

# Overcoming **6** Common Challenges to Achieving Valuable Postage Savings



EBOOK | FOR PUBLIC DISTRIBUTION

An eBook by BCC Software + Sepire



+ **sepire**

## Table of Contents

Overview: Common Challenges in Achieving Valuable Postage Savings . . . . . 3

Challenge 1: The Impact of Seamless on USPS Promotion Discounts . . . . . 4

Challenge 2: Promotion Enrollment . . . . . 5

Challenge 3: Appropriate Code Not Populated in the eDoc . . . . . 6

Challenge 4: Mailing Date is not within the Promotion Period . . . . . 6

Challenge 5: Informed Delivery Portal Campaign Upload vs. eDoc Submission . . . . . 7

Challenge 6: Informed Delivery Data Correlation . . . . . 8



## An Introduction to Our Authors

[Chris Lien](#) is **Executive Vice President (EVP) of Postal Affairs** for **BCC Software**, a BlueCrest company. He has been active in the mailing industry for 30 years and participates in numerous industry associations including the **Postmaster General’s Mailers Technical Advisory Committee (MTAC)** as a former industry chair. As EVP of Postal Affairs, he is focused on all aspects of the mail supply chain and provides a voice of advocacy on behalf of the thousands of BCC Software and BlueCrest customers. Chris was recently appointed to serve on the board of directors of the **National Postal Forum**.

[Leanne Herman](#) is the **Director of Postal Affairs** for **Sepire**. She has been active in the mailing industry for 25 years working for some of the largest printers and mailers in the industry. She specializes in mailpiece design and mailing requirements, and continually works to foster an environment of learning centered around mail. She has achieved numerous industry achievements and certifications, is a frequent speaker at the National Postal Forum, and is an active participant in many industry associations including the **Postmaster General’s Mailers Technical Advisory Committee (MTAC)**, **Postal Customer Councils**, and was recently appointed as the **Member-at-Large** for the **PCC Advisory Committee**. Leanne is a graduate of Upper Iowa University.



## Overview: Common Challenges to Achieving Valuable Postage Savings

The importance of getting **expected USPS Promotion Discounts is critical** considering increasing postage rates. The USPS® and the industry have collaborated to design a series of positive **Promotions** intended to save postage and **increase the relevance and value of mail**.

When a discount is expected at the time of mailing, it is important to implement a Quality Control process to **confirm** the discount is properly applied. It is very difficult to get USPS **reversals** on postage statements once they are **finalized** if the discount is not properly applied.

Today, most Mail Owners (MOs) that produce mail and present it to the USPS on their own behalf and Mail Service Providers (MSPs) that produce mail on behalf of their MO partners, are approved by the USPS to participate in Seamless Acceptance. Seamless Acceptance is a very powerful and valuable program offered to the users of the mail by the USPS.



## Challenge 1: The Impact of Seamless Acceptance on USPS Promotion Discounts

In a Seamless Acceptance environment, when eDoc (electronic documentation) is uploaded to the USPS via PostalOne!, the statements will auto-finalize on the mailing date entered in the Mail.dat, Mail.XML or Postal Wizard file. Auto-finalization is typically of benefit to the eDoc submitter; however, if the statement auto-finalizes and the discount is not applied, it is **very difficult** to have an opportunity to resubmit the corrected statement to get the anticipated postage discount.

**Solution:** Ensure the Mail.dat is accurate when you initially submit the eDoc. A useful tool to ensure that it is accurate is the [DAT-MAIL™ solution](#) from BCC Software. DAT-MAIL's Advanced Navigator helps mailers make the changes they need, such as entering the correct USPS promotion code, with minimal knowledge about Mail.dat.

Another benefit of Seamless Acceptance is the quick and easy ability to change a mailing date once the eDoc is submitted. One solution is to upload the eDoc future-dated so the PostalOne! System does not auto-finalize the statement. That allows the person performing the upload to QC the statement and ensure the expected discount is present. Once confirmed, the eDoc sender can update the mailing date to the current date with just two clicks.

NOTE: When moving the mailing date to the current date, it is important to note that the PostalOne! system may take up to **six hours** to auto-finalize the statement. The potential lag is based on the cycle of finalization in the PostalOne! System. The lack of finalization should not preclude the MO or MSP from presenting the mail to the USPS.



## Challenge 2: Promotion Enrollment

MOs coordinating and uploading their own mailings must enroll in the applicable Promotion(s) on the Business Customer Gateway. MSPs have the option of enrolling in many of the Promotions as an “insurance policy” in case their MO clients do not perform the enrollment process for themselves.

The Promotions that are eligible for MSP enrollment in 2024 are:

- Tactile Sensory and Interactive
- Emerging and Advanced Tech
- Retargeting
- Color TransPromo
- Informed Delivery

The Promotions / Incentives NOT eligible for MSP enrollment on behalf of clients are:

- Reply Mail IMbA
- 2024 Growth Incentive

Lack of enrollment prior to the eDoc being submitted will result in **no discount** being applied at time of mailing. In the QC process, it is important to note that page 1 of the postage statement has one line that says “Incentive/Discount Flat Dollar Amount”. The total reflected on that line is both the Full-Service Intelligent Mail discount AND the applicable Promotion discount. It’s important to look further into the statement detail to ensure that the total reflected there is the sum of both discounts.

**Solution:** Enroll on the **Gateway for Promotions** at:

<https://programregistration.usps.com/progreg-external-webapp/customer/welcome.action>

BCC Software customers can also contact BCC Customer Support for assistance as they are also all Mailpiece Design Professional certified by the USPS.





