



Overview

BRM/QBRM/IMbA

September 2022

Strengthening
the connection
between businesses
and their customers.



- Seamlessly collect responses from customers.

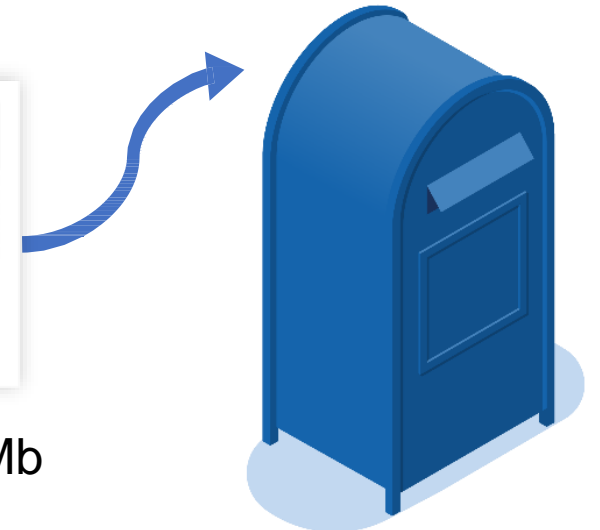
Potential Customers:

- Non-profit and Charitable Organizations
- Financial Institutions
- Periodicals
- Insurance Companies
- Political Organizations
- Utility Companies

IMb



QBRM Mailpiece with IMb



BRM/QBRM Overview



Business Reply Mail (BRM)

- First-Class & Priority Reply Mail
- Mailer pays the return postage and fees
- All Cards, Letters, Flats, and Parcel mail types allowed
- One ZIP+4 assigned for all mail types



Qualified Business Reply Mail (QBRM)

- Same as BRM with few exceptions
- Only Card and Letter mail types are allowed
- One ZIP+4 assigned for Cards
- One ZIP+4 assigned for Letters up to 3.5 oz
- Intelligent Mail barcode (IMb) Required
- Discounted pricing

Design Example



BRM Pricing Options 7/10/22

Business Reply Mail	High Volume Fees > 961	Basic Fees < 961 pieces
Annual permit fee (letters and flats)	\$275.00	\$275.00
Annual permit fee (parcels only)	0.00	0.00
Annual account maintenance fee	825.00	none
1-ounce letter price + per piece ¹	0.60 + 0.115	0.60 + .096
1-ounce flat price + per piece ¹	1.20 + 0.115	1.20 + 0.96
Parcels per piece fee ^{2,3}	0.115	0.96
Card price + per piece ¹	0.44 + 0.115	0.44 + 0.96

1. Use FCM—Retail prices for letters (stamped), cards, and flats; use Priority Mail retail prices for flats over 13 ounces.

2. Use FCPS—Retail prices for parcels; use Priority Mail retail prices for parcels over 13 ounces.

3. In addition to the applicable First-Class Mail, FCPS—Retail or Priority Mail retail price.

QBRM Pricing Options 7/10/22

New

QBRM Uniform Rate up to 3.5 oz.

New

Qualified Business Reply Mail	High Volume Fees > 171,000 pieces	Basic Fees > 613 pieces
Annual permit fee	\$0.00	\$0.00
Annual account maintenance fee	825.00	825.00
Quarterly Fee	2850.00	none
Up to 3.5 oz letter price + piece price	0.578 + 0.018	0.578 + 0.084
Card price + per piece	0.418 + 0.018	0.418 + 0.084

Benefits of QBRM and the Uniform Rate – 07/10/2022

Letters

- Single per piece rate for QBRM letters up to 3.5 ounces
 - One ZIP+4 assigned for letters up to 3.5 ounces
 - Reduces the likelihood that mailpieces will exceed the weight limit upon reply
 - Mail is invoiced and delivered quicker, improving customer experience
 - Opportunities to move High-Volume BRM to QBRM with migration to Intelligent Mail barcode Accounting (IMbA) for deeper discounts
- **Note:**
 - Basic and High-Volume BRM mail not affected by this change – only QBRM
 - All QBRM Cards will be assigned a unique ZIP+4
 - Flats and Parcels are not eligible for QBRM

Intelligent Mail barcode Accounting (IMbA)

