

**Grow your Business.  
Retain your Customers.**



**ACCESS**<sup>™</sup>  
funding your protection

# The AXXESS Programme

Attract new customers & retain a loyal customer base



## What is the AXXESS Programme?



A revolutionary benefits programme that assists your customers to lower or pay off their insurance premiums and gain access to free medical benefits, just by using the AXXESS card at your establishment to collect AXXESSpoints.

The AXXESS programme gives you access to an extensive customer base, facilitating increase in revenue and customer loyalty.

## How does AXXESS work?



**ACTIVATE**

**STEP 1:**  
Activate  
AXXESS card



**SHOP**

**STEP 2:**  
Use AXXESS  
card at network  
merchants  
nationwide



**EARN**

**STEP 3:**  
Collect  
AXXESSpoints  
from purchases



**CHECK**

**STEP 4:**  
Check  
AXXESSpoints  
via dedicated  
web-portal



**FREE**

**STEP 5:**  
Register for FREE  
medical benefit  
upon accumulating  
the required  
AXXESSpoints



**SAVE**

**STEP 6:**  
Use the accumulated  
AXXESSpoints  
to reduce motor  
and/or other  
insurance premiums

## Merchant Benefits

Here's a quick look at how your business can grow with AXCESS

### POWER IN NUMBERS

With a potential base of several million customers, enjoy extensive reach and engagement with targeted customers.

### TARGETED MARKETING

Our data-rich portal enables highly targeted marketing. We facilitate effective consumer segmentation with customised programmes and communications.

### BETTER MARKETING ROI

Reduce costs on customer acquisition and loyalty - drive and track return on investment of your marketing spend.

### HIGH ENGAGEMENT

Continuous communication to members via push notifications, SMS, eDMs & social media, highlighting your offers and campaigns.

### MARKETING SUPPORT & BE NOTICED

High-impact brand and promotional campaigns ensure top-of-mind awareness. Enjoy increased advertising and promotions exposure through POSM, various advertising media, social media & PR efforts.

### FLEXIBLE PRICING OPTIONS

Buy AXCESSpoints upfront and get a discount or pay as you use. There is no setup cost and packages are custom designed to meet your business ROIs and budgets.

### DEDICATED PARTNERSHIP MANAGERS

Your dedicated Partnership Manager will work closely with you to ensure your welfare is taken care of.



## JOIN AXCESS TO GROW YOUR BUSINESS

Want to learn more about AXCESS?  
Contact our Merchant Partnership  
Managers to schedule a free,  
no-obligation demo and  
consultation now!

**+603 7688 9000**

[www.axcess.com.my](http://www.axcess.com.my)

\*Enrolment as a merchant in the AXCESS Programme is subject to terms and conditions.