

JANUARY/FEBRUARY 2025

PRESTIGE

INTRODUCING
PRIVILEGE

BLACK
Range



Platinum Black membership redefines exclusivity, offering unparalleled rewards, elite privileges, and bespoke benefits designed for those who expect the very best.

The pinnacle of loyalty with status from CH17 Loyalty
(Read launch story inside)

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CH17 NEWS

Privilege Black: The Perfect Business Gift



Privilege Black is an exceptional way to express gratitude and build stronger business relationships. Designed as a discreet and thoughtful token of appreciation, it allows you to reward client representatives for their valuable contributions to your business.

With CH17's seamless support, the rewards points associated with Privilege Black can be effortlessly converted into monetary value, ensuring a hassle-free experience for both you and the recipient. This unique gift reflects your professionalism and commitment to fostering meaningful partnerships.



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FROM THE TOTAL BILL

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Showrooms

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TERMS & CONDITIONS APPLY | 070 31 66 211

CH17
LOYALTY



CH17 NEWS

OUR TECHNOLOGY

INNOVATION AND SOLUTIONS - CH17'S USP

Our selling proposition lies in delivering innovation and solutions that redefine the loyalty and rewards landscape.

We go beyond conventional programs, offering data-driven, technology-enabled platforms tailored to meet the evolving needs of businesses and their customers.

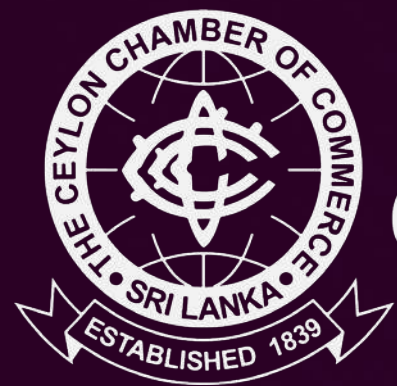
Our commitment to innovation ensures that we stay ahead of industry trends, empowering our partners with robust, customizable solutions that enhance customer engagement, drive loyalty, and deliver measurable results.

From seamless digital experiences to dynamic customer insights, CH17 Loyalty is the trusted partner for businesses seeking to build lasting connections with their customers.

To complement our technological feat, we add an immeasurably valued, focused, and segmented customer base, which enterprises can capitalize on. Not to mention our loyal network of top retail brands spanning various consumer segments, providing businesses with unmatched opportunities for growth and collaboration.

CH17 Loyalty delivers innovation and solutions designed to seamlessly integrate with any enterprise solution platform. Whether it's human resources, retail business, or B2B operations, our versatile modules are built to adapt and enhance your existing systems.

By combining data-driven technology with customizable features, we empower businesses to elevate customer engagement, optimize operations, and drive measurable growth. Our solutions are designed to complement your business processes, ensuring a smooth and effective loyalty management experience tailored to your unique needs.



The
**Ceylon
Chamber of
Commerce**

CEYLON CHAMBER LAUNCH



CH17 Extends Partnership with The Ceylon Chamber of Commerce Introduces Privilege Black

CH17 Loyalty reaffirmed its commitment to the rewards and loyalty programme established with The Ceylon Chamber of Commerce in 2021 by extending the partnership for an additional three years. The Ceylon Chamber of Commerce, a cornerstone of Sri Lanka's business community since 1839, introduced its first Membership Card in 2021, to serve its diverse network of top industry leaders, entrepreneurs, and business professionals. The initiative, powered by CH17 Loyalty's state-of-the-art digital platform, remains Sri Lanka's only tech-driven corporate rewards and loyalty management solution, catering to sectors including insurance, finance, leasing, apparel, IT, and travel.

The program's success has been driven by partnerships with leading brands in clothing, hospitality, wellness, dining, and supermarkets. It is widely recognised for its innovative offerings and exclusivity. CH17 Loyalty CEO Jumar Preena shared plans to introduce new features aimed at further enriching the programme and enhancing its utility for Chamber members.



