

# ABSA REWARDS PARTNER FAQs AND FACT SHEET

**Q: What is Absa Rewards Programme?**

**A:** It is Absa Bank's brand new Rewards programme, launching in May 2009.

**Q: How does the programme work?**

**A:** The Absa Rewards customer value proposition is threefold and offers:

- Rebates based on POS (Speedpoint) spend at a host of partners
- A wide choice of redemption options
- Value-adding Bonus Benefits.

**Q: What are the Bonus Benefits?**

**A:** Bonus Benefits are a range of convenient services accessible through the Absa Rewards Contact Centre and exclusively available to Absa Rewards members. They include:

- Dial-A-Discount
- Know-It-All
- Legally Yours
- Breakdown Buddy
- Teacher-On-Call.

**Q: What are Cash Rebates offered by partners at POS?**

**A:** When Absa Rewards members use their Absa debit, cheque or credit card at participating partner stores, they earn a rebate on their total spend at that partner. These rebates accrue physical value in rands in the member's Absa Rewards account.

**Q: What are the 6 different forms of Rewards redemption?**

**A:** Absa Rewards Members can choose to redeem their Rewards in any of the following ways:

- **Cash** – The member can have the value of the Absa Rewards account paid into their Absa bank account
- **Airtime** – Members can exchange Absa Rewards for airtime vouchers from MTN, Vodacom or Cell C and enjoy a 5% discount
- **Travel** – Members can use their accumulated Absa Rewards as part payment for local or international travel arrangements
- **Shopping** – Absa Rewards can be exchanged for shopping vouchers at any participating shopping mall of the member's choice
- **Savings** – Members can have their Absa Rewards deposited into an Absa MoneyBuilder account to boost their savings
- **Charity** – Rewards can be donated to any of the Absa Rewards-nominated charities.

**Q: What is the value of one Cash Reward?**

**A:** A single Cash Reward unit is equivalent to one South African Rand.

**Q: How will members know the value of the Cash Rewards that they have accumulated?**

**A:** If the member's account is active and their membership fees are paid up:

- Their Cash Rewards balance will be sent to them via SMS every month
- Absa will send them a statement by post or e-mail twice a year
- They can call the Absa Rewards Contact Centre to obtain a balance between 08:00 and 17:00 Monday to Friday and between 08:00 and 12:00 Saturdays, excluding Sundays and Public Holidays.

**Q: Who can join the Absa Rewards Programme?**

**A:** Any Absa customer holding a qualifying, active Absa account may register to become a member of the programme. A minimum membership period of three months applies. Legal entities, partnerships and trusts are excluded from the programme.

**Q:** How do customers register for the Absa Rewards programme?

**A:** New members can register by:

- Calling Absa Rewards Contact Centre on 0861 78 88 88
- Visiting any Absa branch or Private Bank suite
- Visiting the Absa website [www.absa.co.za](http://www.absa.co.za)
- Faxing the registration form to 011 293 7308.

**Q:** What is the cost of membership of the Absa Rewards programme?

**A:** A monthly fee of R19,50 will be charged for membership of the Absa Rewards Programme. No joining fee is levied.

**Q:** What are the benefits of being a Partner of Absa Rewards?

**A:** By being a partner of the Absa Rewards programme you stand to:

- Improve customer retention by enhancing customer loyalty to your brand
- Increase sales and drive frequency of spend by current customers
- Create further brand building and sales opportunities by leveraging off the Absa brand
- Ensure that your customers feel rewarded and recognised.

**Q:** What is your role as the employee of an Absa Rewards Partner?

**A:** If you work in a partner store or branch you need to:

- Be aware that your company is a partner of the Absa Rewards programme
- Understand that only Absa Rewards members using their Absa debit, cheque or credit cards will earn a rebate
- Know exactly what rebate your company offers Absa Rewards members
- Make customers aware of the Absa Rewards programme and confirm that they will earn Cash Rewards in your store
- Direct customers who enquire about Absa Rewards to:
  - The Absa Rewards Contact Centre on 0861 78 88 88
  - The Absa website at [www.absa.co.za](http://www.absa.co.za); or
  - To the nearest Absa branch
- Take note of any updated or new information about the Absa Rewards programme, e.g. campaigns and initiatives.

**If you work in a contact centre or Sales centre you need to:**

- Be aware that your company is a partner of the Absa Rewards programme
- Adhere to any call scripting that informs customers of the rebate and the Terms and Conditions of the Absa Rewards offering
- Know exactly what rebate your company offers Absa Rewards members
- Make customers aware of the Absa Rewards programme and confirm that they will earn Cash Rewards in your stores
- Direct customers who enquire about Absa Rewards to:
  - The Absa Rewards Contact Centre on 0861 78 88 88
  - The Absa Website, [www.absa.co.za](http://www.absa.co.za); or
  - To the nearest Absa branch
- Take note of any updated or new information about the Absa Rewards programme e.g. campaigns and initiatives.

**Q:** What are the operating times of the Absa Rewards Contact Centre?

**A:** The Contact Centre is open during the following times:

Monday – Friday: 08:00 to 17:00 (excluding public holidays)  
Saturday: 08:00 to 12:00

The Absa Rewards Contact Centre number is 0861 78 88 88.