## Document Change History

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Introduction

The purpose of this user guide is to walk you through the enrollment process for incentive services in the pre-production environment.

Finding additional information

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

- Promotions and Incentive Programs documentation on PostalPro
  https://postalpro.usps.gov/promotions

- Incentive Programs Service User Guide (for Mail Owners)
  https://postalpro.usps.gov/promotions

- Business Customer Gateway User Access Guides

1.1 Additional Assistance

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

1.2 Document Conventions

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

1.3 Key Terminology


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.

New Business Customer Gateway (BCG) Users

1. Navigate to the BCG: https://gateway.usps.com
2. Click on Register for free
Note: Accessing and enrolling in the Pre-Production Environment for Incentives requires a Business Customer Gateway (BCG) account.

3. Create a user name, password and two security questions, name and contact info

4. Choose a method to enter business location and enter appropriate information

5. Choose from list of possible addresses or original entry if necessary. After reviewing the Privacy Policy, click on “Create Account” and a confirmation email will be sent to the email address you provided.
You will be given access to Incentive Programs as part of the core suite of USPS Business Services referenced mid-page.

6. Clicking “Continue” will take you to a confirmation page.

Figure 4: Choose an Address
7. Once you have setup your account, you will be able to use your Production user name and password to access the Pre-Production environment for Enrollment.

**Steps for Existing Business Customer Gateway (BCG) Users**

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

1. Navigate to the BCG: https://gateway.usps.com
2. Enter your user name and password in the fields provided.

*Note: You will be able to use your production user name and password to access incentive programs.*
3. From the Welcome page, click on "Manage Account" on the left-hand navigation tab.

4. Click on "Add Location" on the Manage Profile page if you want to add another location to your existing account.

![Sign In screen](image)

![Add New Location to existing Profile](image)
5. For a new business location, enter business name and address and click “Search”.

6. For an existing location, enter your CRID and click “Continue”.

7. The system will return a list of similar addresses. Select the radio button on the right that matches your new location and click on “Continue”.

8. If you cannot find the right address, click “Use this address as you entered it” link.
9. Confirm your business location by clicking on "Confirm Add Location".
10. The core suite of USPS Business Services includes Incentives. Select the radio button and press “Continue with Selection”.

**Figure 11: Existing Business Location**

**Figure 10: Confirm Add New Location**
11. The core suite of services may be found by clicking the USPS Business Services link which includes Incentive Programs.

12. If you choose to custom select a service, be sure to check the Incentive Programs box.
Add Services for your Business Location

Business Services are tools that can help you to make better use of all that the Postal Service has to offer.

- I'd like to be given the core suite of USPS Business Services (Recommended)

With these services, you'll be able to:
- Prepare, track and monitor your mailings
- Manage Mailing IDs and Permits
- Simplify Full Service Mailing and Customer Returns
- Target Areas with direct mail
- Send and Manage Large Shipments
- Order Mailing and Shipping Labels
- Enroll for Shipping Services
- Generate Mail and Transaction History reports
- Stay on top of USPS Promotions and Incentive Programs

- I'd like to customize select services for my Business Location.

Figure 14: Select Incentive Programs
13. You might have the option to become the Business Service Administrator (BSA) for a USPS business application or service that does not currently have a BSA assigned.

14. Clicking “Continue” takes the user to a confirmation page.

![User Agreement]

If you are the first user to request a service for your location, you can become the **Business Service Administrator (BSA)** of that service. You would be responsible for managing that service for any future users, controlling who can and cannot use it at your business location.

**Do you agree to become the BSA for any service that doesn't already have one assigned?**

- Yes
- No

By clicking Continue, you agree to the [terms and conditions](#) of the Business Customer Gateway.

![Continue]

**Figure 15: Request for BSA**

15. Business location was successfully added to your account. You can now view a list of services you have access to, including Incentive Programs. 16. Clicking “Continue” will return you to the Manage Account page.
B. Figure 16: Added Business Location Successfully

1. From the Mailing Services page, select Incentive Programs.

   Figure 17: Incentive Programs

2. On the Incentives Home page click on the incentive name you would like to enroll in.
Begin Enrollment

1. To begin enrollment into the selected Incentive Program, select the button located at the top right corner of the page.
2. Follow the Enrollment Tasks

3. As you complete each task, the system will display the task as “Complete”. Some Enrollment tasks become available only after other tasks have been completed.

Additional Contact Information Tab

The Additional Contact Information page allows you to save contact information for an alternative primary contact and for a technical contact. You are required to enter information for the alternative primary contact to complete this task.
Locations Tab

The Locations page 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. The information displayed is based on the locations you have access to in BCG.
Payment Accounts Tab

The Payment Accounts page allows you to review the permits that are associated to your registered business locations. If a permit is added to one of your participating CRIDs in the PostalOne! Pre-Production environment, you must wait 30 minutes for the new permit to display on the page. Once you have verified your permits, you must finalize your permit selections before the Award Claim Period begins. You can do so by clicking on the <I Agree> button.
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”.

Figure 23: Payment Accounts Screen for discount-based Incentives

Certification Tab
Figure 24: Certification

Incentive Program Activity Reporting: Discount-based Incentives

Once completely enrolled, a new tab is displayed below the Certification tab. If you have both MSP (Mail Service Provider) and MO (Mail Owner) CRIDs, you will be able to view both reports, however, if you have only MSP CRIDs you will be able to view the MSP Activity report. Whether you are a Mail Service Provider or a Mail Owner, you should now see the Activity Report tab. The content in the Activity Report is different for the MSP and Mail Owner to provide MSPs and Mail Owners with information that is relevant to each.

