
Program Plan

for

Full-Service Technology Credit (Tech Credit)

Version 3.0

**Prepared by
Mail Entry & Payment Technology**

November 26, 2012

Table of Contents

1. Introduction.....	3
2. Tech Credit Eligibility Management.....	3
Qualification	3
List Generation & Management	4
List Generation	4
List Adjustments & Exceptions	5
Notification & Inquiry Process	5
3. Communication Plan.....	7
Training and Communications for External Customers	7
Ongoing Communications.....	7
Appendix A: Tech Credit Inquiry Process.....	8
Appendix B: Online Account Creation Process.....	13

1. Introduction

In order to encourage mailers to convert to full-service, the Postal Service is offering a Full-Service Technology Credit.

This document presents the plan for program management and communications for the Full-Service Tech Credit program. The Tech Credit program is proposed to run from June 2013 to June 2014. This plan is designed to identify the processes involved in the administration of the Tech Credit and to ensure effective external communication regarding the program.

2. Tech Credit Eligibility Management

Qualification

All mailers will be considered for the Tech Credit Program, regardless of current full-service status. Qualification is based on full-service eligible mail volume, which includes any volume that is presently being mailed as full-service. A Tech Credit-qualified list will be generated using mail volume from Fiscal Year 2012 (October 1, 2011 – September 30, 2012). This list will include all business locations (as identified by a CRID) that exceed 125,000 pieces of qualifying mail volume according to the program’s eligibility criteria.

To determine the level of qualifying mail volume for each CRID, the following guidelines will be used:

- The mail volume for Fiscal Year 2012 will be used in the evaluation.
- Mail volume associated with each permit, as defined in the “Permit Holder” and “Mailing Agent” fields on a postage statement, will be evaluated. (See Figure 1)
- Permit types will include Permit Imprint, Metered, Precanceled Stamp, OMAS Imprint, OMAS Metered, Periodicals, and Ghost.

Mailer	Permit Holder's Name and Address and Email Address, If Any	Telephone	Name and Address of Mailing Agent (If other than permit holder)	Telephone	Name and Address of Individual or Organization for Which Mailing is Prepared (If other than permit holder)
	Permit Holder		Mailing Agent		
	CAPS Cust. Ref. No. _____				
	CRID _____		CRID _____		CRID _____

Figure 1 – Postage Statement fields

- The following full-service eligible mail products will be considered as qualifying mail volume:
 - First-Class Mail Automation Letters, Cards, & Flats
 - Standard Mail Automation Letters & Flats
 - Includes Automation Enhanced Carrier Route (ECR) Letters, ECR High-Density & Basic Flats
 - Does not include Saturation Flats
 - Periodical Automation/Barcoded Letters & Flats
 - Includes ECR Letters & Flats

-
- Bound Printed Matter (BPM) Barcoded Flats
 - Each qualified CRID will be eligible to redeem a Tech Credit based upon its aggregated qualifying mail volume across all permits.
 - When determining a mailer's qualifying volume, each CRID will be considered as a "Permit Holder" OR as a "Mailing Agent". These volumes will not be combined and the higher of the two volumes will be used.
 - The total qualifying volume of all permits associated to the CRID will be aggregated and used to determine if the CRID meets the volume thresholds to qualify for a Tech Credit.
 - Volumes for all permits associated to a CRID will be aggregated to determine the Tech Credit postage credit amount. Each CRID that exceeds 125,000 annual mail volume (total of all qualifying volume from all eligible permits in FY12 evaluation time period) will be eligible to redeem one Tech Credit, as follows:
 - 125,001 – 500,000 Full-Service eligible pieces = \$2000 postage credit
 - 500,001 – 2,000,000 Full-Service eligible pieces = \$3000 postage credit
 - 2,000,000+ Full-Service eligible pieces = \$5000 postage credit
 - Each eligible CRID will be able to redeem one (1) Tech Credit only.
 - In the event there are multiple CRIDs identifying the same business location that have linked permits, only the CRID with the highest qualifying volume will be eligible to redeem the Tech Credit.

