

**Shell Club**

**M**  **RE**  
**REWARDS**  
FOR YOUR JOURNEYS

# Shell Club Introduction

- Shell Club is a Shell loyalty program in Kenya designed to reward all Shell customers for every visit.
- We have revamped Shell Loyalty Club to a **Mobile led** customer journey and member activities-Registration, Earning, Redemption.
- We have also Full integration with Mpesa mobile payment with customers **earning points at Shell from payment via Mpesa** and **redeeming through whitelisted till numbers.**

## Enrolment

### 3 steps to register:

- a. USSD \*523#
- b. Shell Club Mini App on Mpesa App
- c. Shell Africa App

## Earn Points

- **Purchase** at any Shell Stations-Fuels, Lubricants, LPG, Select store
- **Pay via MPESA** on every visit
- Earn points instantly

## Redemption-??????

- Pay using Shell Club points at any Shell station and select vendor partners
- Redeem Shell Club points for airtime
- Redeem Shell Club points for exclusive offers

# Partner Support Required: Outlet Till Numbers, periodic Special Offers

## Consumer

- Shell Club plan is to ensure we give our loyalty customers **a wide range of redemption options** and thus our request for till redemption in all your stores.
- In order for the customers to redeem their points at your location, we shall **whitelist all your till numbers** to allow for this transaction.

