

BOC launches 'Rewardz Plus' Points-Based Reward Scheme for Credit Cardholders

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Y A. Jayathilake, Deputy General Manager (Product and Banking Development), BOC addressing the gathering. Kavinda De Zoysa, Chairman virtually launching the Rewardz Plus scheme in the presence of Russel Fonseka, General Manager/ CEO, and corporate and executive management of BOC.

The Bank of Ceylon (BOC) introduced a points-based rewards scheme, 'Rewardz Plus,' to provide added value to its credit cardholders while enhancing customer engagement and loyalty. The service's launching event was graced by Kavinda De Zoysa, Chairman, Russel Fonseka, General Manager/CEO, and corporate and executive management of BOC. Initially rolled out for credit cards, the scheme encourages increased usage and rewards customers through a structured points accumulation and redemption system. 'Rewardz Plus' allows credit cardholders to earn points based on spending. Customers can redeem their accumulated points through various options on the rewardzplus.boc.lk. These options include purchasing e-vouchers from registered merchants and service providers, shopping online at selected stores, booking flights and hotels, and offsetting bills at participating

merchants.

Y A. Jayathilake, Deputy General Manager (Product and Banking Development) of Bank of Ceylon, stated, "Introducing 'Rewardz Plus' offers our credit cardholders an opportunity to get more value from their everyday spending. This initiative is designed to provide greater flexibility and convenience, allowing customers to redeem points across various options, from travel to shopping and bill payments. We believe this program will encourage increased engagement with our credit card customers while recognizing and rewarding them."