

# Keynote Presentation | [Digital Customer Experience] Creating Positive Experiences with Instant Rewards



GrabForBusiness

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Grab for Business

A person in a teal shirt is using a laptop. Overlaid on the image are several digital icons: a row of five faces with varying expressions (sad, neutral, happy), a checkmark in a box, and a row of five stars. The person's hand is pointing at the laptop screen.

# Creating positive customer experiences with instant rewards

**Sin Ling Chau**  
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# Customer Trend: Demand for instant gratification is EVERYWHERE & increasing

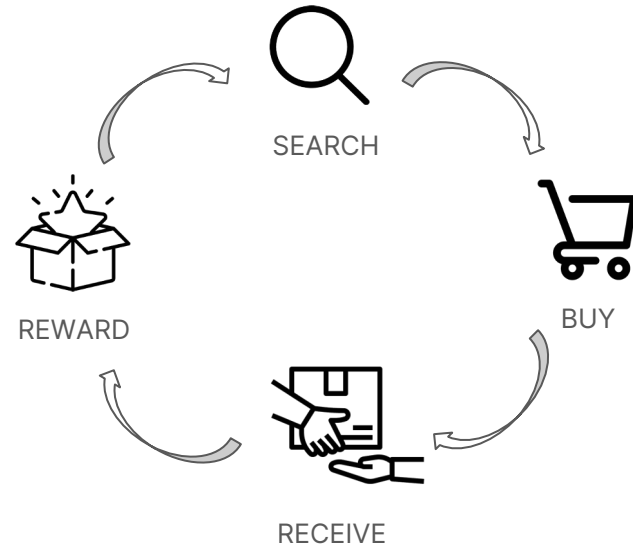
Forbes, 2023

# 50%

of female shoppers  
say that they do not  
have time to wait.

Digital shopping behaviour, Statista

## Customer Expectation: FAST FASTER FASTEST



# Although each customer has their own preferences, they generally want rewards with instant value + cost savings

Customer Experience & Loyalty Report, Merkle



**65%**  
Prefer free  
products



**69%**  
Prefer instant  
cashbacks

## **What this means for marketers?**

**Instant rewards enhances customer shopping experience  
(both online & offline)**

### **How do we address this?**

Adopting a versatile reward model helps cater to customers needs for instant gratification.

# With an increasing importance in creating a versatile reward model, we see more brands harnessing the power of digital rewards

01

## **Instant Fulfillment**

Tapping on the human urge for instant gratification where gifts can be sent immediately via digital means.

02

## **Simplicity and Relevance**

Ensuring that the gifts given are easily redeemable and appeals to a wide profile of target consumers

03

## **Customizing Gift Solutions for Campaigns**

Providing a seamless journey where users receive a personalized gift from your brand, which enhances the overall experience.

# As a marketplace ecosystem, we are deeply integrated within the lives of our users

## Food

Gift recipients a curated list of favourite restaurants & cuisines at their convenience

## Mart

From supermarket items to pharmacy supplies, Mart vouchers delivers everyday items on-demand

## Transport

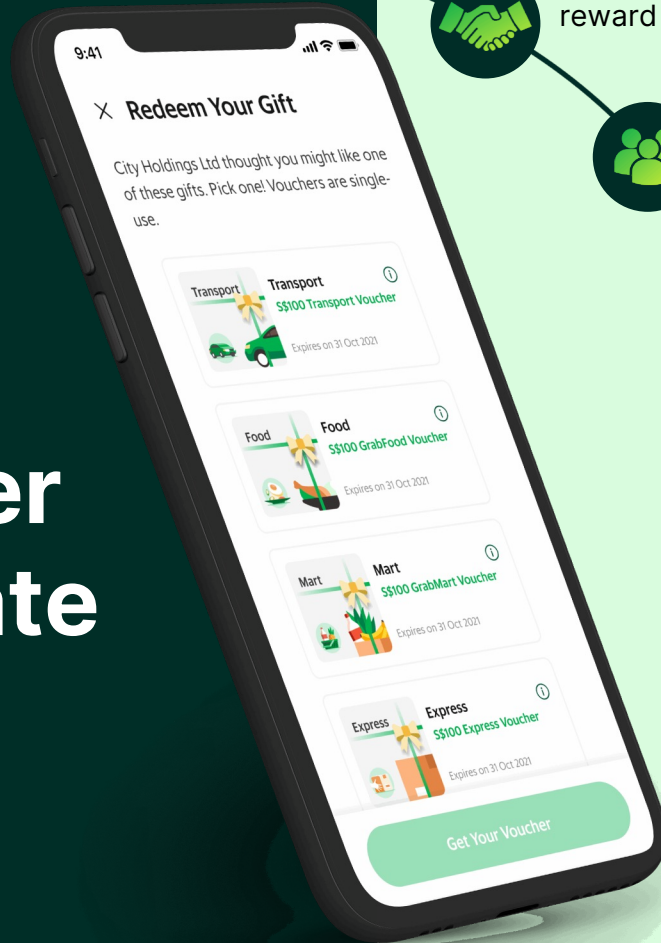
Provide a safe and reliable value-based rides for any transport experience

