

EARNED VALUE MSP REGISTRATION WEBINAR ON FEBRUARY 8, 2013 WEBINAR QUESTIONS AND ANSWERS

When I went to register for Earned Value my permit number linked to our BRM's MID & CRID # which states it is inactive for this program. The permit # I'm referring to is where our BRM postage due money is taken directly out of. Will the \$.02 credit be sent to another one of our permit #'s?

No, the Earned Value credit needs to be sent to your outbound mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail® letters and flats. You will need to go back to the Earned Value Incentive and choose one of the following Permit types to receive the Earned Value credit: Permit Imprint, Metered, Pre-cancelled, OMAS Metered, or OMAS Permit Imprint.

Is this promotion only available to Mail Service Providers or can mail owners participate?

Mail Service Providers and Mail Owners can participate in the Earned Value Incentive Promotion.

Can a mail owner use the Mail Service Provider's permit for the rebate? Meaning, if the mailer does not have or use a mailing permit can the earned value rebate go to the Mail Service Provider's permit?

Yes, a mail owner can use the Mail Service Provider's permit for the rebate. This is an arrangement that needs to be discussed between the mail owner and the Mail Service Provider. Please refer to page 19 in the Earned Value Incentive Program User Guide for additional information.

How is the credit calculated?

At the end of the promotion, the award value assigned to BRM will be multiplied by total BRM pieces scanned and the award value assigned to CRM will be multiplied by the total CRM pieces scanned.

Earned Value Calculation

Earned Value = \$0.02 x Total BRM Pieces Scanned

Earned Value = \$0.02 x Total CRM Pieces Scanned

What if the mail owner has their own permit number but the Mailer ID that is used in the IMb is the Mail Service Providers. Can the mail owner sign up directly and use the Mail Service Provider's Mailer ID?

No, the mail owner will need to work with the Mail Service Provider to enroll in the Earned Value Promotion.

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Is it possible to create separate mailer ID's for the separate mailings that will be processed using one permit?

Yes, multiple mailer ID's can be used however these mailer ID's must be contained in the IMb on the reply mail piece.

Does the BRM STID go on the return envelope or on the original outgoing mail piece?

No, the BRM STID does not go on the BRM mail piece on the original outgoing mail piece.

What is RIBBS?

RIBBS is the Rapid Information Bulletin Board System on the United States Postal Service National Customer Support Center. This is where you can quickly locate the mailing services you need. You may access RIBBS at: <https://ribbs.usps.gov/>.

If the registration period is 1/1/2013 to 3/31/2013, how can a Mail Service Provider use the last registration scenario that showed a date of July 15?

Scenario 4: The Mail Service Provider enrolls in the Earned Value Promotion and selects their client's permit. This functionality will be available on July 15, 2013. In the interim the MSP enrolls a valid permit number and if the MSP plans to change the permit number then they will be able to do this on July 15. We recommend the MSP informs the Post Office of this intent.

How can I get help getting the appropriate BRM and CRM artwork?

Camera ready artwork is available on usps.com at no charge. To use this option, mailers will need a MID and a BRM Permit issued by a Post Office with the PostalOne! System. You may access this camera ready artwork by going to <https://abrm-prod.usps.com/ABRM/landing.do> and logging in. The user name and password are the same as the Business Customer Gateway. New users may need to register.

Another option is the PC-based software that enables mailers to create the IMb artwork in-house can be purchased through a number of vendors. Mailers who choose this option should also consider purchasing a scanner to confirm the accuracy of the barcode. A list of vendors can be found online:

https://ribbs.usps.gov/intelligentmail_mailpieces/documents/tech_guides/USPSIMB_Resources_List.pdf.

Where can I get the contact information for the program office?

You may reach the Earned Value Program Office by emailing us at earnedvalue@usps.gov.

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Are Non-Profits eligible to participate in the promotion?

Yes, Non-Profits are eligible to participate in the promotion.

What types of mailings can we apply our rebate credits on?

The types of mailings that you can apply your rebate credits on are future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail® letters and flats paid from the Permit account where the Earned Value credit was applied.

Do I need to show the Post Office anything on my outgoing mail?

No, you do not need to show the Post Office anything on your outgoing mail.

Just to confirm that the only time you will offer the .02¢ rebate is between the timeframe of April 1 to June 30th. The Earned Value credit period ends on June 30th?

