



LOLC Life extends support to the Apparel Sector's Ransalu Privilege program

LOLC one of Sri Lanka's leading diversified financial conglomerates with international presence will join with the Ch17 Loyalty flagship program which is dedicated exclusively for staff and employees in the Apparel Sector. LOLC has extended this support through its fast growing Life Insurance company, LOLC Life Assurance Limited.

Commenting about the association with Ch17 Loyalty, LOLC Life CEO Mrs. Nadika Opatha noted that, "The partnership involving these two parties will offer the employees of the Apparel Sector an extended range of Insurance products and unmatched services creating a



silver lining and adding value to this industry". LOLC Insurance Companies being fully owned subsidiaries of LOLC are well poised to be the forerunners in both the Life and General Insurance markets in Sri Lanka. The companies will greatly benefit from this association as well".

"We are happy to be associated with LOLC, a brand synonymous with Insurance, Finance and multiple other sectors that

The partnership involving these two parties will offer the employees of the Apparel Sector an extended range of Insurance products and unmatched services creating a silver lining and adding value to this industry

could help us to offer a wide variety of consumer products and

will enhance loyalty services



CEO LOLC Life Assurance
Mrs. Nadika Opatha



CEO CH17
Mr. Jumar Preena

services under a single platform to our Privilege cardholders. The tie up between Ch17 and LOLC Life Assurance

to our premium cardholders and it will be a win-win for the customers of the program and the brand", said Mr. Jumar Preena, CEO of CH17 Loyalty and Rewards.

DialogTV offers special package for රනසලු cardholders



Extending a whopping 50% discount on all new DTV connection, රනසලු ප්‍රනාමි cardholders will get the best in digital entertainment following a special exclusive arrangement made between Ch17 Loyalty and Dialog TV recently.

Dialog TV will also extend the basic package for the lowest monthly rental which has a mixed basket of nearly 57 local and foreign channels for viewer

pleasure.

Mr. Jumar Preena CEO Ch17 Loyalty thanked Dialog TV for their thoughtful gesture towards this community of workforce spread in every corner of the country.

DialogTV direct to home service is also a country wide service providing maximum entertainment with clear and crisp reception even at the remotest of location.

All discounted rates are fixed for the entire year unlike certain promotional offers given out only during special days or occasions.

Discounts will be applicable only to valid cardholders and on production of proof of employment. Only one connection will be allowed per card.

CH17 Corporate Merchant's SMS Rate Card

Package A		
SMS	Characters	Rate/Month
7000	Upto 165	Rs.2500
3500	Upto 330	Rs.2500
Package B		
15,000	Upto 165	Rs.5000
7,500	Upto 330	Rs.5000
Package C		
33,300	Upto 165	Rs.10,000
16,700	Upto 330	Rs.10,000

- Rates include taxes and levies
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CH17 Rewards & Loyalty

Founded in 2013

Pioneers in loyalty management for corporates particularly for the industrial and services sectors

We design loyalty programs to suite individual requirements.

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Our end to end solution gives you peace of mind in implementing even the most complicated of projects in the area of loyalty and rewards. We provide loyalty solutions to businesses large and small, from our own Customer Loyalty App to fully Customised loyalty and rewards programs for enterprises and brands.

Contact us if you would like to discuss a loyalty or rewards solution for your business or brand.

The Management Team



CH17 Software Solutions

We provide tailored programs to improve engagement for employees, customers, partners, and members. Software Solutions are unique and they are powerful but also simple to use. You can fine tune on the go to meet your ever changing engagement needs.

Entrepreneurs in consumer retail services

Register your business in our loyalty portal and get the opportunity to promote your products and services to our large focused group in different parts of the country.

Our doors are open to all single-outlet vendor to large brands with multiple sales channels including e-commerce sector.