List Generation & Management

The Tech Credit Eligibility List will be generated based on Fiscal Year 2012 mail volume. All CRIDs and associated permits that exceed the minimum qualifying volume threshold will be contained on this list. The Eligibility List may be updated as a result of reviews, inquiries, and corrections. Once finalized, this list will be referenced by the *PostalOne!* system when qualifying statements are submitted to determine eligibility for a Tech Credit amount to be applied.

List Generation

Fiscal Year 2012 mailing data will be extracted from the *PostalOne!* system to produce the Tech Credit Eligibility list. The following permit types will be evaluated and aggregated at the CRID-level for list generation:

- Permit Imprint (PI)
- Metered (MT)
- Precanceled Stamps (PC)
- OMAS Imprint (OI)
- OMAS Metered (OM)
- Periodicals (PE)
- Ghost (GH)

Important Note: Only permits that are contained on the Tech Credit Eligibility List will be able to draw down from a CRID's Tech Credit amount on qualified statements during the redemption period. The inquiry process, described later in this document, may be used to validate eligibility for the Tech Credit.

List Adjustments & Exceptions

Adjustments to the original Tech Credit Eligibility List may be made based on internal reviews and customer inquiries. If discrepancies are identified during these processes, they will be reviewed by the Payment Technology team. If it is determined that an adjustment should be made, the Eligibility List will be updated.

Exception Process

Exception processes will be managed through the *PostalOne!* Help Desk. These scenarios include, but are no limited to, the following:

- **Editing list of permits eligible to redeem a Tech Credit**
 - Only permits that are contained on the Tech Credit Eligibility List will be able to draw down from a CRID's Tech Credit amount on qualified statements during the redemption period.
 - A customer may add or remove permits from their list of permits that are eligible to redeem a Tech Credit without affecting their qualifying volume amount.
 - Permits that are not contained on the Eligibility List, even if linked to a qualified CRID in *PostalOne!*, will not be able to redeem a Tech Credit amount without contacting the *PostalOne!* Help Desk
- **Moving Tech Credit amounts between CRIDs**
 - A single business entity may shift Tech Credit amounts between business locations (as identified by each CRID)
- **New permit fee waiver**
 - A paying permit is required in order to redeem a Tech Credit on a qualified statement.
 - A business location that does not have a paying permit will have the option of opening a paying permit for that location – all fees will be waived.

To make an exception request, customers may contact the *PostalOne!* Help Desk according to the Tech Credit Inquiry guidelines described in the next section.

Notification & Inquiry Process

Upon finalization of the Tech Credit Eligibility list, business locations that have been determined as eligible for a Tech Credit will receive a letter notification at the address associated to their CRID(s). This notification will include:

- Business location name and address
- CRID
- Amount of Tech Credit
- Instructions on redemption
- Contact information for questions
- Tech Credit Overview document

There will be information on the Tech Credit Program posted on RIBBS and the Business Customer Gateway (see Figures 2 and 3 in Appendix A). This information will provide an overview of the program and the eligibility requirements as well as the process for customers to make an inquiry if they believe their Tech Credit eligibility status is inaccurate.

The Inquiry Process will allow mailers to request information regarding their eligibility for a Tech Credit. Mailers will initiate the inquiry process by using the Tech Credit inquiry tool (see Figure 4 in Appendix A). The Tech Credit inquiry tool will be accessible via the Tech Credit Information page on the Business Customer Gateway (BCG). This page can also be accessed via RIBBS. The inquiry process allows a mailer to submit their business location information and responses to three profile questions via the online tool.

If the mailer is logged in to the BCG when they access the Inquiry page, their business location information will be pre-populated on the Inquiry page. In addition to business location information, mailers will be prompted for responses to the following three questions:

- 1) Do you have a business location that mailed more than 125,000 eligible pieces from Oct. 1, 2011 through September 30, 2012?
 - Answers – Yes/No
- 2) How do you expect to qualify for a Tech Credit amount? (If you have qualifying volume as both, select “Mailing Agent”)
 - Answers – Permit Holder or Mailing Agent
- 3) Do you or someone at your business have a Business Customer Gateway account with the USPS?
 - Answers – Yes/No/I Don't Know

Note: Customers who do not have a Business Customer Gateway account for their business location(s) may reference Appendix B for instructions on how to create an online account.

