

USPS Incentive Programs

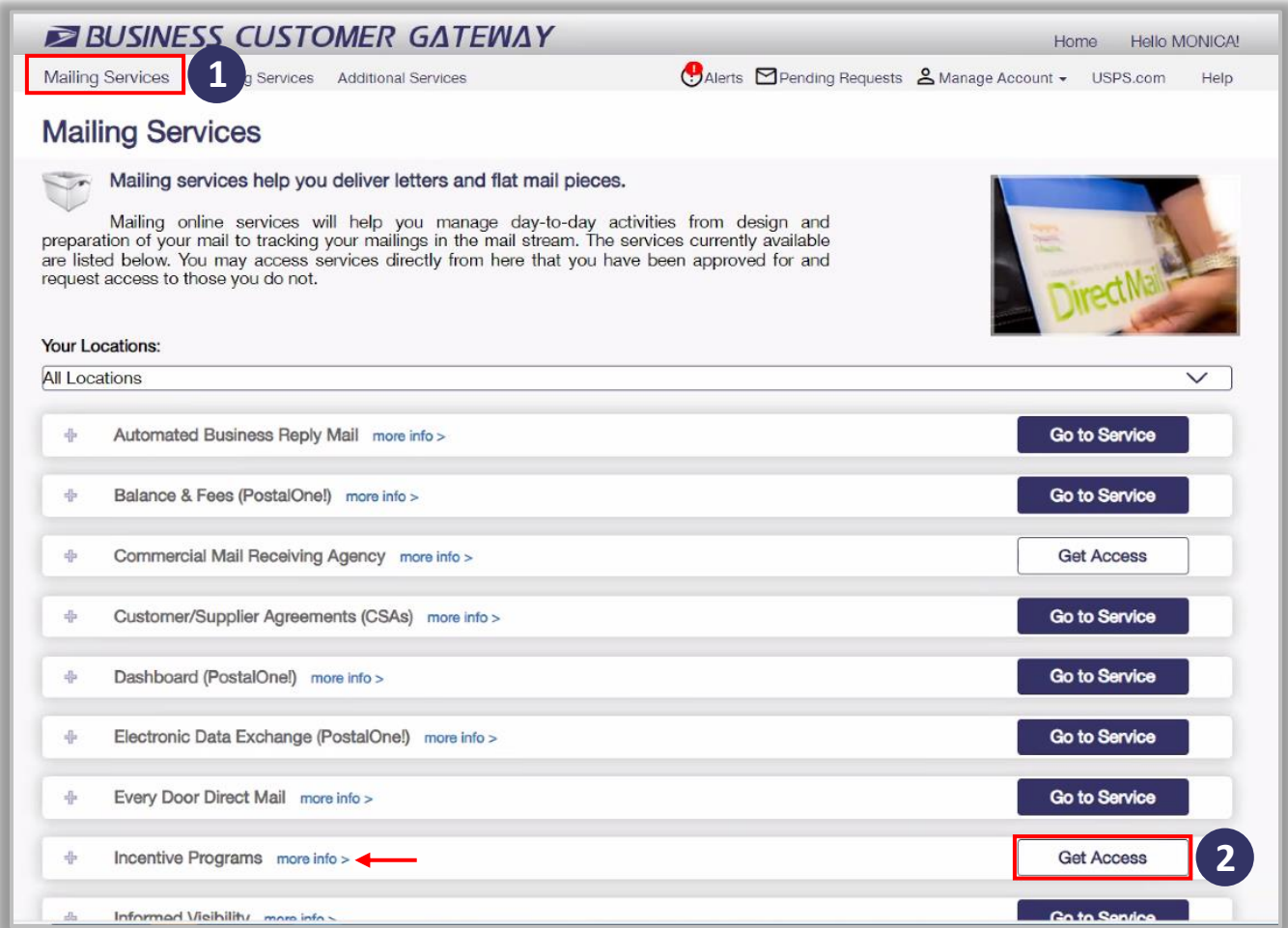
Requesting Incentive Programs access through the BCG.

