

## eBucks rewards launches in Botswana

eBucks Rewards from FNB went live in Botswana on September 19, 2016, bringing competitive solutions to help Botswana bank smarter, by providing qualifying customers with the opportunity to get rewarded when they purchase prepaid airtime or prepaid electricity through FNB's electronic channels. What's more, FNB Private Client's customers can earn up to 1.5% back in eBucks on qualifying credit card swipes.



Image by 123RF

This makes FirstRand the first banking group to launch a secure electronic rewards currency in Botswana. “We are very proud and excited to expand and introduce our eBucks Rewards programme into the Botswana market,” says Johan Moolman, chief executive officer of eBucks Rewards South Africa.

The rewards programme will serve as an additional means to empower the Botswana consumer to gain greater value for their money as they can spend the eBucks earned on regular purchases, such as prepaid airtime and prepaid electricity.

The timing for eBucks Rewards coincides with the Bank's 25<sup>th</sup> Anniversary celebrations in Botswana and marking the country's 50<sup>th</sup> year of independence.

“The rewards programme is our way of encouraging and rewarding great banking behaviour and aims to attract new clients over time across the regions. We are all very proud of this accomplishment and grateful to our colleagues in FNB Botswana, FirstRand Bank partners, members and employees who have helped us reach this incredible milestone in our

journey to expanding into Africa," concludes Moolman.

For more, visit: <https://www.bizcommunity.com>