Once this information has been submitted, the inquiry tool will prompt the user to download a template (see Figure 7 in Appendix A) to input permit information. Mailers will receive a confirmation email (see Figure 6 in Appendix A) notifying them that their inquiry has been received. Once completed, the template may be emailed to the *PostalOne!* Help Desk. Customers will receive an email reply with the results of the analysis, qualification status, and the amount of the Tech Credit (if qualified) once their inquiry has been reviewed.

This reply email will include the following elements:

- Qualifying volume for all permits
- Aggregate qualifying volume for each CRID
- Eligible Tech Credit amount per CRID, based on qualifying volume

Reviews are targeted to be completed within ten (10) business days.

Screenshots of the Tech Credit Inquiry page, Confirmation page/email and template can be found in Appendix A. Instructions on Business Customer Gateway account creation can be found in Appendix B.

3. Communication Plan

This section describes the communications approach for external customers. Multiple venues and media will be leveraged to ensure external customers are aware of the Tech Credit program, eligibility criteria, and credit redemption process.

Training and Communications for External Customers

To prepare customers for the Tech Credit implementation, a series of training and communications events will be conducted.

The following eligibility notification process will be used for external customers:

- Letter notification to all eligible customers
- Messaging regarding the finalization of the Tech Credit Eligibility list will be distributed to the industry via the Help Desk and RIBBS.
- It is important to note that no mailer needs to opt-in or register for the Tech Credit program. USPS will consider all CRIDs for the program

Ongoing Communications

We will continually communicate with the mailing industry to ensure that new information is distributed regarding the Tech Credit Program and any updates to eligibility, as needed.

Appendix A: Tech Credit Inquiry Process

The following screens depict the Tech Credit Inquiry process:

- Business Customer Gateway Homepage: <https://gateway.usps.gov>

The screenshot displays the Business Customer Gateway homepage. At the top left is the United States Postal Service logo, and at the top right are links for USPS.COM, GATEWAY, and HELP. A red horizontal bar spans the width of the page below the header.

The main content area is divided into several sections:

- Business Customer Gateway:** A welcome message and a description of the portal's services. To the right is a login form with fields for Username and Password, a Sign In button, and links for New User Registration and I forgot my password. Below the text is a three-star rating system.
- Intelligent Mail Barcode:** An image showing a mail sorting machine with the text "Intelligent Mail Barcode Unique Identity of a Mailpiece".
- Design & Prepare:** A list of services including Electronic Data Exchange (PostalOne!), Intelligent Mail Small Business (IMsb) Tool, Online Enrollment, Intelligent Mail Services, Mailer ID, and STAMPS NOW.
- Mail & Transport:** A list of services including Centralized Account Processing System (CAPS), Customer/Supplier Agreements (CSAs), USPS Package Intercept, Customer Label Distribution System (CLDS), and Schedule a Mailing Appointment (FAST).
- Track & Report:** A list of services including ADVANCE, Manage Mailing Activity, Track & Confirm, Delivery Confirmation, Product Performance Reports, and Tech Credit Program. The Tech Credit Program link is highlighted with a red box.
- Customer Support:** A section with a dropdown arrow.

Figure 2 – Business Customer Gateway link

- RIBBS Latest News: <https://ribbs.usps.gov/index.cfm?page=intellmaillatestnews>

The screenshot shows the RIBBS website interface. At the top left is the United States Postal Service logo and the text 'National Customer Support Center'. The main header features the 'RIBBS' logo. A navigation bar includes links for Home, Site Index A-Z, Site Index by Topic, Locators/Lookups, Document Locator, and Contact Us. The main content area is titled 'Intelligent Mail® Services Latest News' with a 'Printable View' link. A left sidebar lists various services like Latest News, Business, Customer Gateway, etc. The main article is titled 'Full-Service Technology Credit' and discusses a program for mailers. A blue box titled 'Important Links' contains several links, with 'Full-Service Tech Credit Program' highlighted with a red border. To the right, a blue box titled 'IMPORTANT UPDATES' contains information about the NCSC moving its office location and the discontinuation of POSTNET barcode services.

