

# 2010 GOLD CARD PROGRAM

## 1. POINTS SYSTEM PROMO

(Promo period October 15 – December 31, 2011)

### Earn points by:

1. Presenting a Gold Card
2. Making a transaction

•IMT Receive	2 points
•IMT Send	5 points
•DMT Send and Receive	1 point

### Ano ang kapalit ng points?

**10 points = Php 50.00 celfone load**

### FLAs I-Must-Do:

1. **I-tanong** at kunin ang WU Gold Card ng customer. Kung wala pa, bigyan at **I-enrol** ang card.
2. **I-encode** ng tama ang WU Gold Card Number sa Translink.
3. **I-check** kung credited ang points sa ACR.

### Promo Mechanics for Points System Promo:

- ❖ Customer can redeem reward when he/she earns 10 points.
- ❖ Any pre-paid card subscriber with a Gold Card can join.
- ❖ Customer is given more than a year to join the program.
- ❖ Promo Period: October 15 to December 31, 2011

### WARNING !!!

Tungkulin ng mga FLAs na **hingin** ang WU Gold Card bago i-process ang transaction ng mga customers. Ang **pag-encode** sa WU Gold Card Number sa Translink ang **TANGING PARAAN** para makaipon ng POINTS ang customer. Kung sakaling nakaligtaan itong hingin at ini-encode, hindi na ito maaaring i-reverse pa.

## 2. RAFFLE PROMO

(Promo Period: October 15 to January 14, 2011)

### What are the prizes?

#### 1<sup>st</sup> monthly draw (November 19, 2010)

20 appliances  
(20 winners)

#### 2<sup>nd</sup> monthly draw (December 20, 2010)

20 Samsung Mobile Phones  
(20 winners)

#### Grand Draw (January 20, 2011)

Php 20,000 worth of Gift Checks (Waltermart Supermarket)  
Php 20,000 worth of gasoline

### Plus 1 Toyota Avanza

#### Promo Mechanics for the Raffle Promo:

- ❖ Customer transacts with WU using his WU Gold Card.
- ❖ Each carded transaction earns a **raffle entry**.
- ❖ Promo Period: October 15 to January 14, 2011.

Draw Type	Draw Dates	Cut-Off	Period Covered	Prizes	No. of Winners
<b>Monthly</b>					
First	Nov 19	Nov14	Oct 15 Nov 14	Appliances	20
Second	Dec 20	Dec 14	Nov 15 to Dec 14	Cellphone	20
Grand Draw	Jan 20	Jan 14	Dec 15 to Jan 14	Toyota Avanza GCs Gasoline	1

## **Agent Benefits:**

**Faster Transaction Time** – specific information already auto populated in the screen if customer has a Gold Card

**PLUS**

**Customer Loyalty**

**PLUS**

**Gift certificates worth 4K... as prizes for the winning locations in the Raffle Promo.**

## **SUMMARY:**

### **FLAs I-Must-Do:**

1. **I-tanong** at kunin ang WU Gold Card ng customer. Kung wala pa, bigyan at **I-enrol** ang card.
2. **I-encode** ng tama ang WU Gold Card Number sa Translink.
3. **I-check** kung credited ang points sa ACR.

### **FLAs I-Must-Don't:**

1. **I-encode** ang sariling WU Gold Card upang makakuha ng points.
2. **I-bigay** ang WU Gold Card sa kamag-anak o kaibigan na hindi customer.
3. **I-pilit** ang sarili na sumali sa Rewards Program.

## **FAQs:**

1. Ano ang bagong 2 promo ng WU Gold Card?  
*–Point system at Raffle Promo*
2. Ano ang responsibility ng FLA sa promotion?  
*–Encode ang Gold Card Number*
3. Ano ang mangyayari kapag hindi na-encode ang Gold Card number at hindi ito nakita sa resibo?  
*–Hindi na maaaring mabago. Patay kayo sa customer!*
4. Paano mag-register at mag-redeem ng Points?  
*–Kailangang mag-register para makuha ang libreng load.*
  - Register Syntax:** *Text WU REG <Name>/<WUGC Number>/<birthday>/<Address> to 2948*
  - Example:** *WU REG Juan dela Cruz/123456789/043079/10 Rizal Avenue QC*
  - Redeem Syntax:** *text WU REDEEM to 2948*
  - Maari ding tumawag sa WU Hotline**
5. Maaari bang makakuha ng load at sumali sa Raffle Promo?  
*–Oo, maaari. Nakahiwalay ang load at raffle promo.*
6. Paano kung tapos na ang promo period at kulang sa 10 ang points ko?  
*–Hindi na maaaring i-claim ang load pagkatapos ng promo period.*
7. Sino ang maaaring sumali?  
*–Maaaring sumali ang lahat ng customers maliban lamang sa mga empleyado at kamag-anak ng mga WU Agents, Vendors and Suppliers.*

8. Hanggang kailan ang Promo Period?  
–**Load: October 15, 2010 to December 31, 2011**  
–**Raffle Promo: October 15 to January 14, 2011**
9. Maaari bang manalo ng isang beses sa raffle promo?  
–**Isang beses lamang maaring manalo sa bawa't draw date. Kung 2 beses nabunot ang Gold Card number sa raffle in a particular draw date, ang mas mataas na premyo ang ibibigay sa winner.**
10. Paano kung hindi ako manalo sa unang draw, kasali pa rin ba ako sa susunod na draw?  
–**Opo, lahat ng non-winning entries ay automatic na kasali sa susunod na draw.**
11. Paano ko makukuha ang premyo ko?  
–**Padadalhan kayo ng registered mail ng WU at kalakip noon ang paraan kung paano makukuha ang premyo.**
12. Mamimigay pa rin ba ng Discount Coupons?  
–**Oo, patuloy pa ring mamimigay ng discount coupons.**

### **New GOLD CARD Promo**

#### **•POINTS = Load**

Register thru SMS

Redeem thru SMS or Customer Hotline

#### **•RAFFLE = Prizes**

Automatic entry thru Gold Card number

2 monthly draws and 1 grand draw

### **In short, ang GOLD CARD ay...**

**G**agawing **bongga** ang buhay natin dahil it

**O**ffers discounts and freebies

**L**oad sa lahat ng network at

**D**inagdagan pa ng Raffle Promo!