

Dialog strengthens Partnership with SriLankan Airlines



L–R: Isuru Madhushanka, Product Manager – Star Points, Delon Smith, Manager – Group Loyalty & Club Vision, Ayomal Gunasekera, Assistant Vice President – Group Loyalty & Club Vision, Dimuthu Tennakoon, Head of Worldwide Sales & Distribution – SriLankan Airlines, Manique Wijesurendra, Manager Customer Relations, Venushi Pathirana, Analyst & Business Development Manager, and Yasoda Gunarathna, Senior Marketing Executive – FlySmiLes.

Dialog Axiata has enhanced its long-standing partnership with SriLankan Airlines by introducing a new feature that allows FlySmiLes members to convert their miles into Star Points. Previously, members could only convert Star Points to FlySmiLes miles. With this latest enhancement, FlySmiLes members can convert their miles into Star Points, introducing a two-way conversion that offers greater flexibility and more ways to enjoy rewards. This expansion enhances the value of loyalty programs, reinforcing Dialog’s and SriLankan Airlines’ commitment to rewarding their customers with greater convenience and benefits.

FlySmiLes members can unlock various benefits by converting their miles into Star Points through this collaboration. These include redeeming points for Dialog products and services, making bill payments, purchasing devices and accessories and enjoying special offers at partner merchant outlets nationwide. This enhancement has been carefully curated to elevate the FlySmiLes experience, underscoring Dialog’s commitment to providing unmatched value and convenience to its customers.

Ayomal Gunasekera, AVP – Group Loyalty and Club Vision, Dialog Axiata, said, “We are thrilled to strengthen our long-standing partnership with SriLankan Airlines and its FlySmiLes frequent flyer program. By introducing this two-way conversion, we provide our customers with even more flexibility and rewarding experiences. This collaboration reaffirms our commitment to offering exclusive benefits, ensuring our loyal customers enjoy exceptional value and seamless access to their rewards.”

Dimuthu Tennakoon, Head – Worldwide Sales and Distribution, SriLankan Airlines, sais, “We are delighted to enhance our strategic alliance with Dialog Axiata by introducing the FlySmiLes to Star Points conversion feature. Previously, members could convert their Star Points into FlySmiLes miles but with this new proposition, they can also convert their FlySmiLes miles into Star Points, unlocking a host of privileges. This partnership reaffirms our commitment to continuously adding value to our loyalty program and ensuring our members enjoy even greater benefits.”