Figure 3 – RIBBS link

- Tech Credit Inquiry Page

Back Customer Service USPS Mobile Register / Sign In

USPS.COM

Business Customer Gateway: Tech Credit Inquiry

This site is intended to enable customers to submit an inquiry regarding their Full-Service Tech Credit eligibility. Please complete the information below and include any additional information in the comments box.

Please note that your contact information will automatically populate if you have logged-in to your Business Customer Gateway (BCG) account via <https://gateway.usps.com>. You may log-in to your BCG account or create a new BCG account by selecting the "Register / Sign In" options at the top right of this page.

After you click the "Submit" button, you will be prompted to download a template to provide your permit information. This permit information can be emailed separately and will be used to research your inquiry. Additional instructions will be provided via email once you have submitted this inquiry.

Thank you for your interest in the Tech Credit.

* Indicates a required field

User Information

*First Name

*Last Name

*Company

*Address Line 1

Address Line 2

*City

*State

*ZIP™ Code

*Country

*Business Phone (no dashes)

*Email Address

Additional Information

*1. Do you have a business location that mails more than 125,000 eligible pieces annually?

Yes

No

*2. How do you expect to qualify for a Tech Credit amount?

As a "Permit Holder" (payer of postage)

As a "Mailing Agent" (Mail Service Provider)

*3. Do you or someone at your business have a Business Customer Gateway account with the USPS?

Yes

No

I Don't Know

4. Add Comments (not required for submission)

Please read our [privacy policy](#).

Privacy Act notice: The information you supply will be used to provide you online registration capability for internet-based services, and to provide those services. Please be aware that this service is voluntary, but that requested information is required to provide the service. Collection of information for this service is authorized by 39 U.S.C. 401, 403, & 404. We do not disclose your information without your consent to third parties, except to facilitate the

