Business Customer Gateway (BCG) and Registering For Promotions/Incentive Programs

How to Enroll

USPS® promotions and incentive programs can play a powerful role in an integrated marketing campaign, helping to drive sales and deliver a solid ROI for businesses. Each program requires enrollment through the Business Customer Gateway (BCG). Once you enroll in a program, you'll gain access to reporting that enables you to track the success of the program throughout the promotion period.

New BCG Users

If you don't have a business account with USPS, you'll need to create one.

1. Go to the BCG at https://gateway.usps.com
2. Click Register for free.
3. Enter the required information: username, password, security questions, name & basic contact information. If you have a Customer Registration ID (CRID), enter it here. Click Create Account. If you do not have a CRID, you will automatically be assigned one.
4. You'll receive an automatic email confirming that your business account/CRID has been activated. Now you can log into the system and enroll for incentive programs using the steps for existing BCG users.
5. After activation of your business account/CRID, follow the steps below for the Existing BCG Users.

Existing BCG Users

Business account holders can go directly the enrollment process.

1. Log into the BCG at https://gateway.usps.com
2. Select **Mailing Services** from the left menu of the main page.
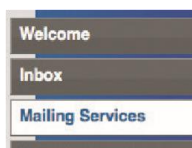
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3. Go to **Incentive Programs** in the list displayed and click **Go to Service**. (If you do not have access to the Incentive Programs already, click **Get Access** to submit your access request.

4. Click the name of the program you would like to enroll in and then click **Begin Enrollment**.
5. To complete enrollment, click **Incomplete** next to each of the listed steps and follow the prompts to complete them.
    a. **Additional Contact information** – Enter information for an alternative primary contact to complete this task.
    b. **Locations** - Review your participating mailing locations (CRIDs) and verify their accuracy by clicking I **Agree**.
    c. **Permit Accounts** - Verify the permit accounts associated with the participating business locations. Visit this tab at least once to complete the task.
    d. **Certification** (if applicable) - Review and accept the legal agreement to participate in the program.

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Making Changes to Your Account/CRID

If you need to add a permit or location after you are already enrolled in a program or midway through the process, follow the directions below to ensure that you can populate the eDoc with the newly added permits/locations and get the discount.

Adding a Permit

Once you add a permit to one of your participating CRIDs, either during or after enrolling in a program, you will need to verify that it has been linked to the appropriate location before you will receive the discount. Click **Mailing Services** on the BCG Welcome screen, then find **Manage Permits** in the displayed list. Click **Go to Service**, then click the desired location.   At the bottom of the screen is a list of the permits associated with this location. It may take up to 30 minutes for newly added permits to appear in the list.

Once the permit is linked to the location go back to the Incentive Programs page from **Mailing Services**. Click the program name you are enrolling for and click **Permit Accounts** to verify that the newly added permit appears.

Adding a Location

To add a new location (CRID) during or after enrollment, click Manage Account from the BCG Welcome screen, then click Add a Location. We recommend using the CRID if you know it, because it is the most accurate way to 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.)

After adding a location, you must refresh your profile to verify the location is now linked. To refresh, log out of the BCG completely and close your browser window. Reopen your browser and log back in to the BCG. Go back to the enrollment page for the program (**Mailing Services** > **Go to Service** next to Incentive Programs > program name). Click Locations. Verify that the newly added location is listed and that the Enrollment Method column says "Online" for that location. Click I **Agree**.

Activity Reporting

Once you have completely enrolled in a program, the Activity Report tab will appear below Certification on the enrollment screen. The content in this section will differ depending on whether you are a Mail Service Provider or a Mail Owner. Report categories, some of which may not apply, include award start and end dates, volume (total pieces mailed), discount amounts, mailing date, permit number, permit type, and number of postage statements.

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Frequently Asked Questions (FAQs)

Q. What is the difference between requesting access to Incentive Programs and requesting access to a specific program?

A. Requesting access to Incentive Programs overall authorizes you to determine who can access specific programs on behalf of your company. Once your access to Incentive Programs has been granted, you can then select the specific programs your company would like to participate in.

Q. What happens if I request to become Business Service Administrator (BSA) for a specific program and there is no designated Incentive Program BSA?

A. If there is no BSA already designated for Incentive Programs, the BSA for Manage Mailing Activity will need to approve BSA requests for those programs. If there is not already a BSA for Manage Mailing Activity when you are requesting access to Incentive Programs, you can become the BSA for Manage Mailing Activity, and your request for Incentive Programs will be approved automatically. You can opt not to assume the BSA role, but then you will have to wait until the Incentive Programs BSA approves your request.

Q. For which locations should I become the BSA?

A. We recommend that you become the BSA for a service and location if there isn't already an existing BSA for that combination. You should not become the BSA if there is someone else at your company who should manage other users' access to the service. If a service requires BSA approval, there must be a BSA for your company's mailing locations before other people at your company can access the service for those locations.

Q. What is the "Pending External BSA" error message?

A. If you see this message during enrollment, it means that your request requires approval from the BSA of Manage Mailing Activity. If you don't know who that is for your company,

please contact the *PostalOne!®* Help Desk at 1-800-522-9085 or postalone@email.usps.gov to request the person's name and contact info. Please provide the CRID and BCG service you're requesting access to.

Q. **Where can I see the CRID of a location I requested a service for?**

A. From the BCG Welcome screen, go to Manage Account > Manage Locations. All locations associated with your account will be displayed, along with the CRID.

Q. **Where can I view my access to business services?**

A. From the BCG Welcome screen, go to Manage Account > Manage Services. All services with current status will be displayed. If you have more than one location on your account, use the location drop-down menu to select the location you want more information about.

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

A. Sign in to the BCG and go to Manage Account > Manage Services. Find Incentive Programs on the displayed list and check the status column to the right to see whether your request has been approved. If you have more than one location on your account, use the location drop-down box to select the location you want more information about.

Q. **When enrolling in a program, what if I don't see my permit listed in the Permit Accounts section?**

A. You can link a permit to a program manually. From the BCG
Welcome screen, go to Mailing Services > Go to Service next to Manage Permits. From the list of authorized locations, click the one you want to link the permit to. Click the Permit Validation tab, located below Business Location Information. Fill in the account number, account type, ZIP Code™ where you opened your permit, and the dollar amount of a recent transaction. Click Validate. If you are unable to link your permit, call the *PostalOne!®* Help Desk at 1-800-522-9085.

All of the User Guides are available on PostalPro https://postalpro.usps.gov/promotions

Revision History

Date	Section	Reason For Revision	Version
1-7-2019	Entire Document	Changed format	2
1-7-2019	Entire Document	Updated from RIBBS to PostalPro	2