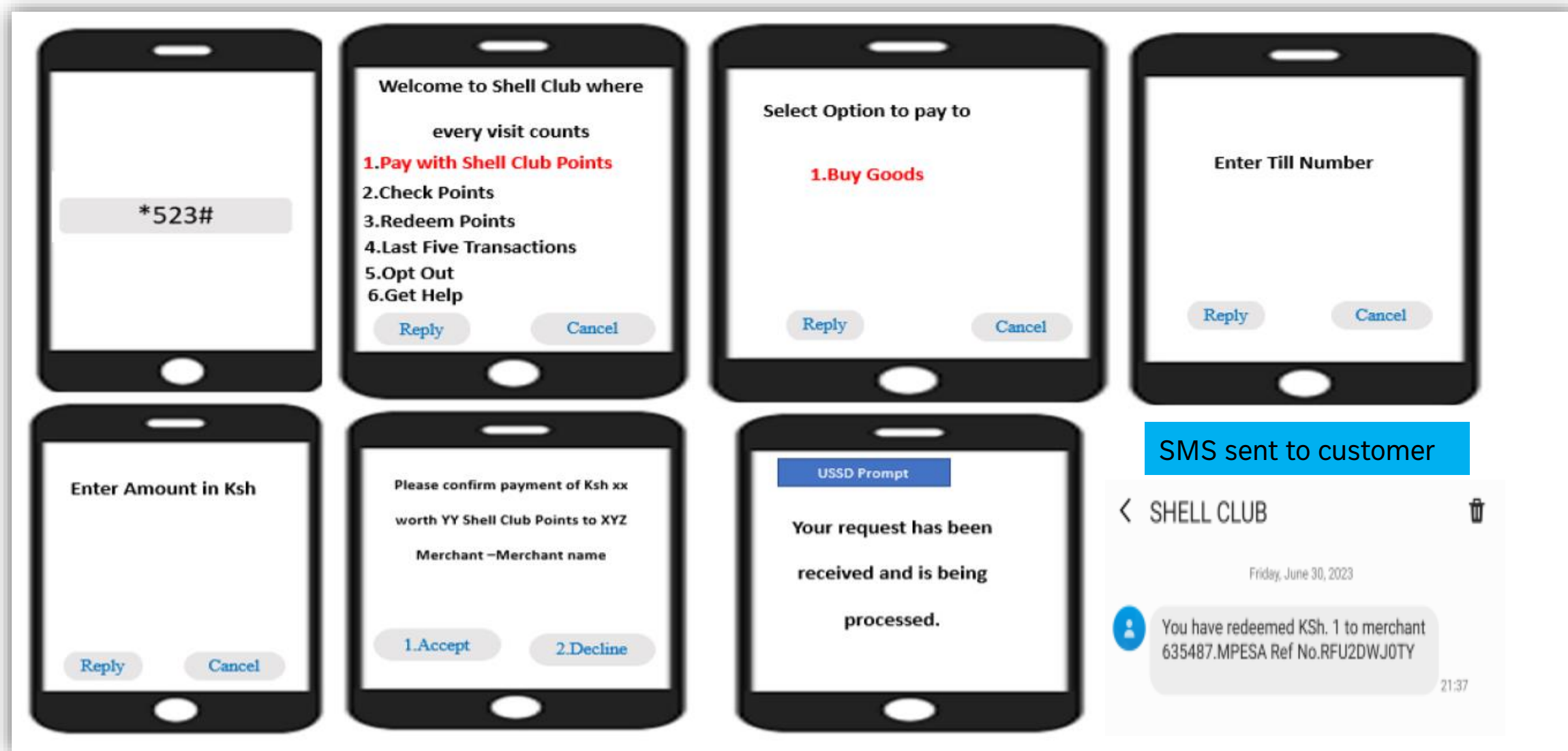
## Partner

- From a back end, we have an Mpesa wallet that shall transfer the money paid by the customer to your till number for every redemption done
- The payment shall be **immediate** to your till number with an **accompanying SMS from MPESA**.
- To ensure the customers are aware of this redemption in your outlets, we shall place communication in your outlets stating: SHELL CLUB POINTS ACCEPTED HERE.

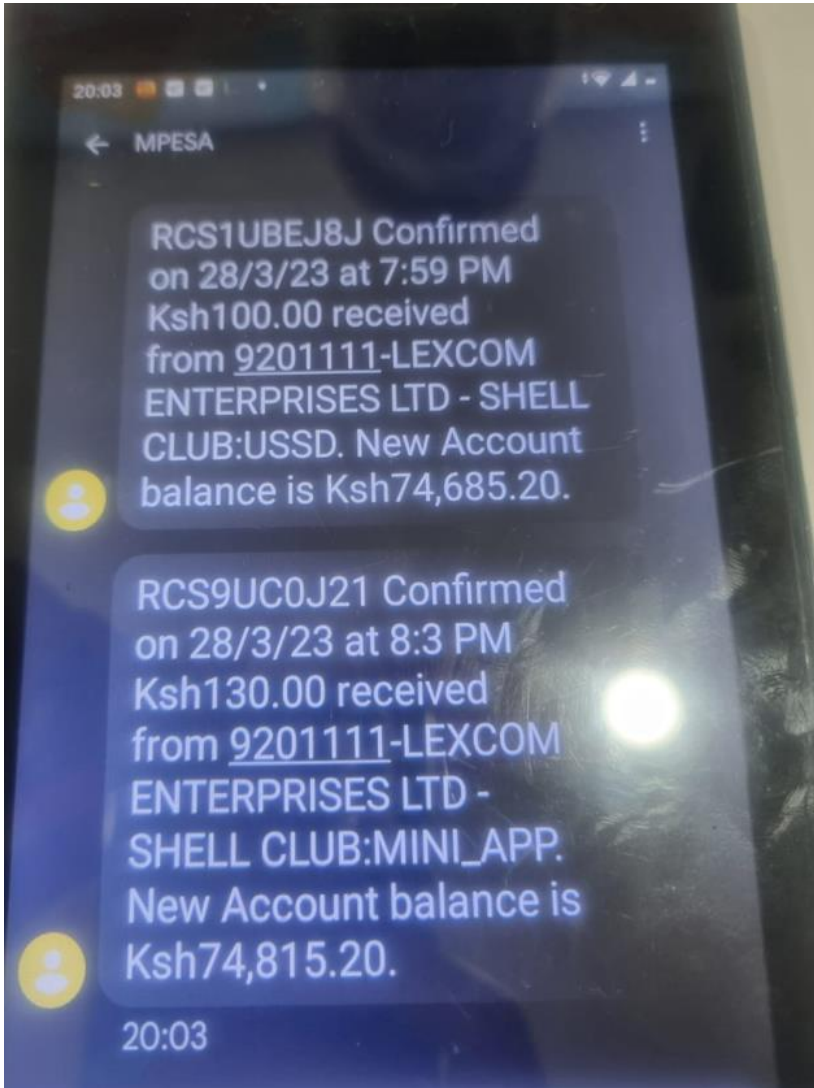
## Periodic special offers

- As our valuable partner, we request to also work together on tactical offers that shall be placed on our platforms and exclusive to Shell Club members.
- The exclusive offers are seasonal and we are open to loop into your marketing calendar.

# Customer view: Pay with Shell Club points



# Partner view: SMS receipt from MPESA



- ✓ MPESA SMS received as illustrated.

**END**