The Ceylon Chamber of Commerce has redefined its Membership Card by adding exciting privileges, benefits, and merchant discounts, making it a valuable asset for members.

"We aim to move beyond the traditional concept of membership and create something meaningful and valuable for the Members," said Jumar Preena, CEO of CH17 Loyalty. "This card symbolizes exclusivity and value, offering unique advantages to those who hold it." he added Echoing this sentiment, Buwanakabahu Perera, Secretary General and CEO of the Chamber, highlighted the card's exclusivity. "This isn't just any membership; it's a privilege. It's special because it's aligned with the influence and legacy of the oldest and most impactful Chamber body in Sri Lanka," he noted. The Chamber represents some of the largest and most influential companies in the country, which play a pivotal role in driving the economy. Collectively, these companies employ a substantial workforce and own a significant share of the leading consumer brands in the market, further enhancing the value of this enhanced membership offering.



More reasons to carry a
CH17 PRIVILEGE CARD
(For corporate Membership Only)
Enjoy
EVERYDAY DISCOUNT
@ Selected below restaurants
at One Galle Face





CH17 NEWS

OUR TECHNOLOGY

HOW OUR WELL-CRAFTED WHITE LABEL SOFTWARE ON REWARDS AND LOYALTY CAN HELP YOUR BUSINESS

Our white-label software solutions are designed to empower your business with a robust, customizable platform tailored to your unique needs. Here's how it can benefit your business:

1. **Custom Branding** - Present our software as your own by adding your brand identity. Strengthen customer loyalty and trust while maintaining your distinct image.
2. **Cost-Effective and Time-Saving** - Skip the expensive and time-consuming development process. Our ready-made solution allows you to deploy quickly and efficiently.
3. **Scalability and Flexibility** - Adapt the software to your business size and requirements. Whether you're a startup or an established enterprise, our solution grows with you.
4. **Enhanced Customer Experience** - Provide your customers with a seamless, user-friendly experience through advanced features and intuitive design.
5. **Comprehensive Support** - Benefit from continuous updates, maintenance, and technical support to ensure your software remains cutting-edge and reliable.
6. **Revenue Generation** - Offer added value to your customers, attract new clients, and open up new revenue streams with our innovative features.
7. **Focus on Core Business** - With our software handling your technological needs, you can focus on strategy, operations, and scaling your business.

Partner with us to leverage a proven platform that delivers results while allowing you to maintain your unique identity.



CH17 NEWS

OUR TECHNOLOGY

QR SOLUTIONS?

CH17 upgrades Rewards and Loyalty Technology with ULTRA PLATFORM for faster response time, high scalability, safe and secure Platform and Intelligent solutions

CH17 continues to redefine the rewards and loyalty space with the introduction of its groundbreaking ULTRA PLATFORM. This state-of-the-art technology is designed to deliver unparalleled efficiency, scalability, and customization for businesses looking to enhance customer engagement and loyalty.

The ULTRA PLATFORM offers a robust suite of tools tailored to meet the unique needs of retailers, SMEs, and large enterprises. It enables seamless integration across multiple retail environments, providing real-time data analytics, fraud prevention, and dynamic customer rewards management.

By leveraging cutting-edge technology, CH17 empowers businesses to:

- Know Their Customers Better: Gain insights into customer behavior and preferences.

- Drive Engagement: Offer personalized rewards and flash deals to boost loyalty.
- Enhance Efficiency: Manage loyalty programs effortlessly with an intuitive interface.

With over a decade of experience and a proven track record in loyalty management, CH17's ULTRA PLATFORM solidifies its position as a market leader in the field. This innovation reflects CH17's commitment to delivering "more" rewards, privileges, and value to businesses and customers alike.

Stay tuned as CH17 continues to shape the future of rewards and loyalty management with cutting-edge solutions!



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Spar Seeduwa: +94 766 699 564

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We're good in bed...

