

Shanghai malls jointly introduce the 'SHKP i club' premium integrated-loyalty programme

上海商场联手推出“新地尊享会”高端综合会员计划

The Group's Shanghai shopping malls have joined together to start the 'SHKP i club' programme. The aim of the premium integrated-loyalty programme is to deliver a superior, more convenient cross-mall consumption and shopping experience to customers, covering Shanghai IFC Mall, IAPM, One ITC mall, Two ITC mall and Shanghai Central Plaza. The participating malls consolidated their individual membership programmes into an upgraded, integrated-loyalty programme across malls, to strengthen the synergy among the landmark commercial integrated projects.



Shanghai IFC Mall, IAPM, One ITC mall, Two ITC mall and Shanghai Central Plaza join hands to roll out the 'SHKP i club' premium integrated-loyalty programme, creating a better business environment for merchants and building closer ties with customers

上海国金中心商场·环贸IAPM·One ITC商场·Two ITC商场和上海中环广场联手推出“新地尊享会”高端综合会员计划，为商户创造更佳营商环境，与顾客建立更紧密的联系

Earn bonus points and redeem privileges for shopping across malls via a one-stop self-service platform

'SHKP i club' members can earn bonus points at over 600 merchants in the five participating malls, and enjoy year-round privileges from over 100 brands. Customers can register as members with spending receipts at the participating malls through the malls' WeChat mini-programme, where members can register for bonus points and redeem their bonus points for rewards. Members can also pay parking fees, enjoy free parking, or use their bonus points to reduce parking fees through their mobile phones.

The five malls also kicked off 'cloud shopping' at their online stores, presenting popular merchandise from quality merchants. Customers can therefore enjoy shopping with bonus points earned for both online and offline shopping.

Privileged membership offers personalized member's benefits

To provide personalized service and privileges for attentive service, the 'SHKP i club' programme membership is divided into five tiers, based on the member's accumulated spending in the calendar year. Personalized privileges include previews of new products and VIP shopping, reservations for queue-jumping entry, reserved parking lots and valet parking service, gift ordering, and more. Members will also have the opportunity to participate in various brand events in the malls, new product launch parties, art exhibitions and other privileged interactions.

最近，集团位于上海的商场联手推出“新地尊享会”高端综合会员计划，为顾客带来更优质、更便捷的跨商场消费购物体验。参与计划的上海国金中心商场、环贸IAPM、One ITC商场、Two ITC商场和上海中环广场将各自的会员制度整合为一，升级为跨商场的综合会员计划，加强各地标商业综合项目的协同效应。

跨商场消费·赚取积分·换领奖赏 一站式自助平台

“新地尊享会”会员可在参与计划的五大商场内，逾600个商户统一赚取积分，享用逾100个品牌提供的全年专属礼遇。顾客只需于参与计划的商场消费，通过商场的微信小程序平台，登记成为会员，即可在系统内自助登记积分及换领奖赏。会员还可通过手机自助办理“停车缴费”、享用免费泊车或以积分抵扣泊车费用等优惠。

五大商场更与优质商户合作，在线上商城展示热卖商品，供顾客在线“云购物”，让顾客于线上、线下消费均可赚取积分，尽情享受购物乐趣。

尊享会籍 会员礼遇个性化

“新地尊享会”计划根据会员于自然年内的累积消费金额，划分五个会籍等级，提供个性化的服务及礼遇，建立贴心的服务体验。个性化的礼遇包括新产品预览及优先购物、预约免排队入店、享用专属泊车位与代客泊车服务以及礼品订制等。会员更有机会参与商场品牌的各类活动、新品发布会以及艺术展览等专属互动体验。