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## Rewarding its customers with more benefits

BY VINCENT TAN



Tan holding up a sample of the SkyClassic card during Resorts World Genting's announcement on the company's new SkyProgramme

STARTING May 1, Resorts World Genting (RWG) is changing its rewards programme from the current Genting Rewards system to the new SkyProgramme.

The new cards under SkyProgramme – SkyClassic, Sky Silver and SkyGold – correspond to the current Genting Rewards classes and use new Genting Points as the sole currency in this new membership programme.

All three cards are part of an Integrated Resort programme, allowing members to enjoy new experiences resort-wide and members-only offers, ranging from free stays and meal vouchers to discounts for shopping and entertainment.

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said the Genting Points would make it easier for members to keep track of their points and progress to the next tier.

A Genting Point is earned with every RM100 spent, and members also earn 1 Tier Point in the process, Tan said.

Current Genting Rewards cardholders' Reward Points will be converted at the same rate of 100 points to 1 Genting Point.

"Each member begins with a SkyClassic card, and upon reaching 100 Tier Points, they are upgraded to SkySilver and 500 to reach SkyGold," Tan explained.

In addition to these three classes, there is also the more elite Platinum tier upon reaching 10,000 Tier Points and the Chairman's Club, which is open only by invitation.

While Genting Points will take three years to expire from their last earned date, a member's Tier status will be reset annually on Jan 1.

As such, members will have to earn sufficient points in the same year or more to keep their current tier, or be upgraded to the next.

Nearly all outlets and retailers at RWG are involved in the programme, including upcoming ones such as Genting Highlands Premium Outlet and the new theme park slated to open later this year.

Tan added that the SkyProgramme membership required no fees, and was open to everyone with similar rewards to that of the gaming rewards programme, but with no gaming-related benefits.

RWG is also running a series of contests for members this year, such as the "RM1 Million Giveaway" contest this June 1 to July 16, where members who earn 1 Genting Point (RM100) get a chance to participate.

Later, Tan said, there would be a contest where card members could win cruise trips in August.

For details about RWG's SkyProgramme, visit [www.rwgenting.com](http://www.rwgenting.com)

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