list-style-type: none"> • PS Form 3602 for Standard Mail, mailpieces identified in lines B5-B16 (DSCF entry, AADC presort) did not receive the incentive discount. Note this issue was corrected on July 16, 2012. 	
<ul style="list-style-type: none"> • Mail Acceptance clerks at the BMEU when entering the barcode type, IMb or POSTNET, the eligible postage statement lines did not receive the discount. 	
<ul style="list-style-type: none"> • When entering a postage statement for a precancelled stamp mailing, the available Postage Affixed options did not enable the incentive discount. 	
<ul style="list-style-type: none"> • When entering a postage statement for a metered mailing, the option for the Postage Affixed method of “Neither” to claim the incentive was not enabled. 	
<ul style="list-style-type: none"> • When the IMb and POSNET barcode was used in same mailing, the Postal Wizard system did not enable the appropriate barcode selection for mailings containing automation & non-automation mailpieces. 	
Withdrawals	
<ul style="list-style-type: none"> • When Mail.dat or Mail.XML was used to submit a job which includes shortage or spoiled pieces and where the incentive discount is claimed, the incentive amount was doubled. 	
<ul style="list-style-type: none"> • When Mail.dat was used to submit a job is for combined mail, the incentive was applied to all mailpieces when the generation variable was not used to correctly separate the mailpieces with the mobile barcode from the mailpieces without the mobile barcode. The entire mailing received the incentive discount. 	
<ul style="list-style-type: none"> • The <i>PostalOne!</i> system applied the incentive discount to Detached Address Lines inappropriately. 	
<ul style="list-style-type: none"> • The IMb was not identified in the electronic file submission for automation mailpieces. 	