MANUAL QBRM PROCESS
PERFORMED BY
ACCEPTANCE EMPLOYEE

Mail Entry Induction



QBRM ENTERS MAILSTREAM



AFCS APPLIES ID TAG

Fluorescent ID tag makes mailpiece uniquely identifiable

Verification



MANUAL COUNT

- Machinable QBRM
- Clerk manually counts and weighs mail
- EOR



INPUT DATA

Manually inputs QBRM data into *PostalOne!*

Invoice



GENERATE INVOICE

Manually generates invoice



PRINT INVOICE

Clerk prints invoice and places with mail for mailer pickup

AUTOMATED
QBRM PROCESS



QBRM ENTERS MAILSTREAM



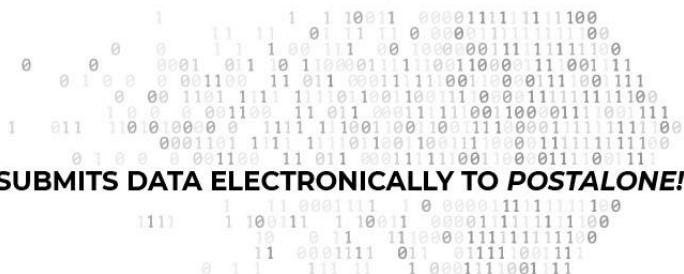
AFCS APPLIES ID TAG

Fluorescent ID tag makes mailpiece uniquely identifiable



AUTOMATIC COUNT

- IMbA counts each mailpiece
- Clerk counts non-machinable mailpieces



SUBMITS DATA ELECTRONICALLY TO POSTALONE!

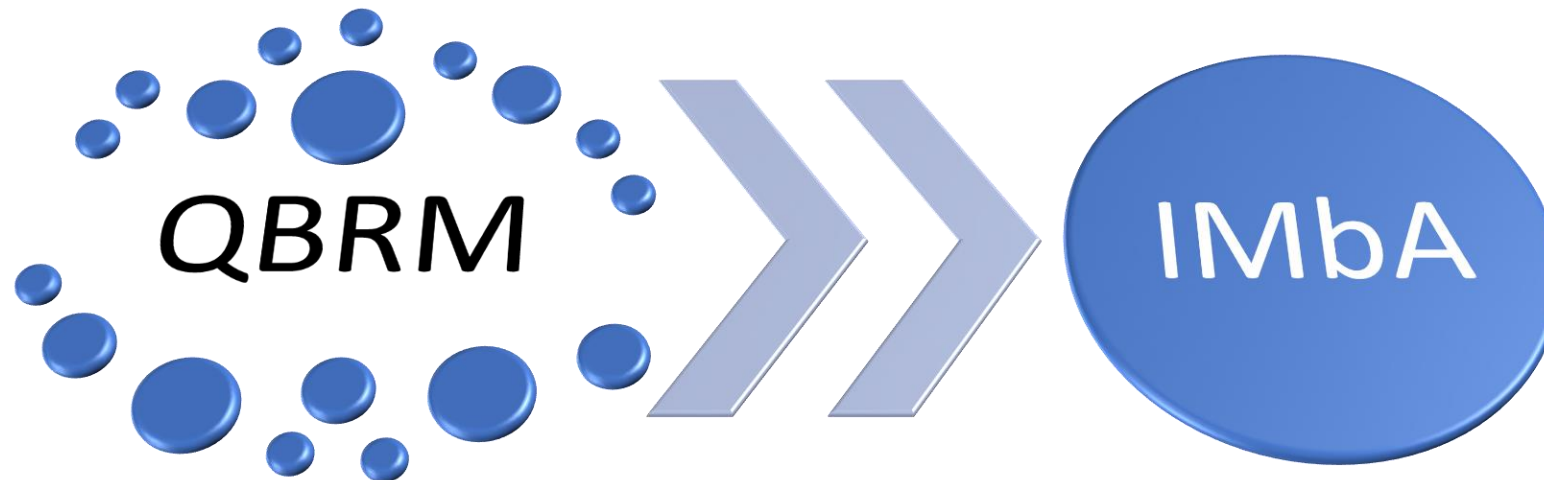


MAILER ACCESSES ELECTRONIC INVOICE

Mailer accesses invoice via *PostalOne!*

Intelligent Mail Barcode Accounting

Invoicing process overview



QBRM account is defined in PostalOne!

- Permit
- Mailer ID (MIDs)
- Destination (Unique Zip+4 such as 11733-9769)
- Product
 - Postcard - 00
 - 1 oz Letter - 01
 - 2 oz Letter - 02
 - Up to 3.5 ounces - 04
- 6085 Application and Approval Letter on file
- Account Maintenance Fees paid

Choose a Product Type

Postcard
Letter 1 oz.
Letter 2 oz.
Letter Up to 3.5 oz.

