



July 22, 2020

Mr. Brian J. Wagner
President
National Association of Postal Supervisors
1727 King Street, Suite 400
Alexandria, VA 22314-2753

Dear Brian:

As a matter of general interest, the Postal Service has created the USPS® Loyalty Program. This program is expected to launch on August 1.

The USPS® Loyalty Program is an incentive program for business users of the Click-N-Ship® application. The program enables registered business users to earn credits when they use the Click-N-Ship® application to purchase Priority Mail® and Priority Mail Express® labels. The Base Loyalty Program allows users to earn \$40 of credit for each \$500 spent, which can be used up to one year from the date of issuance. The earned credits can be applied to future purchases of Priority Mail® and Priority Mail Express® labels, right within the shipping cart at checkout. New and existing business customers registered on the Click-N-Ship® application on USPS.com® are automatically enrolled in the program.

Tear Pads will be available to employees to share with small business customers.

We have enclosed the following:

- New (External) FAQs USPS® Loyalty Program
- Join the USPS® Loyalty Program
- Start Earning with the USPS® Loyalty Program

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "David E. Mills".

David E. Mills
Manager
Labor Relations Policies and Programs

Enclosures

Start Earning with the USPS® Loyalty Program

Recognizing the unique needs of small businesses, USPS is introducing a program to provide credits for registered businesses that use Click-N-Ship® services. Starting August 1, 2020, businesses can earn credits from purchases of Priority Mail® and Priority Mail Express® products that can be used towards future purchases of these products.¹ Registered business users of Click-N-Ship services will be automatically enrolled and will start accruing credits on August 1, 2020.

- Registered users receive a \$40 credit for every \$500 spent²
- New users earn an additional \$40 for their first \$500 spent³
- **Introductory Rate:** To help you get started, users earn an additional \$20 credit if they ship between August 1, 2020 - September 30, 2020

Once earned, credits are added to the connected USPS.com® account within 30 days. Review your available credits by looking in your “cart” and apply them when you choose on the “checkout” page. Credits expire one year from the date of issuance.

Visit usps.com/smallbizloyalty to get started.

Make Your Money Go Even Further

Starting January 2021, USPS will help enable your business to grow faster by adding tiers to the USPS Loyalty Program. Your tier will be based on your qualifying shipping totals from the previous year. A higher tier equals a larger benefit.

- The Silver Tier (customers who spent over \$10,000) will earn a \$50 credit for every \$500 spent
- The Gold Tier (customers that spent over \$20,000) will earn Commercial Base Pricing⁴

**usps.com/smallbizloyalty
to learn more about the USPS Loyalty Program.**

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SCAN TO
LEARN MORE



Only purchases of Priority Mail and Priority Mail Express services by registered businesses through the Click-N-Ship feature are counted towards credits earned, and credits may only be applied to Priority Mail and Priority Mail Express shipments through the Click-N-Ship service.

There is no limit on the amount of credit that can be earned.

Existing USPS customers are automatically enrolled in the Loyalty Program; new USPS business customers using Click-N-Ship are eligible for a one-time \$40 “Welcome Bonus” credit upon shipping at least \$500 combined at Priority Mail Express Retail and Priority Mail Retail rates.

Learn more about commercial base pricing at usps.com/smallbizloyalty



Join the USPS® Loyalty Program Starting August 1, 2020

Earn credits towards future purchases when you use Click-N-Ship® services:¹

- Registered business users receive a \$40 credit for every \$500 spent
- New users earn an additional \$40 for their first \$500 spent²
- **Introductory Rate:** To help you get started, users earn an additional \$20 credit if they ship between August 1, 2020 - September 30, 2020

For full details, visit usps.com/loyaltybonus

1. Only Priority Mail® and Priority Mail Express® products are included in earning and spending credit under this program.
2. Existing USPS customers are automatically enrolled in the Loyalty Program; new USPS business customers using Click-N-Ship are eligible for a one-time \$40 "Welcome Bonus" credit upon shipping at least \$500 combined at Priority Mail Express Retail and Priority Mail Retail rates.





Earn More Credits as You Grow

Starting January 2021, USPS will be adding tiers to the USPS® Loyalty Program.


Your tier will be based on your qualifying shipping spend from the previous year. A higher tier equals a larger benefit.



**For full details, please
scan the code or visit
usps.com/loyaltybonus**

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Frequently Asked Questions

1. What is the USPS® Loyalty Program?

The USPS® Loyalty Program is an incentive program for business users of the Click-N-Ship® application. The program enables registered business users to earn credits when they use the Click-N-Ship application to purchase Priority Mail® and Priority Mail Express® labels. The Base Loyalty Program allows users to earn \$40 of credit for each \$500 spent, which can be used up to one year from the date of issuance. The earned credits can be applied to future purchases of Priority Mail® and Priority Mail Express® labels, right within the shipping cart at checkout.

New and existing business customers registered on the Click-N-Ship® application on usps.com® are automatically enrolled in the program.