How to Request Incentive Programs Access

Requesting access for the Incentive Programs and Manage Mailing Activities (MMA) provides customers the chance to qualify for First-Class Mail and Marketing Mail Growth Incentives based on mail sent through USPS. Manage Mailing Activities is directly linked with the Incentives Program, so making a separate request is not needed. Once approved, Customers will be able to submit a registration request for First-Class Mail and Marketing Mail Growth Incentives through the Mailing Promotions Portal.

To request access for the **Incentive Programs**, portal users will:

1. Navigate to the Business Customer Gateway Portal **Select the Mailing Services tab.**
2. **Select the Get Access** button within the **Incentive Programs** row.

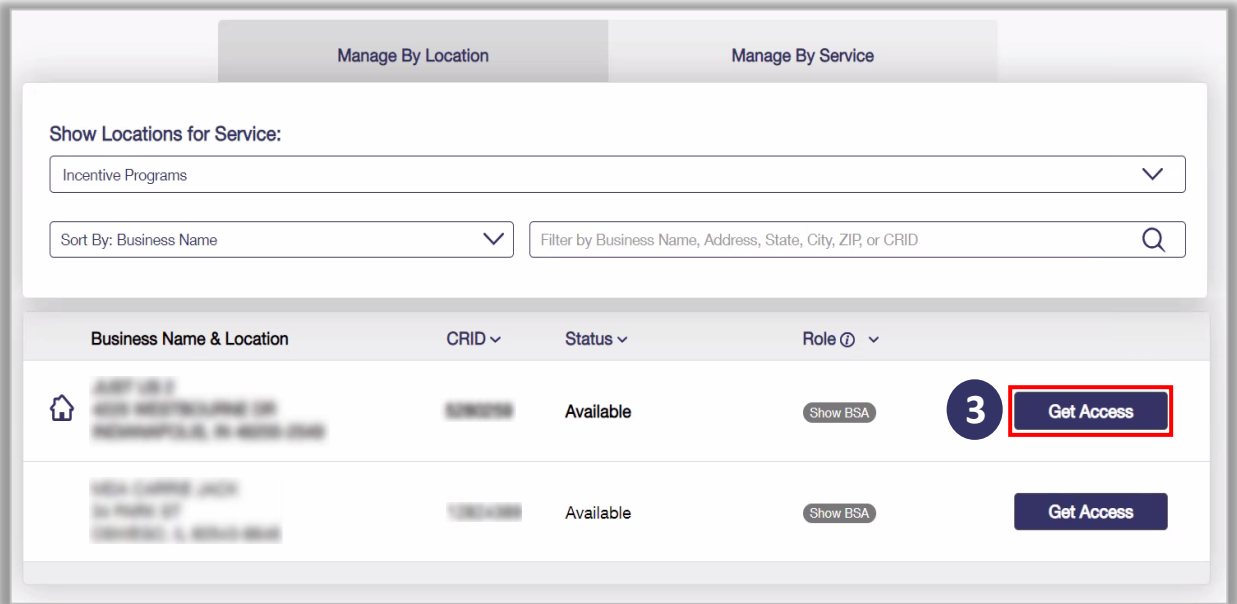


The screenshot shows the Business Customer Gateway portal. The 'Mailing Services' tab is selected and highlighted with a red box and a blue circle containing the number '1'. Below the navigation bar, the 'Mailing Services' section is displayed. It includes a description of mailing services and a list of services. The 'Incentive Programs' row is highlighted with a red arrow pointing to the 'Get Access' button, which is also highlighted with a red box and a blue circle containing the number '2'. Other services listed include Automated Business Reply Mail, Balance & Fees (PostalOne!), Commercial Mail Receiving Agency, Customer/Supplier Agreements (CSAs), Dashboard (PostalOne!), Electronic Data Exchange (PostalOne!), Every Door Direct Mail, and Informed Visibility.

