

The Point by SHKP integrated loyalty programme enhances the Rewards platform

The Point by SHKP商场综合会员计划升级“奖赏”平台

The response to The Point by SHKP integrated loyalty programme has been encouraging since its launch in March 2019, with more than 1.2 million members and 23 participating malls to date. To further streamline the member experience, The Point by SHKP has continuously enhanced the functions of the SHKP Malls App to ensure ease of use.

Enhanced members' Rewards platform

The Point by SHKP enhanced its Rewards platform, offering gift redemption flexibility to members. In addition to full redemption with bonus points, members can now redeem gifts with bonus points and special prices. Purchases made on the Rewards platform are entitled to bonus points, which are calculated automatically. No bonus point registration is required.

Currently, the Rewards platform offers over 1,000 items for redemption, including beauty and health, department store and supermarket, dining, gadgets and electronics, home and family, jewellery, fashion and accessories, and lifestyle gifts. Some of the gifts can be redeemed with bonus points and special discounts of up to 50%. The enhanced Rewards platform has grown in popularity since its soft launch in February. The Point by SHKP will continue to source more interesting rewards for members' redemption.

Bonus point self-registration made faster and easier

To further facilitate member's bonus point registration under the electronic bonus point self-registration system, the maximum spending for bonus point self-registration has been increased to HK\$30,000, with no minimum spending requirement. Members can earn bonus points for all their purchases.

Smart technology has been introduced to the electronic bonus point self-registration system. When members upload the receipts for bonus point registration, the system can automatically read the name of the mall and merchant on the receipt, and show them on the page automatically. The bonus point registration application is then automatically processed using artificial intelligence, making the overall flow faster and easier.

Separately, The Point by SHKP has created synergy with the Group's SmarTone and YATA subsidiaries to deliver exceptional customer service to members. SmarTone Plus users and YATA-Fans can also automatically earn The Point by SHKP bonus points for purchases at SmarTone and YATA without uploading purchase receipts, enjoying double benefits.



The Point by SHKP members can now redeem their bonus points for favourite gifts with special prices
The Point by SHKP会员现在可以使用积分加优惠价兑换心仪礼品

The Point by SHKP商场综合会员计划自2019年3月推出以来，反应热烈，会员人数至今逾120万，参与商场达23间。为进一步提升会员体验，The Point by SHKP持续将“新地商场”App的功能升级，方便用户使用。

升级会员“奖赏”平台

The Point by SHKP 最近将“奖赏”平台升级，为会员提供更多选择，方便他们凭积分兑换心仪礼品。会员除了可全数使用积分兑换礼品外，现在也可使用积分加优惠价兑换礼品。会员在“奖赏”平台消费，可实时自动赚取积分，无需额外登记。

目前，“奖赏”平台上可供兑换的礼品逾千件，包括美容保健、超市百货、餐饮美食、潮物电器、家居生活、珠宝及时尚服饰以及品味生活。部分礼品更可以积分加低至原价五折的优惠价换领。升级“奖赏”平台自二月试运行以来，会员反应理想。The Point by SHKP会继续搜罗更多精彩奖赏供会员换领。

自助积分管理 更快更易

为进一步方便会员运用电子化自助积分管理系统登记积分，自助登记积分的消费金额上限已增加至30,000港元，而且不设最低消费金额。会员可将消费金额全数赚取积分。

电子化自助积分管理系统最近引入智能科技。会员上传单据登记积分时，系统会自动识别单据所显示的商场和商户名称，有关数据会实时显示在页面上。系统随后运用人工智能技术，自动处理积分登记申请，令整个流程更快更易用。

另外，The Point by SHKP与集团旗下数码通及一田发挥协同效应，为会员带来星级服务。SmarTone Plus用户及YATA-Fans在数码通及一田消费，无需上传消费单据，即可自动同时赚取The Point by SHKP积分，兼享更多优惠。