Figure 4 – Tech Credit Inquiry page

- Tech Credit Inquiry Confirmation Page

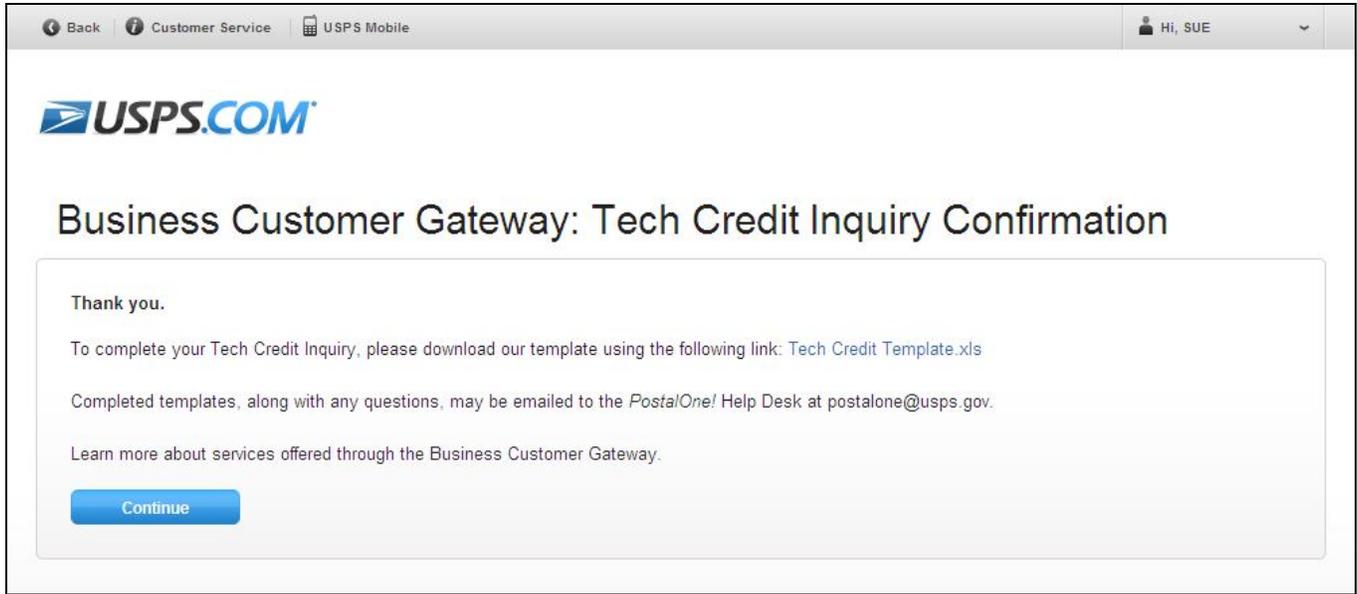


Figure 5 – Tech Credit Inquiry confirmation page

- Tech Credit Inquiry Confirmation email

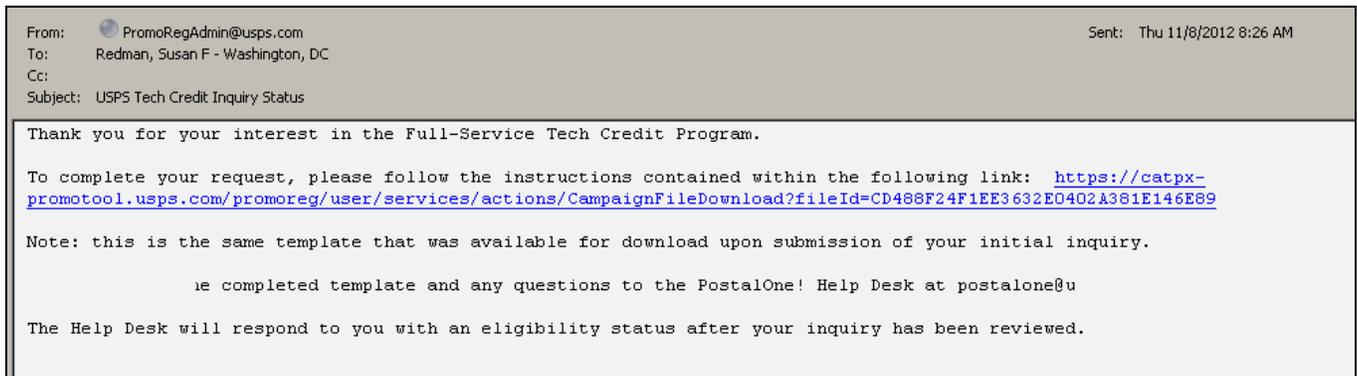


Figure 6 – Tech Credit Inquiry confirmation email

- Tech Credit Eligibility Template

USPS - Tech Credit Eligibility Inquiry Template

First Name:

Last Name:

Request by Company Name & Address OR **Request by CRID** AND **Permit Profile**

#	Company Name	Address	City	State / Province	ZIP / Postal Code	Country	#	CRID	Post Office Where Permit is Held					
									Permit Type	Permit Number	City	State	ZIP (Optional)	
1	TEST COMPANY	123 Main Street	Washington	DC	20260-5601	United States	1	6413252	1	PI	1	Washington	DC	20260-5601
2							2		2					
3							3		3					
4							4		4					
5							5		5					
6							6		6					
7							7		7					
8							8		8					
9							9		9					
10							10		10					
11							11		11					
12							12		12					
13							13		13					
14							14		14					
15							15		15					

Figure 7 – Tech Credit Eligibility Template

Appendix B: Online Account Creation Process

1. Access BCG by going to:
<https://gateway.usps.com>

2. Click on the New User Registration link on BCG Main Page



Create a Business Account Profile

The screenshot shows the 'Create a Business Account Profile' form. The form is divided into three main sections: 'Account type', 'Create a username & password', and 'Pick Two Security Questions'. The 'Account type' section has a radio button for 'Business'. The 'Create a username & password' section includes a 'Pick a Username' field with a 'CHECK THIS NAME' button, a 'Pick a Password' field with a 'Password Strength' indicator showing 0% strength, and a 'Re-Type Password' field. The 'Pick Two Security Questions' section includes a 'Pick Your First Security Question' dropdown menu, a 'Your Answer' field, and a 'Re-Type Your Answer' field with a 'CONFIRM FIRST SECURITY ANSWER' button.

3. Begin by creating a Business Account Profile. Enter the requested information, as shown to generate a business account username and password.

Create a Business Account Profile

- Once all the information has been entered, click the **Create Account** button located on the bottom right of the screen.

