

## 7-Eleven Malaysia ties in with BCard

Posted on 10 June 2014 - 12:29pm

[Print](#) [1]



[2]

7-ELEVEN Malaysia Sdn Bhd in alliance with BLoyalty Sdn Bhd, recently rolled out a points-based loyalty card to reward its customers for their continuous support. The new 7-Eleven card essentially offers customers points for purchases made at over 1,200 existing BCard partner merchant outlets including 7-Eleven which can be accumulated to redeem rewards. Other merchants include popular hangouts that include Starbucks, Chatime, Kenny Rogers Roasters, Borders and others.

7-Eleven Malaysia executive director Tan U-Ming revealed that through its partnership with BLoyalty, they can leverage from its customer relationship management (CRM) and customer loyalty system to “stay in the forefront of customer innovation, as it enables better understanding of customers needs and wants.”

The benefits of the loyalty card also extends to 7-Eleven’s recent offerings such as Touch ‘n Go reload service, innovative merchandise that includes a wider range of fresh food, exciting consumer programmes and more.

BLoyalty Sdn Bhd director Gary Yeoh (pix) also weighed in on the new partnership which he said signifies leading brand confidence in its customer loyalty

programme. “More than a customer loyalty and rewards programme for organisations, we are essentially a marketing services company that adds value to partners through our data services, communication services and leveraged marketing campaigns.” As for BCard members, they can look forward to more as Yeoh says they will continuously look to increase merchant partner-base to grow the BCard family and offer members new places to collect and redeem points. With 7-Eleven Malaysia and its unrivalled network of stores now in its fold, BCard members have a major advantage to added value.

The 7-Eleven cards are currently available at outlets in Klang Valley, offered at an introductory price of RM2 and come with a complimentary 22oz Slurpee worth RM2.70. Existing BCard holders will be able to collect and redeem rewards at all 7-Eleven outlets throughout Malaysia

**Source URL:** <http://www.thesundaily.my/news/1073107>

**Links:**

[1] <http://www.thesundaily.my/print/255876>

[2] [http://www.thesundaily.my/sites/default/files/thesun/Catalogue/DSC\\_0039\\_re\\_c1073105\\_14610\\_850.jpg](http://www.thesundaily.my/sites/default/files/thesun/Catalogue/DSC_0039_re_c1073105_14610_850.jpg)