Send in your details such as:

1. Name of the establishment:
2. Name of Owner:
3. Ownership status: Partnership/Limited Liability
4. Business Registration No:
5. Address of business,
6. Telephone
7. Business email:
8. Business type:

Chambers/Business bodies

Grow Membership and recognise milestones, stimulate attendance and business referrals

Redemption and Benefits

Scheme for members and employees with discounted catalogs. Set clear expectations and goals for employees and use game concepts to stimulate performance. Make feedback normal, pervasive and continuous. Recognise achievements both great and small

We welcome those in the following trade/sector

1. Consumer retail services (Groceries/FMCG brands)
2. Clothing & Footwear / Fashion / Grooming (Ladies/Gents)
3. Entertainment & Leisure
4. Hotels, Restaurants & Cafes / Villas and Holiday homes
5. Telecommunications services, Mobile devices and accessories
6. Electronic, Electrical and Household goods
7. Hardware
8. Travel & Tourism
9. Inbound tours
10. Insurance, Finance & Leasing and Banking Services

Retailers

Customer loyalty programs supporting points and cash back and claims and redemption

Referral and affiliate

Incentivize your partners through referral schemes

Employee Engagement

Create right conditions for your staff to give their best every day

Membership Engagement

To increase participation and advocacy for associations and groups

Partner Engagement Programs (B2B)

Enroll, train, support and reward Channel partners with KPIs, deal tracking documents

Social Media News of the Month



Jumar Preena is with Tharaka Dilshani and 3 others.
13 Feb · 🧑🏻‍🤝‍🧑🏻

Final touches to our iconic program CARE, a fitting tribute to health sector workers fighting Covid-19 pandemic. Their efforts would be in vain if we do not follow new health guidelines. Stay safe. Virus is not over yet. Discussions were held with the Deputy Director General of Health Services Dr. Lal Panapitiya and Dr. Roshan Fernando of the Medical Services Unit.



Jumar Preena · 1st
Corporate Loyalty - Connecting Communities with Brands
2w · 🌐

Final touches to our iconic program CARE, a tribute to healthcare workers who have been working so relentlessly since last year to protect you and me from the deadly COVID19 infection. please follow health guidelines seriously stay safe. Virus is not over yet don't lose guard. Dr. Lal Panapitiya the Director General of Health Services and Dr. Roshan Fernando of the Medical Services Unit of the Ministry at the discussion. [#healthcare](#) [#frontlineheroes](#) [#covid19protection](#) [#firstresponders](#) [#covid19](#) [#staysafe](#)



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CH17 Rewards & Loyalty
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Ch17 in association with Dehiwela Mt Lavinia Municipal Council (DMMC) jointly paid tribute to their frontline staff in Covid-19 emergency healthcare service. We thank the His Worship the Mayor Stanley Dias for gracing the occasion along with all sitting Municipal Councillors including Council Member Harsha Nonis. CARE PRIVILEGE cards were presented to Council Medical staff.



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Reactions

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Dehiwela-Mt. Lavinia Municipal Council recognise Covid-19 frontline workers

Mayor thanks CH17 for its magnanimous gesture



Several frontline workers attached to the Dehiwela / Mt.Lavinia MOH Division received a token of appreciation from the DMMC Mayor Mr..... for their unstinted service and relentless contribution towards tackling the pandemic that ravaged many parts of the world affecting the lives of communities and the world's economy.

He thanked every single worker in the Council who played their individual role towards community's welfare. The Council's well organised vaccination process was hailed as among the best in

the Western Province with fewer complaints from the public.

The DMMC and the Dehiwela Mount Lavinia Divisional Secretariat came under severe praise for the orderly manner the vaccination process was carried out over a period of two weeks. The CEO of CH17 Loyalty Jumar Preena presented nearly 600 CARE Service Cards as token of appreciation for Covid-19 service to be distributed among the staff engaged in medical emergency services in different wards in the DMMC area. Several leading retail

merchants such as NOLIMIT will accept these cards at their outlets and pass on cash discount on purchases made at their stores for a period of one year.