## Express

On-demand Express voucher with live GPS tracking that streamlines delivery needs



# Digital voucher for all corporate needs



Engage and reward employees



Attract new and repeat customers



Enhance your brand visibility



Build customer loyalty & recognition



Drive traffic to events



# GrabGifts

## Enhancing customer experience through rewards



### CONVENIENCE

Let the receiver choose what service they want to use from the voucher



### FLEXIBILITY

Empower receivers to select a denomination option with "Gift Breakdown", and accessing a variety of services



### ALL-DIGITAL

Easy to apply for the next transaction as all vouchers are stored in one place "My Rewards"



**Digital distribution**  
With no down time in rewarding customers



**Save on the costs of**  
logistics, handling and storage



**Sustainable and highly**  
customizable corporate  
gift vouchers

# We enabled brands to create a branded gifting experience



Custom Messaging



Digital Distribution

## & provide a warm and delightful unwrapping reward experience

Ever since OGG was launched In Q3 2022, there was a 13% increase in customer's usage of the vouchers in 3 months



Birthday



Cheer up



Thank you



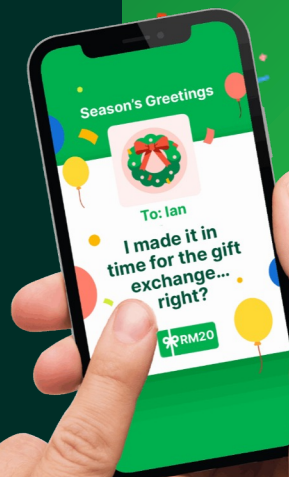
Congrats



Miss you



Great job



# Creating user experiences.. even after their purchase ends



**A thoughtful meal**



**A comfortable & safe ride home**



**A delivery from miles away**

# Case Study: Innisfree

Mass acquisition through third party platforms with digital rewards



**Campaign Period:** Nov 2022

**Objective:** Increase sales on e-commerce platforms (Shopee, Lazada)



**Campaign Mechanics:**

First 100 orders will receive \$10 GrabFood voucher



**Redemption Flow:**

Winners will be notified via direct message and the voucher code will be sent to them directly. "The Grab vouchers were fully redeemed within 5 days! Definitely a great incentive to capture customers' attention and encouraged users to place a deposit."



Singapore

# Case Study: Colgate

## Offline purchase, online rewards

Instantly reward in-store customers with customizable digital vouchers



**Campaign Period:** Q3 2021

**Objective:** Increase average basket size of Colgate products



**Campaign Mechanics:**

Customers who spent more than \$25 on Colgate products in a single receipt will receive a \$5 GrabFood voucher.



**Redemption Flow:**

Customers simply have to Whatsapp "CPFPGGrab5" with their name and copy of the receipt and they would receive the \$5 GrabFood voucher via whatsapp.



# So here are our key takeaways to kickstart your versatile rewards model:

01

## **Adopt a mix of physical and digital rewards**

Select a mix of rewards to provide instant rewards for both online & offline transactions

02

## **Simplicity and Relevance**

Remove complicated redemption journeys - keep focused on instantly rewarding

03

## **Customise at scale**

Find rewards that are close to a “one-size-fits-all” - never underestimate the value of providing customers the gift of choice

# GrabGifts

Thank you for your time.  
Looking to talk more? Come see us at our booth!

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