Mail Owner Activity Report

The top section of the Mail Owner Activity Report - Activity Summary - displays a summary view of the aggregate Volume (Total Pieces), Discount Amount, and Total Postage associated to the program in real-time.

As a Mail Owner, you can see how much you have saved up until that point in time. Refer to the figure below
Activity Report

Activity is updated on a daily basis. Each mailing date reflects a daily total mailing activity.

<table>
<thead>
<tr>
<th>Award Start Date</th>
<th>Award End Date</th>
<th>Threshold (pieces)</th>
<th>Volume (pieces)</th>
<th>Discount Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/17/2012</td>
<td>08/31/2012</td>
<td>0</td>
<td>2,000</td>
<td>($6.78)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>2,000</td>
<td>($6.78)</td>
</tr>
</tbody>
</table>

Figure 25: Mail Owner Activity Report

The bottom section (Detailed Activity) displays a more detailed view aggregated by day and by permit so that each row represents daily total mailing activity for each permit. Additionally, the information is displayed separated into sections corresponding to mail classes (i.e., First-Class, Standard, Non Profit). For every day of the promotion and for each permit in the Permit Holder field, the report aggregates the data and displays the Number of Postage Statements generated from that permit and the following permit information: Permit Number, Permit Type and Finance Number. Additionally, it displays the Volume (Pieces) and Discount Amount. Refer to Figure 26.

Please read the content that follows for a more complete description of the information displayed in the Detailed Activity section.

Figure 26: Detailed Mail Owner Activity Report

**Mailing Date:** The mailing date is populated in the eDoc. It may or may not correspond with the date of eDoc submission.

**Number of Postage Statements:** The number of postage statements generated from that permit on that Mailing Date.
**Permit Number and Permit Type:** The permit number and permit type of the permit for that row (the permit in the Permit Holder field in the eDoc).

**Volume (pieces):** The total number of pieces, including non-discounted pieces, in all postage statements for the permit for the mailing date. This number includes pieces that didn’t qualify for the discount.

**Discount Amount:** The aggregate amount discounted off of the 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).

**MSP (Mail Service Provider) Activity Report**

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 a 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.

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 was 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 28.

Please read the content that follows for a more complete description of the information displayed in the Detailed Activity section.
Figure 28: Detailed Activity

<table>
<thead>
<tr>
<th>Mailing Date</th>
<th>CRID</th>
<th>Company</th>
<th>Permit Number</th>
<th>Permit Type</th>
<th>Total Pieces</th>
<th>Discount Amount</th>
<th>Total Postage</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/21/2012</td>
<td>XXXX796</td>
<td>CLIENT C</td>
<td>557</td>
<td>PI</td>
<td>1,000</td>
<td>($3.00)</td>
<td>$193.05</td>
</tr>
<tr>
<td>07/01/2012</td>
<td>XXXX796</td>
<td>COMPANY A</td>
<td>781</td>
<td>PI</td>
<td>1,000</td>
<td>($2.00)</td>
<td>$139.15</td>
</tr>
<tr>
<td>08/21/2012</td>
<td>XXXX796</td>
<td>COMPANY B</td>
<td>781</td>
<td>PI</td>
<td>1,000</td>
<td>($3.00)</td>
<td>$193.05</td>
</tr>
<tr>
<td>07/01/2012</td>
<td>XXXX796</td>
<td>COMPANY A</td>
<td>781</td>
<td>PI</td>
<td>1,000</td>
<td>($2.00)</td>
<td>$139.15</td>
</tr>
</tbody>
</table>

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.

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**My Activity Report (Consolidated MO/MSP Activity Report)**

Users who enroll in a new incentive will see only one report moving forward (Post May 17th, 2015) – My Activity Report. The report displays the consolidated data elements for both the MSP and MO.
Figure 29: My Activity Report

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).

**Company:** The Company name associated to the CRID from the CRID column.

**Postage Statement ID:** The sequence number of the respective postage statement; a unique identifier that facilitates finding postage statement.

**Mail Class:** The mail class of the pieces associated to the respective postage statement.

**Permit Number, Permit Type, & Finance Number:** 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 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 power 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 elected 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 (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.

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 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 gain access to 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.

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 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 “My Company” and “My Company 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).

**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](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. CRIDs are assigned by the USPS. Locations, which are not currently in our system, mean 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.

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 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) for Incentive Programs?*
   Become the Incentive Programs BSA of a location if you are elected by your company to perform this role. The Incentive Programs BSA must approve all requests from other users to gain access to the service. As a result, there must be an Incentive Programs BSA for each location that you wish to register in the Incentive Programs service.

   When requesting to become Incentive Programs BSA for a location, the request will be pending until the BSA for Manage Mailing Activity (MMA) for that location approves your request. If there is no BSA for Manage Mailing Activity, you can request this role. The request to become MMA BSA is approved automatically by the system when the role is vacant. If already pending, your request to become Incentive Programs BSA will be approved immediately by the system. Otherwise, if you are not to assume the Incentive Programs BSA role, you will have to wait until the Incentive Programs BSA approves your request.

5. **Step 1.7.2 Become the BSA for Manage Mailing Activity**
   a. *Why could it be required?*
   The Manage Mailing Activity BSA must approve all users' requests to become Incentive Programs BSA. This contingent approval was put into place in the form of a human decision that could have otherwise been an automatic approval by the system. This dependency 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.