"We are planning to engage more vendors in and around the Dehiwela Mount Lavinia areas who are willing to offer benefits and privileges to CARE cardholders." Jumar said. The live wire behind this recognition scheme was Municipal Councillor Harsha Nonis who over the years worked with our company to make a difference in service to the community and this is one such activity.



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CH17
LOYALTY

Loyalty programs are widespread practice as their effectiveness and viable advantages have made them a necessity within advanced marketing strategies. They are mainly implemented within enterprises that emphasize the importance of the customer-centric approach – no matter what kind of business you are running, and in what industry you are specializing, it is always a good idea to reward your clients for their loyalty to your brand.

In order to keep your customers close, and to keep ahead of your competition, implementing a loyalty program is a must. If you want to gain business advantages over these competitors, the best strategy is to create a loyalty program that will bring benefits to you and customers and we must learn to avoid mistakes and handle the loyalty program in proper way. With these benefits Loyalty program management system is a must needed functionality to run the program successfully.

CH17 is introducing a loyalty management platform to all its trusted merchants with its IT partner Smart IDEAS (PVT) Ltd. Providing a user-friendly system to monitor CH17 loyalty card holders purchasing behaviors is the key advantage of this

Smart IDEAS platform powers CH17 Rewards and loyalty schemes



and the system has designed to share the benefits for all stakeholders.

Smart IDEAS is an Information technology-based service provider for number of corporates since 2016. They are pioneered in developing mobile applications for taxi hailing services, shopping carts, vehicle fleet management services, and sales team

managements systems.

Also, they have developed number of web sites for hotel sector, manufacturing and other service-related corporates.

Their latest development WHO AM I personal identification system which is based on QR and Face recognition is gaining a considerable market

share in public and private sector.

CH17 Loyalty management system planned to cater all the trusted merchants connected with CH17 to provide on the spot discounts for all CH 17 loyalty card holders. This sophisticated system enables all CH 17 registered merchants to view the discount ranges offered to CH 17 loyalty card holders. The admin (Nominated person in the selected merchants) could find the customer purchasing behavior with CH17 cards.

Also, the system provides a dashboard to analyze loyalty card usage, engagement with merchants, frequent users, frequent purchases and many other factors. This data could useful to for sales forecasting and to arrange seasonal promotions plus other sales related activities.

Therefore, CH17 invite all entities to grab this privilege opportunity and add value to customers stepping to your premises and make them loyal and enjoy shopping with on the spot discounts.

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How loyalty programs are adapting to a Covid-19 world

Loyalty programs are designed to reward customer behaviour. So what happens when that behaviour suddenly changes? Forward-thinking brands are not waiting to find out. We're seeing a surge in companies investing in fresh loyalty initiatives and upgraded programs. After all, customer loyalty is more important than ever during tough economic times.

Let's look at six loyalty programs that have been relaunched, renewed and refreshed this year:

1. Starbucks

Delighting customers at home with expanded delivery service & gamified rewards Starbucks loyalty program



Starbucks has focused on its customers' changing needs in recent months. In partnership with Uber Eats, it launched an expanded delivery service so customers can get their caffeine fix at home. They also used gamification to keep customers entertained and engaged with the Starbucks Summer Game. And bigger changes keep coming. In September, the company announced a program overhaul with "More ways to pay. More ways to get rewarded.", putting an increased

focus on mobile payment and app usage. Starbucks Rewards is definitely a loyalty program to watch in the months ahead.

2. Vodafone

VeryMe rewards for a stay-at-home lifestyle Vodafone rewards program



When the UK lockdown commenced, Vodafone adapted VeryMe Rewards to encourage customers to make the most of their time at home. The program now offers more online rewards with a focus on learning new skills. Customers can enjoy free access to 150+ online Udeemy courses and to digital books from the academic library Perlego. And that's not all. Vodafone is helping members stay connected with their loved ones by gifting their rewards to friends and family. This is a loyalty program that truly understands its customers changing wants and needs.