* indicates a required field

Enter Your Name			Enter Your Address			Enter Your Phone Number		
Title Select			*Country UNITED STATES			*Type *Phone Ext. US		
*First Name	M.I.	*Last Name	*Company Name			Type	Fax	
						US		
Suffix Select			*Street Address			*Enter Your Email Address		
			Apt/Suite/Other					
			*City			*Re-Type Your Email Address		
*State Select			*ZIP Code™			Can we contact you? Get communications from USPS and our partners.		
						<input type="checkbox"/> From USPS <input type="checkbox"/> From USPS Partners		

Please read our privacy policy.

Privacy Act notice: The information you supply will be used to provide you online registration capability for internet-based services, and to provide those services. Please be aware that this service is voluntary, but that requested information is required to provide the service. Collection of information for this service is authorized by 39 U.S.C. 401, 403, & 404. We do not disclose your information without your consent to third parties, except to facilitate the

 **Create Account**

Completed Registration



- Once you are registered, the above screen will appear. Wait a few seconds and the screen will automatically update so that you can then select the Business Services you wish to be accessible to your account.

Adding Services to Your Account

6. You will see a list of the available business services. Click on **“Manage Mailing Activity”** to add the service to your account. This will allow you to view your Full-Service reports.

Intelligent Mail® Small Business (IMsb) Tool requires the access to following three (3) business services:

- Manage Mailing Activity
- Mailer ID
- Intelligent Mail® Small Business (IMsb) Tool

Online Enrollment requires the access to following three (3) business services:

- Manage Mailing Activity
- Mailer ID
- Online Enrollment

To search for a specific service, enter a key word about that service and then click the **Submit** button for a customized result set.

Locate service where Service Name contains:

- Small Business Services**
 - Select Multiple Services (details)
- Account Services**
 - Incentive Programs (details)
 - Verification Assessment Evaluator (PostalOne!) (details)
- Design & Prepare**
 - Intelligent Mail Small Business (IMsb) Tool (details)
 - Mailer ID (details)
- Mail & Transport**
 - Customer Label Distribution System (CLDS) (details)
 - Customer/Supplier Agreements (CSAs) (details)
 - Schedule a Mailing Appointment (FAST) (details)
 - Transportation Location Service (TLS) (details)
- Mailing Services**
 - Audit Mailing Activity (PostalOne!) (details)
 - Every Door Direct Mail (details)
- Shipping Services**
 - Manage Electronic Return Activity (PRS) (details)
 - Manage Electronic Verification Activity (eVS) (details)
 - Manage Scan Based Payment Activity (SBP) (details)
 - Online Enrollment (details)
- Web & Reports**
 - Manage Mailing Activity** (details)

Associate the Service with a Location

7. The service you selected now appears. Notice that the CRID was automatically created behind the scenes when you selected your service(s) from the previous screen. Click on the checkbox to associate this service with this location and click on “Next”.

Select Business Locations

Select at least one business location to associate to a service. This enables you to access the data for that business location.

You have selected the following online service:

Service

Manage Mailing Activity

is linked with a business location that is not shown in the table below, click the **Add Location** button to add a new location to your profile.

After you have entered all of the desired business locations, attach them to the business service by selecting the check box next to each business name, and then click the **Next** button.

Click the **Cancel** button to return to the previous screen.

Existing Business Locations

	Business Name	CRID	Address	City	State/Province	ZIP/Postal Code
<input checked="" type="checkbox"/>	KOL	8484289	701 YOUNG DR	NEW LENOX	IL	60451-3331

Confirm Adding a Service

- Review the information and confirm your selection to associate this service with this business location.

Add a Service

Review the information below and click the **Confirm** button to complete the request.

Click the **Back** button to go to the previous page or the **Cancel** button to return to the **Select a Business Location** page.

Service

Manage Mailing Activity

Business Locations

Business Name	CRID	Address	City	State/Province	ZIP/Postal Code
KOL	8484289	701 YOUNG DR	NEW LENOX	IL	60451-3331

[< Back](#) [Cancel](#) [Confirm](#)

BSA Request

9. When creating a new user account, if no one from this location has previously logged in and accepted the overall BSA role, you will be prompted to accept it. **If you do not accept it, all requests for services will be pending and you will be unable to proceed until someone accepts this role.**

Business Service Administrator Approval

The Business Service Administrator (BSA) role must be in place to manage requests for access to a business location(s).