IMBA is defined in PostalOne!

- Check box indicator in Account Management
- QBRM STID identified in P1
- QBRM unique Product Details are added to Permit information

At activation of IMbA

- PostalOne! sends a message to IMBA requesting the account destination(s) to be activated and invoicing is set to Parallel mode
- Parallel Mode creates invoice requests but does not submit them to PostalOne! This allows the data to be reviewed so that anomalies can be addressed before live (Seamless)
- IMBA sends 9 digit ZIP code to IM-VIS system to request scan data
- IM-VIS sends All MPE scan data for the 9 digit ZIP code is sent to IMBA

Onboarding Logic Flow



PS Form 6805 (QBRM application) On File ☒ Yes ☐ No

Letter Approving Submitted Mailpiece On File ☒ Yes ☐ No

Letter Approving IBRS On File ☐ Yes ☒ No

CCA ☐ Yes ☒ No

QBRM Product Profile

IMbA ☒ QBRM MID QBRM STID

[Add QBRM Product Detail](#)

Product Type	Letter 1 oz.	ZIP Code	<input type="text" value="9959"/>
Product Type	Letter 2 oz.	ZIP Code	<input type="text" value="9960"/>
Product Type	Postcard	ZIP Code	<input type="text" value="9958"/>
Product Type	Letter 1 oz.	ZIP Code	<input type="text" value="9961"/>
Product Type	Letter 2 oz.	ZIP Code	<input type="text" value="9962"/>

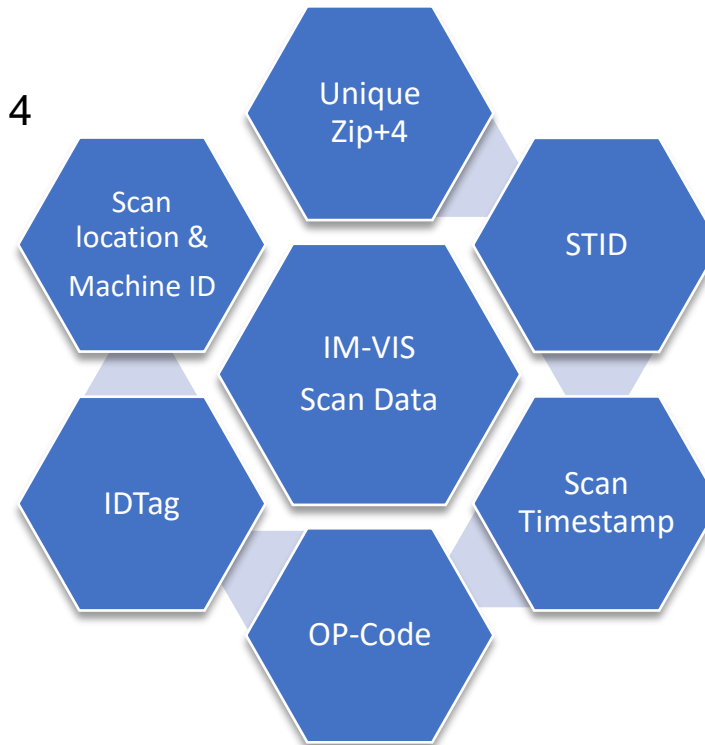
Scan Data

An IM-VIS filter has been set up requesting a specific sub-set of scan event data:

- fourstatecoderouting IMB or Unique Zip + 4
- fourstatecode tracking IMB such as STID 052
- Scan timestamp
- Op-code
- IDTag
- Scan location
- Equipment ID

IM-VIS sends a scan event data to IMBA

- For every mailpiece containing IMBA destination processed by an MPE
- In near real time mode
- IMBA matches scan events to accounts based on the 9 digit ZIP code in the data
- IMBA counts mailpieces based on unique fourstatecodetracking serial number or IDTag value