3. Sephora

More ways to earn and burn points for Beauty Insiders Sephora loyalty program



Sephora upgraded its Beauty Insider loyalty program to take its customer experience to the next level in 2020 with more

options to save and spend points online and in-store. Exciting new features include Beauty Insider Cash, which gives members instant savings on purchases, along with other exclusive benefits like point multiplier events online. Members will also now enjoy an increase in experiential rewards like early access to products and brand launches. By enhancing its overall value proposition, Sephora is leading the way towards long-term loyalty.

4. Primera

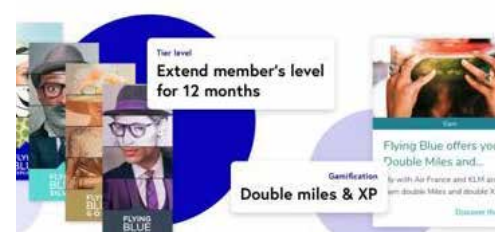
Delivering a seamless online experience Primera loyalty program



Primera, the largest convenience store chain in the Netherlands, launched an expanded website with full e-commerce functionality. Customers now enjoy the same great service they expect from their local Primera store from the comfort of their own home. Take a closer look at the Primera loyalty program to find out how Primera's customer experience became even more convenient.

5. Air France KLM

Flying Blue members maintain status with extra incentives to return to the skies Flying Blue loyalty program



Flying Blue — a joint loyalty program of 6 airlines, including Air France KLM — quickly introduced a series of exceptional measures to keep its frequent flyers satisfied while travel possibilities are uncertain. All Elite members now maintain their status for an additional 12 months. Explorer members also benefit from the extension of miles and XP validity until the end of 2020. And members thinking of returning to the skies now have an extra incentive to do so — a gamified campaign to earn double miles and XP when they fly in 2020.

6. e.l.f. Cosmetics

Keeping the e.l.f. Beauty Squad engaged with TikTok e.l.f. Cosmetics loyalty program



e.l.f. Cosmetics switched up its marketing tactics for maximum impact amid the pandemic. They developed new engaging elements designed to delight e.l.f. Beauty Squad members and capture the attention of Gen Z. The company released a remix song on social media app TikTok called 'Eyes. Lips. Face.' — all part of an effort to raise awareness about preventing the spread of Covid-19. The official music video already has more than 2.4 million views on Youtube and has inspired more than 8,300 videos on TikTok, helping to spread the word worldwide.

Those working behind the scenes quietly helping those in the frontline battling Covid-19 pandemic

To this month, it's a year of sleepless nights, tougher days, stretched rosters, restricted family and social life. This is the new normal lifestyle of thousands of our healthcare workers who are still battling the ravaging pandemic, to keep the whole nation and the community safe and alive.

Behind the scene, there is yet another batch of dedicated gentle men and women busy making the groundwork for those in the frontline of emergency care services in order to ensure care services are carried out uninterrupted. They are under tremendous pressure attending to administrative and logistics issues from the nerve center of everything medical - the Directorate of HEALTH Services (DHS).

This team has to make sure that those in the battle front of the pandemic are fully geared to meet the challenges of the invisible and invincible enemy that has literally conquered the entire world, sparing none.

Reminiscent of the war time scenario when everything is chaotic, the professionals at the top, management staff and the operational cadre including office assistants and drivers of the DHS unit stay busy arranging delicate matters such as distribution of medical requirements, staffing arrangements, decimation of all crucial information to the public on preventive measures, maintaining a solid network related to everything that requires swift action and equally important staff and worker welfare.

I had the opportunity of meeting a few of those in the decision making strata at the MOH and DHS office when I went to present my program and explain what CARE PRIVILEGE is all about and how we could pay tribute to the healthcare workers for their selfless service to the nation.

The team wasted no time to fully understand the importance of what I had presented and wholeheartedly this initiative.

