

ComBank Max Loyalty Rewards Points Marks A Milestone Achievement



Credit and debit card holders of the Commercial Bank have redeemed accumulated rewards points to the value of 150 million rupees, taking the Bank's Max Loyalty Rewards program past a significant milestone. To commemorate the landmark achievement, the Bank has introduced additional features to the loyalty program including an e-voucher facility for the convenience of customers and additional discounts when redeeming the ComBank Max Loyalty points with merchants. The Bank said a dedicated website launched in 2018 for loyalty customers has played a pivotal role in helping the Bank reach this remarkable milestone in redemption value. The website enables tracking and redeeming of points accumulated under the Max Loyalty Rewards program and was promoted as a convenient way for Commercial Bank card users to earn, track and redeem their loyalty points. The website at maxrewards.combank.net/ provides access to products and services with merchant partners around the world in a number of categories including more than 900 airlines, over 650,000 hotels across the world, car rentals in over 150 countries, online shopping and more. Customers could choose to redeem their points and decide on a host of redemption options. Additionally, there are over 100 Sri Lankan merchants, inclusive of clothing, accessories and electronics retailers, restaurants, bookshops, car care providers as well as supermarkets. Once customers select a merchant, they can redeem points and apply for physical vouchers or e-Vouchers from selected merchants present at more than 1000 locations available. The program is held in partnership with Gift Management Asia, which operates one of the leading global

networks of loyalty programs, the Bank said.