Yes, the Earned Value Promotion period is from April 1, 2013 – June 30, 2013. The rebate credit is earned on Reply Mail (i.e., BRM/QBRM, CRM) that is scanned by the IM-VIS system during the promotion period April 1, 2013 through June 30, 2013. Rebate credit will not be earned on pieces scanned after June 30, 2013 even if the outbound mail piece was sent prior to that date. Additionally, a credit cannot be earned for reply pieces that do not contain an IMb.

Is this tracked by the Business Reply Mail and Courtesy Reply Mail scans only?

The Business Reply Mail and the Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the Mailer ID encoded to qualify. All qualifying reply mail must contain an Earned Value Promotion preregistered MID.

Since my MID is part of the IMB, does that suffice for tracking?

Yes, the Business Reply Mail and the Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the Mailer ID encoded to qualify. All qualifying reply mail must contain an Earned Value Promotion preregistered MID.

How do I participate if I am an Origin IMb Tracing customer?

Origin IMb TRACING customers who want to participate in the promotion and whose MID does not appear in the IMb on their CRM and BRM mail pieces, will need to:

- Register their IMb Tracing MID and Permit account in the Business Customer Gateway
- Download and complete a form located on RIBBS if the Origin IMb Tracing MID is not encoded in the IMb on the BRM and CRM pieces

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- Enter the MIDs used to participate in IMb TRACING, CRIDs, and your ZIP™ information. These are the ZIP+4® or ZIP+4+2 that are encoded in the IMb on your BRM and CRM
- Email the completed form to the Program Office at:
EarnedValue@usps.gov

I've heard that you the only way to obtain the credits on a mailing statement you must use EDoc. Is this true, no paper statement?

Yes, EDoc is required with the "RR" code to access the credit, whether it is a Meter, Permit Imprint, Precancelled, OMAS Permit Imprint, or OMAS Meter.

Does the Earned Value credit go directly to the permit account registered to the MSP?

Two scenarios that the Earned Value credit would go to the Permit account registered to the Mail Service Providers are:

- The Mail Owner is the participant in the Earned Value Promotion, the Mail Owner is using their own MID, and they have chosen the Mail Service Provider's Permit account
- The Mail Service Provider is the participant in the Earned Value Promotion, the Mail Service Provider is using their own MID, and the Mail Service Provider has chosen their own Permit account

How do credits get applied to a meter permit or a precancelled permit?

EDoc is required with the "RR" code to access the credit, whether it is a Meter, Permit Imprint, Precancelled, OMAS Permit Imprint, or OMAS Meter.

Will there be a need to change the mail piece design to qualify?

There will only be a need to change the mail piece design if the reply piece does not contain the MID and the Earned Value Promotion preregistered MID.

As a Mail Service Provider can I enroll my client's MID and client's Permit, instead of my MID and my Permit and have to change in July?

Is there a way to read an IMb on an already printed reply mail pieces to see if the Mailer ID is correct?

You will be able to read the IMb on a printed reply piece if you have a scanner that can read the IMb. If you do not have a scanner that reads the IMb you can use the Decoder / Encoder on RIBBS at: <https://ribbs.usps.gov/index.cfm?page=encodertool>

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Most of our reply postage is taken out of our CAPS account. How will the credit be applied for a CAPS account?

The earned credit can only be transferred to a Permit account.

Should I be registering the standard mail permit account or the BRM permit account for the earned value in order for the credit to be applied?

The following are the types of Permit accounts that you may choose to receive the Earned Value credit: Permit Imprint, Metered, Pre-cancelled, OMAS Metered, or OMAS Permit Imprint.

If I am a first class presort bureau how does this work?

Two scenarios that the Earned Value credit would go to the Permit account registered to the Mail Service Providers are:

- The Mail Owner is the participant in the Earned Value Promotion, the Mail Owner is using their own MID, and they have chosen the Mail Service Provider's Permit account
- The Mail Service Provider is the participant in the Earned Value Promotion, the Mail Service Provider is using their own MID, and the Mail Service Provider has chosen their own Permit account

Is there a limit as to how many Mailer permits may be registered?

For the Earned Value promotion, you may only select one Permit account.

Will there be a help line for support with enrollment?

Yes, please email your questions to the Earned Value Program Office at: earnedvalue@usps.gov.

