

# Dialog Axiata Partners with Sri Lanka Retailers' Association

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*L-R: Hemaka Balasuriya, Vice President, Customer Interaction Channels & Experience Management, Dialog Axiata; Muditha Premarathne, Vice President, Digital Platforms and Partnerships, Dialog Axiata; Ayomal Gunasekera, Assistant Vice President, Group Loyalty and Club Vision, Dialog Axiata; Sandra De Zoysa, Group Chief Customer Officer, Dialog Axiata; Charitha Subasinghe, President, Sri Lanka Retailers' Association (SLRA); Kumar de Silva, General Secretary, SLRA; and Shabier Subain, Council Member, SLRA.*

Dialog Axiata has joined hands with the Sri Lanka Retailers' Association (SLRA) to

transform the retail landscape. This collaboration reflects the shared vision of both organizations to enhance the retail experience and foster deeper connections between retailers and their customers. Dialog Star Points, Sri Lanka's largest and globally recognized loyalty program with over 10 million customers, is the cornerstone of this partnership. The platform enables retailers to reward their loyal customers, helping businesses strengthen relationships and boost customer engagement and retention. The WOW SuperApp further complements this partnership by seamlessly integrating digital and in-store experiences, offering retailers and consumers a unified platform that simplifies shopping and drives digital transformation.

Sandra De Zoysa, Group Chief Customer Officer of Dialog Axiata, said, "Our collaboration with the Sri Lanka Retailers' Association represents a significant step forward in elevating the retail experience in Sri Lanka. By combining Dialog's technological expertise with the retail insights of the SLRA, we are paving the way for a more innovative, customer-focused future for the retail sector."

Charitha Subasinghe, President of the Sri Lanka Retailers' Association, added, "We believe this coalition marks a transformative moment for Sri Lanka's retail sector. By harnessing Dialog Axiata's technological prowess, we aim to create a more engaging and efficient shopping experience that meets the needs of today's consumers while driving growth for retailers across the nation."

This alliance represents a pivotal step in building a resilient retail ecosystem that benefits retailers, consumers, and service providers across Sri Lanka.