Click the **No Thanks** button if you do not want to assume the BSA role. Your request for access will be placed in a queue until the BSA role is filled. The BSA for this location will act on all requests for access to this Business Service.

Please review the following Terms and Conditions:

CONTENTS

- Section 1 GENERAL
- Section 2 TRANSACTION TERMS
- Section 3 USPS OBLIGATIONS
- Section 4 PARTICIPANT OBLIGATIONS
- Section 5 PARTICIPANT LIABILITY
- Section 6 GENERAL TERMS AND CONDITIONS
- Section 7 PRIVACY ACT
- Section 8 USER RESPONSIBILITY STATEMENT
- Section 9 EXECUTION

This Agreement entered into between the United States Postal Service® ("Postal Service" or "USPS") and Participant describes the terms and conditions pertaining to the Participant's participation in and use of Postal Service computer systems as described and authorized by the USPS. These terms and conditions are subordinate to, and do not supersede, any provisions of the Domestic Mail Manual (DMM®) or any other regulations or rulings of the USPS applicable to mail presented pursuant to this Agreement or any other service agreement Participant has with the Postal Service.

WHEREAS, the USPS provides computer systems to a company for the submission of electronic files,

WHEREAS, Participant may designate representative(s) of such company who desires and enables its Users to access USPS computer systems.

By selecting this box, I agree to the USPS Online Agreement.

Please select which of the following companies for which you wish to become the BSA:

	Business Name	CRID	Address	City	State/Province	ZIP/Postal Code
<input checked="" type="checkbox"/>	KOL	8484289	701 YOUNG DR	NEW LENOX	IL	60451-3331

BSA Access Granted

Business Service Administrator (BSA) Access Granted

You have been granted BSA privileges for the following business location(s):

Business Name	CRID	Address	City	State/Province	ZIP/Postal Code
KOL	8484289	701 YOUNG DR	NEW LENOX	IL	60451-3331

10. After accepting the BSA role, the above screen will appear. Click "Continue" to advance to the BCG home page where you will be able to request a MID.

BCG Welcome Screen

11. You're now the authorized online user for your business location!

12. Click "Manage Permits" to link your existing permits to your CRID.

Contact the *PostalOne!* Help Desk at postalone@usps.gov for assistance.

The screenshot displays the PostalOne! Dashboard interface. At the top, there is a navigation bar with links: Profile >>, Request Access >>, Request Status >>, Request Inbox >>, and Manage User Access >>. The main content area is divided into several sections:

- Business Customer Gateway:** A section with a description of online services and a note about access options. It includes an image of a person using a laptop with the text "PostalOne!® Dashboard" overlaid.
- Your Account Settings:** A sidebar on the right showing "Welcome Sally" and links for Profile, Request Access, Request Status, User Management, Request Inbox, and Manage User Access.
- Account Services:** A list of services including Balance & Fees (PostalOne!), Manage Permits (PostalOne!), Incentive Programs, and Verification Assessment Evaluator (PostalOne!).
- Design & Prepare:** A list of services including Automated Business Reply Mail, Intelligent Mail Services, Mailer ID, Electronic Data Exchange (PostalOne!), and Intelligent Mail Small Business (IMsb) Tool.
- Mail & Transport:** A list of services including Centralized Account Processing System (CAPS), Customer/Supplier Agreements (CSAs), Schedule a Mailing Appointment (FAST), Customer Label Distribution System (CLDS), Mail Transport Equipment Ordering System (MTEOR), and USPS Package Intercept.
- Mailing Services:** A list of services including Audit Mailing Activity (PostalOne!) and Every Door Direct Mail.
- Shipping Services:** A list of services including Manage Electronic Return Activity (PRS), Manage Scan Based Payment Activity (SBP), Manage Electronic Verification Activity (eVS), and Online Enrollment.
- Track & Report:** A list of services including ADVANCE, Product Performance Reports, Delivery Confirmation, and Track & Confirm.
- Tools & Wizard:** A list of services including Dashboard (PostalOne!) and Postal Wizard (PostalOne!).
- Customer Support:** A section at the bottom with a support icon.