

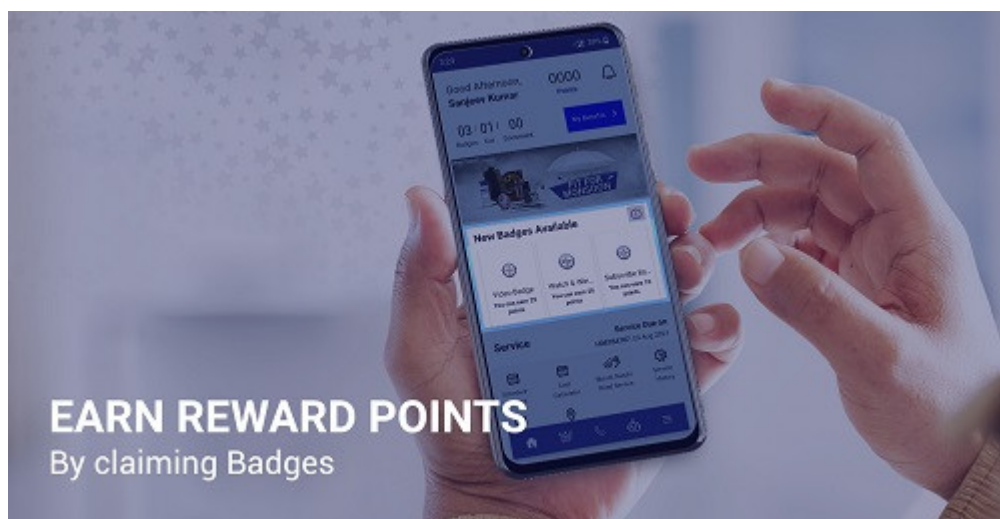


Know About the Maruti Suzuki Car Loyalty Program

For its customers, Maruti Suzuki has introduced a car loyalty program. The program, known as "Maruti Suzuki Rewards," basically encourages customers to purchase products and services by offering extra rewards and perks. Before getting into the detail of its car loyalty program, let's understand what is a car loyalty program first.

What is a Car Loyalty Program?

A [car loyalty program](#) is basically a customer retention strategy used by leading car companies today. Although the main objective of all car loyalty programs is to enhance the company's customer lifetime value, the reward system can be specifically designed to drive a brand's individual KPIs, such as enhancing personalisation, brand awareness, social media presence, and so forth.



How Does the Maruti Suzuki Rewards Program Work?

On the purchase of a new car, insurance, and accessories from Maruti Suzuki, points or rewards are provided to the customers. Besides, getting the car serviced and purchasing any accessories or parts also allow customers to accumulate certain points which they can redeem on any transaction of their choice.

Customers who purchase a new car from Arena or NEXA outlets or even those who purchase pre-owned cars via the True Value network are eligible for the program.

With all data and transaction alerts being sent to consumers' registered mobile phones, Maruti advertises this as an electronically supported cardless program. Owners of Maruti Suzuki cars who are interested can sign up for the new rewards program by visiting the Maruti Suzuki website or simply downloading its Maruti Suzuki Rewards app from App Store or Google Play Store.

Advantages of the Maruti Suzuki Rewards Program

The points collected can be used to pay for car servicing, genuine accessories, parts, extended warranties, and insurance. Customers are also permitted to take advantage of the perks of enrolling in the company's driving school.

It's interesting that the automaker has implemented a tiered system for its rewards program, in which customers will be divided into four groups based on their transactions: member, gold, silver, and platinum. Higher-category users will be eligible for exclusive benefits. Depending on how they interact with the brand, the company says it will also reward clients with "badges" that will grant them access to special events and offers.