

Seamless Incentive

Information regarding eligibility, rules, and requirements for the Seamless Incentive



WHAT IS THE INCENTIVE?

A rate incentive is defined as: “a discount that is not a workshare discount and is designed to increase or retain volume, improve the value of mail for mailers, or improve the operations of the Postal Service.”

The Seamless Incentive provides an incentive to electronic documentation (eDoc) submitters for adoption of the Seamless Acceptance program. The incentive allows these eDoc submitters to receive a Seamless Acceptance incentive of \$0.001 or \$0.002 for the pieces that qualify for Full-Service prices in the mailing, provided the eDoc submitter has an Enterprise Payment Account (EPA) that is used for the incentive.

The total of the incentive is calculated as follows:

All eligible First-Class Mail cards, letters and flats and Marketing Mail letters and flats will be given a \$0.002 incentive. All eligible Periodicals letters and flats and BPM flats will continue to receive a \$0.001 incentive. The total number of eligible pieces multiplied by \$0.001 or \$0.002 will be the total Seamless Incentive for a given mailing.

WHO IS ELIGIBLE?

Seamless mailers who have adopted the Seamless Acceptance program are eligible. To obtain this status, the customer must be an eDoc submitter with a qualified Seamless Customer Registration ID (CRID) and an Enterprise Payment Account. They must also be registered in *PostalOne!* and have a CRID status of “Seamless Acceptance” (migrating to Seamless is defined as a CRID status changing from “None” or “Seamless Parallel” to “Seamless Acceptance”). Additionally, the Seamless Incentive can only be used if the mailing qualifies for the Full-Service Discount (i.e., pieces must qualify for Full-Service in order to qualify for the Seamless Incentive). **Note:** Seamless Parallel does not qualify for the discount.

HOW ARE INCENTIVE FUNDS RECEIVED?

The incentive is deposited into the Enterprise Payment Account that corresponds with the permit enrolled for the incentive. Trust accounts are credited upon postage statement finalization, and ACH debit accounts will receive the incentive as a daily aggregate at 6:00 pm EST every evening. The ability to use the money deposited as an ACH credit is based on when the mailer’s bank makes the funds available.

HOW CAN INCENTIVE FUNDS BE USED?

There are no restrictions on how the funds can be used. The funds may be withdrawn from the Enterprise Payment Account or used to fund future mailings.

ADDITIONAL INFORMATION

- Minimum Incentive must be \$2.00 (min. 1,000 pieces) per First Class and Marketing Mail statement.
- Minimum Incentive must be \$1.00 (min. 1,000 pieces) per Periodical and Bound Printed Matter statement.
- Mailers need BSA or Payment Manager role in EPS and need to be the BSA for Manage Mailing Activity for the CRID they are enrolling.
- More information about the Seamless Incentive can be found on PostalPro: <https://postalpro.usps.com/seamless-incentive>

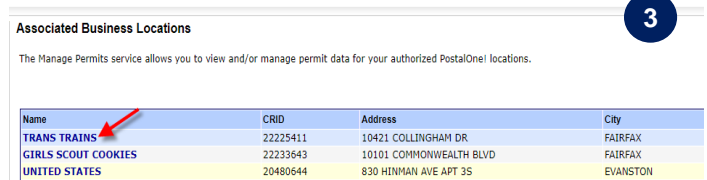
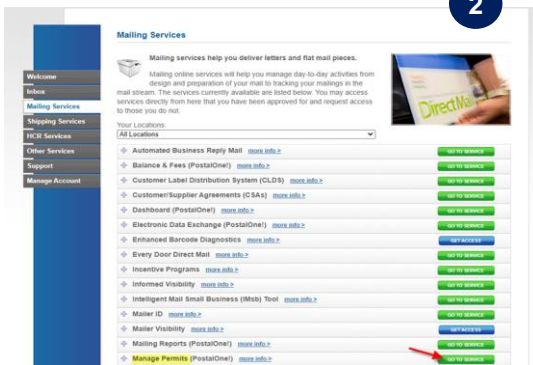
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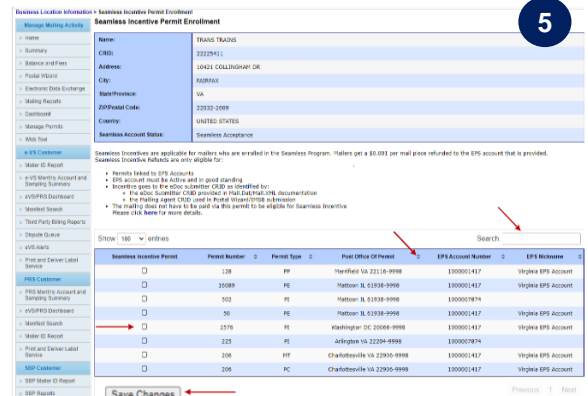
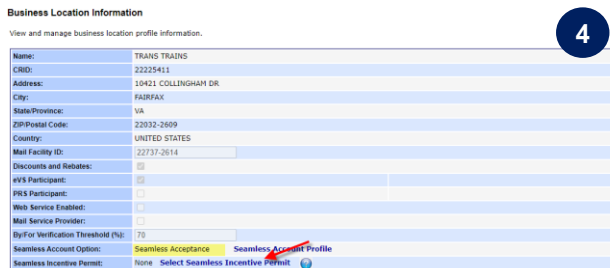
HOW TO SIGN UP FOR THE INCENTIVE:

1. Log into the Business Customer Gateway: <https://gateway.usps.com/eAdmin/view/signin>
2. Under Mailing Services, Go to the service called Manage Permits (BSA or Delegate Role required for Manage Mailing Activities)



3. Click on Associated Business Location Link (Mailer must have a permit linked to an EPS Account for which they are EPS Admin or EPS Payment Manager)

4. Click on Select Seamless Incentive Permit Link



5. Select the permit that is associated to the EPS account where you would like your incentive deposited. You may search all fields or sort any column. All EPS accounts for which you are an EPS Admin or Payment Manager are available. After selecting the account, click "Save Changes" on the bottom.

6. Upon returning to the Business Location Information page, the enrolled permit/EPA will appear. You may also change the enrolled permit by clicking the Update Seamless Incentive Permit link.