Information gathering was the next task for the DHS team to ensure that everyone who played some part in the processes of Covid-19 eradication, containment and critical care were identified and duly recognized. The request from the centre was not to leave out anyone who had contributed towards the national cause however minimal the task would be.

The information gathering was put on motion with strict deadline set. All Regional Directors of Health Services, Medical Officers in charge of institutions



Our Technology partner SMARTIDEAS

Arrangements are being made with our IT partner SMARTIDEAS to issue a supplementary digital card along with the plastic card. This will also to a certain extent eliminate the risk factor when using a physical card for card authentication. We will embed new features such a QR code on every card that will help user at time of registration at various public places, where entering visitor contact details have become mandatory.

About Ch17 Loyalty

Established in 2013, the company first introduced a corporate welfare scheme to the apparel sector, the single largest industrial employer in Sri Lanka. This is ජාතික ප්‍රයෝජන ප්‍රවේශන ප්‍රවේශන program. Established long term partnerships with some of the popular and leading retailers and merchants of consumer goods and services island-wide, soon Ch17 Loyalty Platform was identified as a purposeful extension of employee welfare program among companies with a large staff base. It gave many benefits and privileges thus helping families to save considerable amount from the regular monthly purchases. All these with a single card in their wallet.

Many corporates have now engaged Ch17 Corporate Loyalty Management services for their employees giving meaningful benefits to the workers. Opportunity to manage loyalty schemes and privilege programs without any investment on program development and management, IT infrastructure systems, retailer engagement etc.

Ours is a subscription model where you just plug and play, Jumar explained.

Our sincere gratitude to Hon. Prime Minister Hon. Minister of Health Services Secretary MoH DG HS DG HS DDG HS President SLMA

Information gathering was the next task for the DHS team to ensure that everyone who played some part in the processes of Covid-19 eradication, containment and critical care were identified and duly recognized. The request from the centre was not to leave out anyone who had contributed towards the national cause however minimal the task would be.

were quick to compile their list eager to meet the deadline for submission.

Way back in March last year that I bounced this idea of rewarding and recognizing healthcare workers to the then President of Sri Lanka Medical Association (SLMA) Prof Indika Karunathilake. He felt it was the right thing to do by the care community. The SLMA itself was busy arranging and organizing a series of discussions and online meetings to find answers and recommendation that would help eliminate this dreadful menace. The SLMA engaged itself proactively in several technical matters regularly conducting guest lectures and webinar sessions exchanging information with expert panels to find any leads that could assist

in containing the virus before it could go uncontrolled.

Ch17 retail partners were quick to respond to our request and volunteered to extend whatever they could towards the healthcare workers for they fully accepted and acknowledged the humanitarian service the frontline staff were contributing.

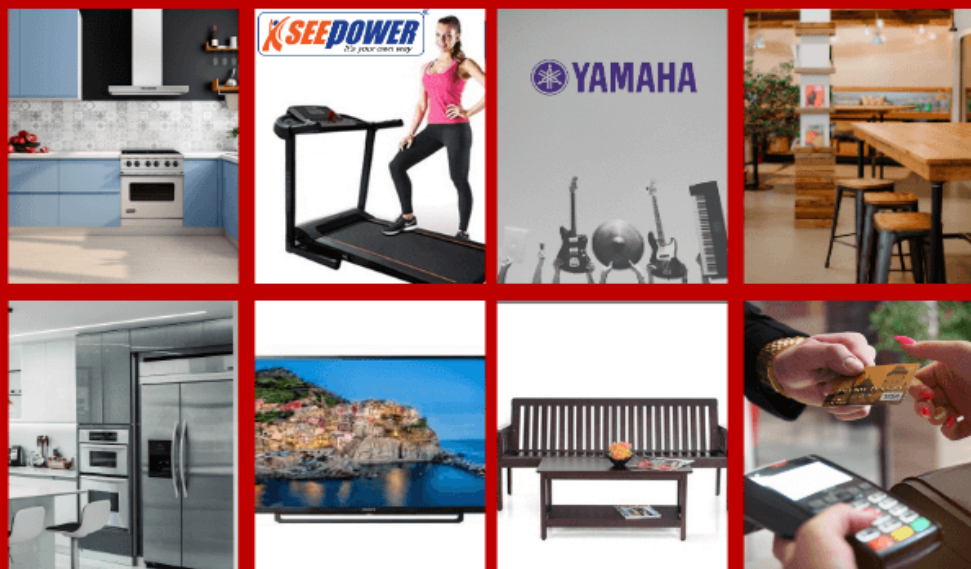
The list here in a separate box and also this paragraph CARE PRIVILEGE is a fitting tribute to these men and women at all levels. A memento to remember their honored service for the rest of their lives and for their future generations, similar to the war time medal.

