

## **Nakumatt resumes smart card points redemption** *...system upgrade to facilitate value added services roll-out*

Regional retail chain Nakumatt Holdings has following a systems upgrade on its Smart Card Platform resumed its popular points redemption service.

The loyalty card service which was suspended two months ago to facilitate the upgrade will now be available with immediate effect at a revised rate of Kshs 1.20 per point accumulated.

The revision from an earlier incentive of Kshs 1.50 has been occasioned by thinning operating margins and raising operational costs. However, customers will continue earning one standard point for every Kshs 100 spent at Nakumatt tills or other participating outlets.

Speaking when he confirmed the service resumption, Nakumatt Holdings Information Technology Director Sailesh Savani said the successful systems upgrade would now enable the supermarkets chain to deliver a range of value added services while enhancing smart card security options.

Plans, he said, are now at an advanced stage to introduce further financial capabilities on the Nakumatt Smart Card once the necessary regulatory green light is secured.

“With Immediate effect across the regional branch network, I am pleased to confirm the resumption of Nakumatt Smart Card accumulated points redemption service following the systems upgrade,” Savani said.

And added: “the upgrade now enables us to provide value added services previously not delivered through this platform.”

Across the continent, the Nakumatt Smart Card is regarded as the trail blazer for retail chains loyalty card services and is the most successful and rewarding loyalty program in Africa.

In the three East African countries of Kenya, Uganda, and Rwanda, the Nakumatt Smart Card features a membership list of more than 420,000 loyal shoppers.

Among other benefits, the Nakumatt Smart Card affords Nakumatt shoppers; goods for value against points i.e. purchase of products using points, redemption of points for cash i.e. School Fees Cheques, Redemption of points for Gift Cards/Vouchers, Discounts on goods and services with different partners such as: Oil Libya, FoneXpress, Books First, Sherlock’s Den, Swiss International Air lines among others.