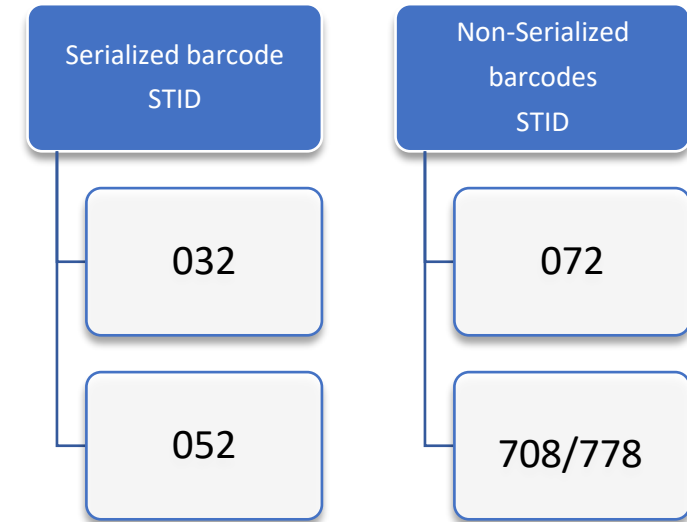


MPE ID	DBCS-006
OPERATION 1	897
SORT PLAN 1	JV68599U
TRACKING DATA SITE	68501
IDTAG	1654743337530920
POCKET NUMBER	14
ROUTING CODE	685019465
TIMESTAMP	06/08/2022T21:52:13
ZIP	685019465
FOUR STATE CODE ROUTING	68501946501
INTELLIGENT MAIL BARCODE	00708901 000000
POST NET	-
SCAN DATE	06/08/2022
MQ TIMESTAMP	06/08/2022T21:55:37

Filters are set to capture scan events for QBRM and VBM

- STID 032 and 052 are considered to contain unique IMb serial numbers by default
 - scan events are matched to a mailpiece based on serial number regardless of IDTag value (2 pieces run in the machine. Front with barcode and back with IDTag)
 - Default serial number designation can be overridden by individual destination (052 without unique serial numbers and invoiced based on IDTag matching)
- STID 072, 708,778 are considered to be non-serial numbered by default
 - If non-unique serial number STID, scan events are match to a mailpiece based on the IDTag value.
- A STID of 000 is treated to be an IMb mis-read but still considered QBRM based on ZIP code
- Scan events without IDTag data or an unique IMb serial number, cannot be matched to a specific mailpiece are ignored
- Mailpiece records are active for a 30 day period. After 30 days, scan events with the same serial # or IDTag will create a new mailpiece record.

Scan to Mailpiece Matching



IDTag	Intelligent Mail barcode	First Time Stamp	Last Time Stamp	First Tracking Site	Last Tracking Site
2022112400002100	00-708-901-002101-75083-9900-01	11/24/2022T05:32:35	11/24/2022T05:32:45	75099	75099
2022112400001900	00-708-901-000000-75083-9900-01	11/24/2022T05:32:15	11/24/2022T05:32:25	75099	75099
2022112400001700	00-708-901-000000-75083-9900-01	11/24/2022T05:32:05	11/24/2022T05:32:05	75099	75099
2022112400001600	00-708-901-000000-75083-9900-01	11/24/2022T05:32:00	11/24/2022T05:32:00	75099	75099
2022112400001300	00-708-901-000000-75083-9900-01	11/24/2022T05:31:35	11/24/2022T05:31:45	75099	75099

Mailpiece Invoicing

As the scan data is processed, mailpieces are marked “as ready for invoicing” based on a positive ID event.

- A scan at the mailpiece’s final processing site.
- Three scans at any combination of processing sites.
- Mailpieces scans without unique identifiers (serial numbers or IDTag) are ignored

Invoices are created once a day

- The invoice time can be set based on the final *processing site* (example Memphis P&DC 330AM)
- a “rerun” adjustment may be applied if necessary.

Destination: 60053- -01

Scan Collection: ACTIVE ▾ Since: 06/09/2022 Update Scanning

Effective Date (MM/DD/YYYY):