Benefits to CARE PRIVILEGE card holders

Cards will be accepted at all

designated partner merchants of Ch17 Loyalty. Cardholders will enjoy many benefits such as cash discounts on purchases at partner merchant outlets and exclusive promotional offers during prearranged times. All these privileges will be valid until Dec 31 2021 (unless otherwise stated) These facilities and services will be offered free for the entire period of 2021.

Our aim is to provide relief and privileges to the cardholder and their family as a gesture of goodwill towards care workers said Jumar Preena CEO CH17 REWARDS and Loyalty. This is a unique welfare program and no one has ever introduced anything of this scale and magnitude anywhere. This is a pure voluntary service with no financial obligation to anyone he added.



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CH17
LOYALTY

CH17 unveils DIVOC - a smart Loyalty mobile app on PlayStore

A robust and an effective mobile application that will support subscribers to register for CH17 loyalty membership and instantly get a Digital Loyalty Card on their mobile units will be in force shortly.

These digital cards which will have all the features of a normal plastic will be a supplementary issue at no additional cost to the customer, they will receive at the time of enrolment, Jumar said. The App which is currently available on Google Playstore will be extended for IOS version as well.

Subscribers will be able to view real time loyalty offers from CH17's partner merchants island-wide. The virtual card will also have a Quick response (QR) code with encrypted user data. "We are on course to make loyalty schemes affordable, convenient and purposeful to our subscribers as well as to our partner merchants and vendors" CEO Ch17 Loyalty Jumar Preena said.



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 Imagine the possibilities Special Insurance packages	 Special Insurance packages	 10% off from the total bill	 7.5% off from the total bill	 5% off from the total bill	 7.5% off from the total bill	 10% off from the total bill	 Up to 10% off from the total bill	 Coming soon
 SRI LANKA'S NO. 1 FOOTWEAR 7.5% off from the total bill	 5% off from the total bill	 10% off from the total bill	 10% off from the total bill	 15% off from the total bill	 7.5% off from the total bill	 10% off from the total bill	 The Fashion Destination 8% off from the total bill	 077 800 9 800 15% off from the total bill
 Up to 30% discount	 Coming soon	 20% off from the total bill	 40% off from the Room bill	 50% off from the Room bill	 20% for F&B & Up to 35% Room bill	 20% off from the Room bill	 Up to 10% off from the Selected Services	 Up to 15% off from the Selected Services
 8% discount for clothing	 10% off from the total bill	 5% Discount for Mobile Phone	 10% Discount for Laptop Repairs	 Up to 20% discount @Restaurant	 Up to 40% discount	 Up to Rs.10,000 discount	 Up to 20% off for NANO Coat	 Up to 10% off from the total
 10% off from the total bill	 10% off from the total bill	 Dermaesthetic center Special Offers	 5% off from 24K Gold Jewellery	 20% off from the BBQ Lounge	මෙම වරප්‍රසාද විසර්ජනාම ලබා ගැනීම සඳහා ඔබට වැය වීම් රු.200/ක් පමණයි			



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