Will we be notified when the credit has been applied to the permit balance? Or will we just have to watch the balance after the program has finished?

Yes, the Program Management Office will send you an email letting you know when the credit will be applied to your permit.

Where is the guide available?

The Earned Value Reply Incentive Program User Guide is available on RIBBS at: https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/current/EarnedValueReplyMailIncentiveProgramGuide.pdf

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Since we already have CRM and BRM mail pieces returned will they automatically be picked up by the readers starting April 1?

No, your CRM and BRM mail pieces will not automatically be read by the Intelligent Mail[®] Visibility (IM- VIS) system. Mailers must register their Mailer IDs (MIDs), and the Permit account to which future earned credits will be applied on the Business Customer Gateway to participate.

Can you send me a link to the posted slides when they are available?

The recording of the Earned Value MSP Enrollment webinar and the presentation slides are posted on RIBBS at: <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>.

Why is the United States Postal Service offering a rebate or why is this promotion being offered when the United States Postal Service is in such a financial condition?

The 2013 Earned Value Reply Mail Promotion is intended to slow the decline of First-Class Mail[®], Business Reply Mail[®] (BRM) and Courtesy Reply Mail[™] (CRM) pieces as their volumes continue to decline along with other Single-Piece First-Class Mail.

What about mail owners who use a presort house and have a "ghost" permit? How will we get our "credit" since a "ghost" permit holds no revenue? Are we ineligible for this?

The credit will be applied to one of the following Permit accounts: Permit Imprint, Metered, Pre-cancelled, OMAS Metered, or OMAS Permit Imprint.

When registering our customer's that mail out using our postage franking permits, do we enter our customer's current MID that is already embedded in their IMb on their Customer Reply Envelopes and Business Reply Envelopes?

Yes, you can register your customer's MID that is already embedded in their IMb on their Customer Reply Envelopes and Business Reply Envelopes.

In the thirteen slide can we choose a different permit for each of the customer's MID's? Each customer does different postage types, stamping vs. metering vs. indicia...

For the Earned Value promotion, you may only select one Permit account.

Is there an option to receive a check in lieu of postage credits?

No there is not an option to receive a check in lieu of postage credits.

Does the Permit Imprint have to be the same as the outgoing mail?

No, the Permit Imprint does not have to be the same as the outgoing mail.

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Will it work if a Permit Imprint account is linked to a CAPS Payment account?

Yes, the Permit Imprint account can be linked to a CAPS Payment account.

So I understand the credit will be applied to a permit other than the BRM permit?

Yes, the credit will be applied to one of the following Permit accounts to receive the Earned Value credit: Permit Imprint, Metered, Pre-cancelled, OMAS Metered, or OMAS Permit Imprint.

Are you saying that the return mail has to have an IMb?

Yes, the return mail has to have an IMb.

Does our mail have to have the specific STID's stated in the slides in the IMB in order for these pieces to be counted towards the reward program?

Yes, your reply pieces that are being returned need to be populated with the following IMb fields: Barcode Identifier, Service Type Identifier, Mailer ID, Serial Number, and Routing Code.

Most of the mail we produce as an MSP is mailed by a presort house under their permit, but does that permit have to be linked to a CAPS account?

The Earned Value promotion does not require that the permit account selected be linked to a CAPS account.

Is the promotion for April and June only? Or April, May, and June?

The Earned Value Promotion is April, May, and June 2013.

Can the credit be applied to a permit that is a CAPS account?

No, the credit can not be applied to a permit that is a CAPS account.

We are a mail service provider, even if the return mail is not addressed to return to us (we mail the bills for utility customers), but include a courtesy reply returning to those utility companies. Are we eligible?

Yes, you or the mail owner must register the MIDs on the CRM pieces encoded with the IMb.

Is the Permit account that I enter in the registration only used for collecting the credit?

Yes, the Permit account that you enter is used for collecting the Earned Value credit.

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Does each CRM and BRM need an IMb?

Yes, each CRM and BRM needs an IMb.

Can the credit be applied fully to one mailing or does it have to be split?

The credit can be applied to one mailing or you can use it for a number of mailings.

We use our own MID on all of our customers' mail. Will we receive the scan data so we can determine how much of the credit goes to each customer?

No, you will not receive the scanned data by the MID.

Is there a way to enroll at the local PO vs. using the BCG?

No, you need to enroll using the BCG.