

Cash in big time with MyBonus



by Lynette Louw

MyBonus MyBucks is a brand new loyalty campaign aimed at reinventing the concept of the loyalty programme. Most of us have a loyalty or discount card of some sort in our purses. But every so often we discard these or simply stop using them, because we have to visit a single shop or establishment to earn points. The **MyBonus MyBucks** card has revolutionised this process by offering you value beyond compare. Customers at a variety of businesses can now make use of this unique opportunity to **pocket MyBucks** all the way!

Bonus roots

The programme is an offshoot of the well-known AgriBonus loyalty programme, designed especially for agriculturalists in South Africa.

"However," says Lutz Nell, managing director of AgriBonus, "we found that the AgriBonus programme excluded too many consumers who do not form a direct part of the agricultural community. Also, many of our AgriBonus partners have a customer

base consisting of both agriculturalist and non-agriculturalist customers. They needed to employ a more inclusive approach in order to serve their customers to the best of their ability.

"Hence the MyBonus concept, which is a much more inclusive programme catering for all consumers across the country. It allows us to offer benefits to all consumers and to afford our partners a better advantage in the market place."



HOE WERK DIE KAART-SISTEEM?
U Midas kaart kan ook by 'n ContiPartner, Kwikfit, Forever Resorts etc. landswyd gebruik word.

What's the difference?

Whereas most other loyalty cards and programmes are single-spectrum programmes – meaning that you have to buy from a specific shop or franchise in order to qualify for points. The MyBonus programme is a multi-spectrum concept. This is truly a very exciting notion and allows MyBonus members to use their MyBonus MyBucks card at any of the various participating partners countrywide.

The same card can be used to



buy diesel and lubricants at our distributor partners, to purchase steel for your building project, to have new shocks and tyres fitted to your car and to go on a well-deserved holiday at your favourite Forever Resorts resort. Members will earn points or MyBucks every time they swipe their card. Considering how much we spend every year, it is clear that you can pocket a substantial amount of MyBucks in a very short time!

In addition, these partners offer a branded MyBonus MyBucks card. This means that you can, for example, apply for a Forever Resorts MyBonus MyBucks card, but you can still use it at any of the other participating partners. And the list is impressive and growing by the day.

Participating partners

The first big programme roll-out started in November and continued in December 2010, during which the MyBonus MyBucks programme was rolled out countrywide at the following partners:

- Afrigo & K2Agri
- Alert Steel
- Contipartner
- Forever Resorts
- Kwik-Fit
- Lowveld Agrochem
- Midas
- Shell (Participating distributors only)
- Star Nissan Vereeniging

This list is not exhaustive and a new roll-out of additional partners will take place in March 2011. A number of prospective partners are waiting in the wings and negotiations are under way to secure their partnerships. Roll-outs of new partnerships will continue as the programme grows, and you will be kept up to date with the new partners.

The MyBonus MyBucks programme also guarantees partners exclusivity, in a bid to give them a greater advantage in the market place. For example, Forever Resorts will be the exclusive MyBonus partner in the weekend and holiday resorts sector, Midas will be the exclusive partner offering spares, Shell's distributors will be the exclusive suppliers of diesel and

lubricants. This approach offers partners a true competitive advantage and is one of many reasons why becoming a MyBonus partner is definitely worth the effort.

You can redeem your points at the **SPOT** at any one of our participating partners



Is jy alreeds 'n AgriBonuslid?

Sprei dan jou vlerke en word deel van ons opwindende MyBonus MyBonus-program, en steek **GROOT** geld in jou sak!

Doen nou aansoek vir jou lidsmaatskapkaartjie en steek MyBucks in jou sak, elke keer wat jy by een van ons talle deelnemende vennote aankope doen. Lidmaatskap is gratis en bied talle voordele.

**Kontak die MyBonus
Diensentrum by
012 843 5660
OF
www.mybonus.co.za**

Great features

From a member perspective, one of the greatest features of the MyBonus MyBucks card, is that you don't have to wait for a points statement or voucher before you can use points to make purchases. When the card is swiped at any participating partner, the MyBonus card machine will immediately give you a points update translated into a cash value. You can decide there and then whether you want to use your points immediately to buy from that partner or whether you want to save it for later. The MyBonus machine will then generate an invoice showing how many points were used to make the purchase and the MyBonus database will immediately be adjusted accordingly. Everything in real time! No more waiting for the postman to deliver your rewards!

How it works

Here are the steps to follow to become a MyBonus member:

- Contact the MyBonus service centre on 012 843 5660.
- The call centre staff will assist and guide you through the process of applying for membership.
- Remember that membership is FREE.
- A card and membership number will be issued to you.
- Swipe your card at any participating partner to earn MyBonus MyBucks points on purchases.
- A monthly points balance will be sent to you via SMS. You can also contact the

Kyk uit vir ons mannetjies Hulle werk almal saam



service centre on 012 843 5660 for your balance or you can swipe your card at any participating partner to check your balance.

- To use your points to buy goods, you can complete a points application form or you can simply swipe your card at a participating partner, where the MyBonus card machine will issue a points invoice.
- If you are not sure how to proceed with any steps necessary to become a MyBonus member or use your card, contact the service centre.

The MyBonus MyBucks loyalty programme has roll-out teams travelling across the country to give cashiers and check-out staff the necessary training in how to use the MyBonus MyBucks card machine and points system.

Cash in for 2011

With the new year in full swing, there is no better time to become a MyBonus member and cash in on your holiday purchases.

For more information and assistance, phone the MyBonus Service Centre on 012 843 5660.



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your card yet?

