

Digi and Petronas ink digital partnership

By Digital News Asia | May 24, 2018

- **Selected Digi services available at over 200 Petronas stations nationwide**
- **Loyalty and rewards collaborations to activate further into partnership in 2H 2018**



Petronas Dagangan Retail Business Division head Aadrin Azly (left) with Digi CTO Praveen Rajan

DIGI and Petronas Dagangan Bhd (PDB) announced a comprehensive digital partnership on May 23 to synergise marketing and rewards programmes as well as explore touchpoints to digitise and enhance benefits for businesses and customers alike.

Digi services at Petronas stations

Petronas and Digi customers will now be able to head to Kedai Mesra in over 200 Petronas stations in the Klang Valley to enjoy selected services such as subscribing to a Digi line or credit reload.

Additionally, Digi pop-up booths will also be set up at selected Petronas stations to make it more convenient for motorists who want to perform these services prior to entering Kedai Mesra.

These services can be completed as quickly as 20 seconds at the booths, enabled by Digi's Mobile Sales app.

This move strengthens Digi's network of 15,000 customer touchpoints and enables PDB to offer a wider range of services to Malaysians who patronise their stations.

Beginning with Petronas Station Sri Hartamas, Petronas stations nationwide will also be vcash ready, offering Malaysians an easy, convenient and digital way to pay for goods and services at Kedai Mesra with their smartphones.

The availability of these new Digi and Petronas services is set to continue growing to more stations nationwide throughout 2018.

Partnership benefits enterprises

Beyond B2C, this Digi-Petronas partnership extends its benefits to businesses with a cross-marketing collaboration between Digi's intelligent commercial fleet tracking solution iFleet and PDB's corporate fleet card programme, Petronas SmartPay.

Petronas SmartPay fleet card users who sign-up for iFleet services receive 10% off their subscriptions per month, per vehicle while iFleet customers receive a discount per litre of Petronas' fuel when they sign up for SmartPay.

This partnership will also see Digi subscribe to Petronas SmartPay exclusively for its fleet management solution.

"We are focused on delivering great connectivity and digital services to our customers, made increasingly accessible through robust retail and digital channels, supported by a high-quality, consistent network experience across Malaysia.

"The partnership with Petronas enables Digi to connect with more Malaysians and fulfil our aim of providing digital services to all," said Digi chief digital officer Praveen Rajan.

PDB head of Retail Business Division Aadrin Azly, said, "PDB is pleased to be able to partner Digi to enable such a wide-reaching digital marketing and solutions partnership. Ultimately this will not only improve the customer experience at our petrol stations but also aid in our own digitisation efforts as we strive to bring more digital products and services to them."

Plans are also underway to look into the reward programmes of both partners and explore ways in which customers and subscribers of both programmes can benefit. This is expected to come into play further into the partnership in 2H 2018.