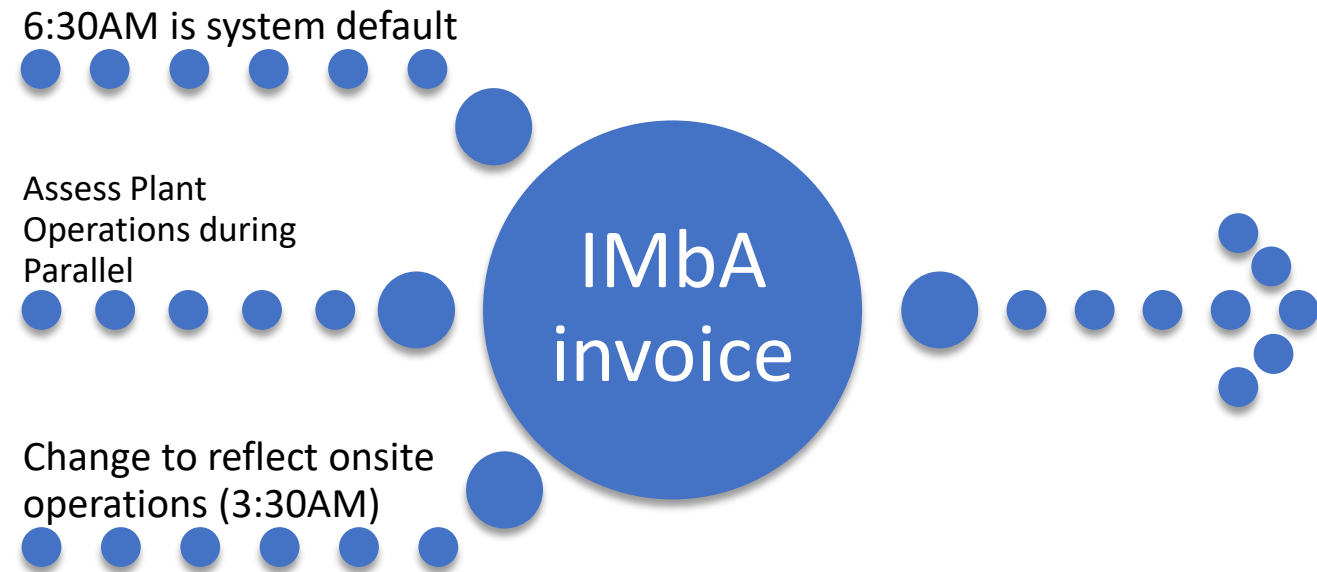
Invoice Generation: ACTIVE ▾ Since: 06/09/2022 Update Invoicing

Effective Date (MM/DD/YYYY):

Invoice Processing Mode: SEAMLESS ▾ Update Processing Mode

IMBA Count vs Physical Count

- Will likely differ on a day by day basis
- Due to:
 - Differences between IMBA invoicing time and physical processing time. When a site is set to 630AM default invoice time. The Remittance is completed at 330AM. The difference of 3 hours in mail processed will roll from day to day.
 - IMBA marks pieces as invocable when positive ID rule is met, physical mailpieces may be delayed before being given to mailer (delays in dispatch to delivery units)
 - On rare occasions, the electronic scan records are delayed (Fire or Plant closure)
- Over the long run, the IMBA and physical counts will align
 - Analyzed prior to and after deployment of IMbA
 - EOD piece counts (Manual) vs IMbA piece counts



Issues That Can Effect Counts

- Use of serial numbered STIDS (e.g. 052) on pieces but without unique serial numbers in the IMb. Since pieces are identified by the unique serial number, this will result in a low piece count.
- Barcodes do not contain accurate destination
- Poor quality barcodes
- Use of QBRM 9 digit ZIP code on non-QBRM mail
 - Scans without a STID (STID 000) are considered to be QBRM mail because they are going to the QBRM destination. Therefore, they will be invoiced.

Mailpiece Invoicing



Business Reply Mail Resources at a Glance



Business Reply Mail (BRM)



Qualified Business Reply Mail (QBRM)

Purpose	Allows mailers to provide recipients with a prepaid method for replying to a mailing, increasing the response rate from customers.	
Uses	Recommended for smaller expected return volumes	Recommended for larger expected return volumes
Sign Up	Mailing & Shipping Solutions Center mssc@usps.gov / (877) 672-0007	
Types of Mail Allowed	All Cards, Letters, Flats and Parcel mail types	Only Card and Letter mail types
Domestic Mail Manual (DMM)	505.1.1.1	505.1.1.3
Pricing	View Notice 123 for basic and high volume BRM and QBRM pricing information: https://pe.usps.com/text/dmm300/notice123.htm	

Additional Tools and Resources

Business Customer Gateway:
<https://gateway.usps.com>



Find Certified Vendors and Providers:
<https://postalpro.usps.com/certifiedmsps>



Postal Pro™:
<https://postalpro.usps.com/>



Scan this QR code to view a
chart detailing the available
Special Services.



**Mailing & Shipping Solutions Center
(MSSC) Help Desk**
Monday – Friday, 7am – 7pm CST
1-877-672-0007
MSSC@usps.gov



QUESTIONS?