2. What is the Welcome Bonus?

Any new business user will be eligible for the Loyalty Program Welcome Bonus. This allows new users of Click-N-Ship® to earn a one-time Welcome Bonus of \$40 of credit for the first \$500 spent on Priority Mail® and Priority Mail Express® labels. The Welcome Bonus is in addition to the Base Loyalty Program where users earn \$40 of credit for each \$500 spent on Priority Mail® and Priority Mail Express® labels. Once a new user completes the first \$500 of purchases, a total of \$80 of credit will be earned and available in the shipping cart at checkout. After the first \$500 of purchases, users will continue to earn Base Loyalty Program benefits thereafter.

3. What is the “Introductory Bonus”?

Any business user purchasing Priority Mail® or Priority Mail Express® labels through the Click-N-Ship® application between August 1, 2020 and September 30, 2020, will be eligible for an additional one-time \$20 credit upon reaching the \$500 spend in order to help businesses as the economy begins to recover.

4. What are the Loyalty Tiers and when will they go into effect?

Beginning in January 2021, USPS will implement tiers within the USPS® Loyalty Program, which will enable additional benefits along with increased spending levels on Priority Mail® and Priority Mail Express® labels through the Click-N-Ship® application. All business users are automatically enrolled in the Base Loyalty Program, which entitles them to earn \$40 of credit for each \$500 spent. If a business user spends \$10,000 on Priority Mail® and Priority Mail Express® labels in the prior calendar year, they will be assigned to the Silver Tier, and begin to earn \$50 of credit for each \$500 spent. If a business user spends \$20,000 in the prior calendar year, they will be assigned to the Gold Tier, and earn Commercial Base Pricing. The Loyalty tiers will be assessed and assigned at the start of each calendar year thereafter, and enable business users to increase their benefits as their volumes grow.

5. Is the USPS® Loyalty Program for Click-N-Ship® or Click-N-Ship for Business® customers?

The USPS® Loyalty program is for registered business users of the Click-N-Ship® application only. Click-N-Ship for Business® users are not included in the program.

Yes. Credits issued as part of the USPS® Loyalty Program will expire one year from the date of issuance.

8. Where can I check my credit balance for the USPS® Loyalty Program?

Available credits are displayed in your shipping cart during the checkout process (see image below).

The screenshot shows the USPS Click-N-Ship checkout interface. At the top, there are navigation tabs: 'Create Label', 'Preferences', 'Shipping History', 'Address Book', and 'Shipping Cart (1)'. The 'Shipping Cart (1)' tab is active, displaying a table with columns for 'SHIPPING ADDRESS', 'PACKAGE INFO', 'SERVICE', and 'PRICE'. The table contains one item: a Priority Mail 2-Day envelope with a value of \$60.00, shipping to John Doe at 123 Main St, Anytown, TX 12345. The price is \$7.75. Below the table, the 'Loyalty Points & Credits' section shows a progress bar for earning 500 points, with a note that 125 points will be available in the next 30 days. It also states that once 500 points are earned, the user will receive a \$40 credit. The 'Order Total (1)' is \$7.75.

SHIPPING ADDRESS	PACKAGE INFO	SERVICE	PRICE
(1 of 1) John Doe 123 Main St Anytown, TX 12345	Ship Date: 07/01/20 Value: \$60.00 From: 54321	Priority Mail® 2-Day Flat Rate Envelope USPS Tracking®	\$7.75 Free
Label Total			\$7.75

Loyalty Points & Credits

125 points will be available in the next 30 days

2 / 500 points

Once you earn 500 points with Click-N-Ship®, you will receive an \$40 credit

You can use any available credit you have on eligible Priority Mail® or Priority Mail Express® label purchases

Order Total (1) \$7.75

9. What USPS services offered in the Click-N-Ship® application earn credit for eligible customers as part of the USPS® Loyalty Program?

The USPS® Loyalty Program allows users to earn credits only for purchase of Priority Mail® and Priority Mail Express® labels using the Click-N-Ship® application. No other services are included in the Loyalty Program.

10. Is there a limitation, cap, or ceiling on the amount of credits I can earn as part of the USPS® Loyalty Program?

No. There is no cap or ceiling on the amount of credits that you can earn as a USPS® Loyalty Program customer. You continue to earn credits based on your assigned loyalty tier for each \$500 spent. There is no ceiling on the amount spent. After January 2021, there is an increase in benefits through applications of tiers for purchases.

11. Are there any circumstances where the credits can be used outside of the Click-N-Ship® application?

The USPS® Loyalty Program applies only to business user purchases of Priority Mail® and Priority Mail Express® labels through the Click-N-Ship® application. Credits earned can only be applied to future purchases of these products through the Click-N-Ship application.

12. How do I register for the USPS® Loyalty Program?

There is no registration required. New and existing registered business users of Click-N-Ship® will be automatically enrolled in the USPS® Loyalty Program.

13. How are labels refunded for USPS® Loyalty Program customers?

The refund policy for labels will follow the current Click-N-Ship refund process.

14. Can I unenroll from the USPS® Loyalty Program?

As business user, you can elect not to use the credits that you earn. No action is required. Credits will automatically expire one year from the date issued.