

The Point by SHKP integrated loyalty programme enhances the Rewards platform

The Point by SHKP商場綜合會員計劃升級「獎賞」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會員現時可以使用積分加優惠價兌換心儀禮品

The Point by SHKP商場綜合會員計劃自2019年3月推出以來，反應熱烈，會員人數至今超逾120萬，參與商場達23間。為進一步提升會員體驗，The Point by SHKP持續將「新地商場」App的功能升級，方便用戶使用。

升級會員「獎賞」平台

The Point by SHKP 最近將「獎賞」平台升級，為會員提供更多選擇，方便他們憑積分兌換心儀禮品。會員除可全數使用積分兌換禮品外，現時亦可使用積分加優惠價兌換禮品。會員在「獎賞」平台消費，可即時自動賺取積分，毋須額外登記。

目前，「獎賞」平台上可供兌換的禮品逾千件，包括美容保健、超市百貨、餐飲美饌、潮物電器、家居生活、珠寶及時尚服飾以及品味生活。部分禮品更可以積分加低至原價五折的優惠價換領。升級「獎賞」平台自二月試推以來，會員反應理想。The Point by SHKP會繼續搜羅更多精彩獎賞供會員換領。

自助積分管理 更快更易

為進一步方便會員運用電子化自助積分管理系統登記積分，自助登記積分的消費金額上限已增加至30,000港元，而且不設最低消費金額。會員可將消費金額全數賺取積分。

電子化自助積分管理系統最近引入智能科技。會員上傳單據登記積分時，系統會自動識認單據所顯示的商場和商戶名稱，有關資料會即時顯示在頁面上。系統隨後運用人工智能技術，自動處理積分登記申請，令整個流程更快更易用。

另外，The Point by SHKP與集團旗下數碼通及一田發揮協同效應，為會員帶來星級服務。SmarTone Plus用戶及YATA-Fans在數碼通及一田消費，毋須上傳消費單據，即可自動同時賺取The Point by SHKP積分，兼享更多優惠。