USPS Incentives Program

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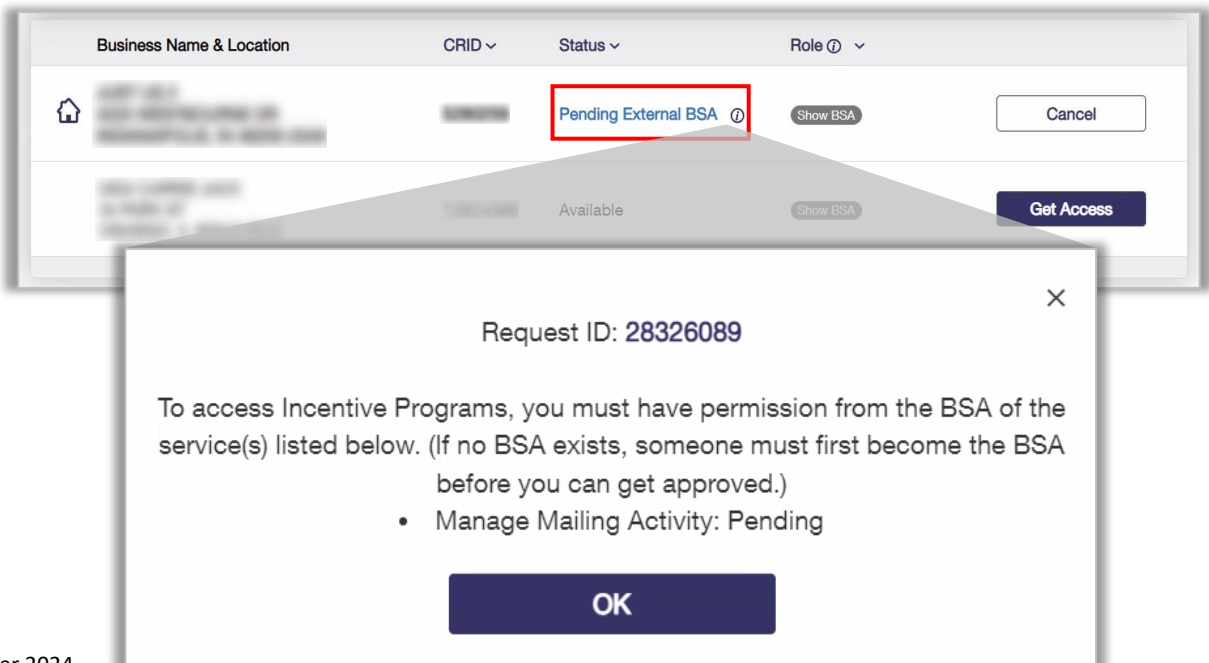
3. The Business Name & Location along with the CRID will appear. Select the **Get Access** button for the specific Business.



The screenshot shows a web interface with two tabs: "Manage By Location" (selected) and "Manage By Service". Below the tabs is a search area with a dropdown menu set to "Incentive Programs", a "Sort By: Business Name" dropdown, and a search input field. Below the search area is a table with columns: "Business Name & Location", "CRID", "Status", and "Role". The first row shows a business with a CRID of "123456789" and a status of "Available". A "Show BSA" button is next to it, followed by a blue circle with the number "3" and a red-bordered "Get Access" button. The second row shows another business with a CRID of "123456789" and a status of "Available", with a "Show BSA" button and a "Get Access" button.

3. Once access is requested, the Status will **update** to **Pending External BSA**.

Notes: A Business Service Administrator (BSA) grants access to request submitted from the BCG. If you are unsure of who your BSA is, please contact the Mailing & Shipping Solutions Center (MSSC) for further details – Email: MSSC@USPS.gov Phone Number: 877-672-0007 select option 2 then select option 1 to be routed to the MSSC.



The screenshot shows the same table as above, but the status of the first business is now "Pending External BSA" (highlighted with a red box). A "Cancel" button is now visible next to the "Show BSA" button. A modal dialog box is open in the foreground with the following text:

Request ID: 28326089

To access Incentive Programs, you must have permission from the BSA of the service(s) listed below. (If no BSA exists, someone must first become the BSA before you can get approved.)

- Manage Mailing Activity: Pending

OK