### Challenge 3: Appropriate Code **not** populated in the eDoc

Most USPS Promotions require the inclusion of a two alpha character code in the Component Characteristic Record (CCR) of the Mail.Dat or Mail.XML file (or the appropriate drop down if utilizing a Postal Wizard Statement).

If the code is not present in the eDoc, **the promotion discount will not be applied.**

**Solution:** The optimal solution is to either populate the Mail.dat correctly, using a BCC Software presort solution such as [BCC Mail Manager](#) or leverage the DAT-MAIL solution from BCC Software to modify the Mail.dat prior to uploading the eDoc.

### Challenge 4: Mailing date is **not** within the Promotion Period

It's very important that the mailing date in the eDoc is within the promotion period.

If the mailing date is outside of the promotion period, **the promotion discount will not be applied.**

**Solution:** Confirm your mailing date using the BCC Software DAT-MAIL™ solution prior to uploading the eDoc file.



## Challenge 5: Informed Delivery Portal Campaign Upload vs. eDoc Submission

When an Informed Delivery campaign is submitted via the BCG portal a start date must be entered. It is VERY important that the corresponding eDoc is not submitted too soon for the PostalOne! System to recognize the uploaded ID portal campaign.

The Informed Delivery campaign portal upload is located at:

<https://id.usps.com/rminMailerPortal/pages/secure/dashboard.action>

The portal upload must be completed and the campaign must be in **submitted** or **active status** PRIOR to the eDoc being submitted. This is a known concern and the schedule is reflected below:

- Campaign is uploaded on 12/1 prior to 1pm Central with a mailing date of 12/2. eDoc can **not** be uploaded until after 6am Central on 12/2 for a mailing date of 12/2.
- Campaign is uploaded on 12/1 after 1pm Central with a mailing date of 12/2. eDoc will **not** reflect the discount if uploaded after 6am Central on 12/2 with a mailing date of 12/2. eDoc will not reflect the discount unless uploaded after 6am Central on 12/2 with a mailing date of 12/3. The intended mailing date **will not be achieved**.

**Solution:** It is a best practice to upload the campaign to the portal **48 – 72 hours** prior to the desired mailing date.

There is **no issue** with uploading days prior to the intended mailing date.



## Challenge 6: Informed Delivery Data Correlation

It is required that the Mailer ID (MID) and Serial Number range uploaded to the ID campaign portal match the MID and serial number on piece to achieve the intended ID discount.

NOTE: A minimum of 80% of the MID + Serial Number combinations reflected in the eDoc MUST be in the portal upload for the discount to be applied.

### Additional MSP Considerations

MSPs facilitating Informed Delivery Promotions are eligible to earn 0.5% credit for each mailing. MSPs need to properly administer the Promotion discount and ensure that they have linked a valid permit/EPs combination to receive the credit in real time.

Confirming that the credit is being accrued is done in the Manage Permits section of the Business Customer Gateway.

**Solution:** An easy way to confirm the correct permit, MID, and CRID is to use BCC Software's solution, BCC Mail Manager. It allows the user to easily edit, track, and apply these essential codes that are part of the postage payment process with the USPS.



### Expertise Matters

In this eBook, we have discussed overcoming 6 common challenges to achieving valuable postage savings. With business and postal costs on the rise, it is imperative that every possible savings and efficiency is captured. Working with a postal expert or using postal solutions such as BCC Software's offerings will help you capture all the savings that are possible.

**Talk with the experts at BCC Software and Sepire today to see what's possible.**



BCC Software creates innovative postal software solutions and provides extensive Data Marketing Services (DMS) for thousands of customers across the United States. The company was founded in 1978 and is headquartered in Rochester (NY) with offices in Seattle (WA) and La Crosse (WI).

To learn more about BCC Software, please visit [bccsoftware.com](https://bccsoftware.com).



Sepire is in the secure communications business, with a focus on highly compliant print, mail, and other omnichannel communications. Our team has an extensive history of building long-term and innovative partnerships with our clients. We believe the best way to accomplish this is by building trust and confidence, which needs to be earned through performance, transparency, and experience. Our leadership team has more than 100 years of combined experience in the secure communications space. Sepire is a WBENC company with HITRUST and SOC 2 Type 2 security standards.

To learn more about Sepire, please visit [sepire.com](https://sepire.com).

©2023 BCC Software, LLC and Sepire. All rights reserved. The following are among the trademarks owned by BCC Software, LLC: BCC Software logo, BCC Mail Manager™, DAT-MAIL™, and PostalWeb®. The following are among the trademarks owned by the United States Postal Service: First-Class™, First-Class Mail®, Full-Service ACS™, IM™, IMb™, Intelligent Mail®, LACSLink™, NCOALink®, Parcel Post®, Parcel Select®, Post Office™, PostalOne!®, Postal Service™, Priority Mail®, Quick, Easy, Convenient™, Registered Mail™, Signature Confirmation™, The Postal Store®, United States Postal Service®, U.S. Mail™, U.S. Postal Service®, USPS®, USPS.COM®, www.usps.com®, ZIP+4®, and ZIP Code™. Mail.dat® and Mail.XML™ are registered trademarks of the Delivery Technology Advocacy Council (DTAC). All other marks are held by their respective owners. Reproduction of this eBook in whole or in part without permission is prohibited. The information contained herein is subject to change without notice. Contact BCC Software for current information.

# Overcoming **6** Common Challenges to Achieving Valuable Postage Savings

