

# Digi teams up with PetDag for service centres in petrol stations

[TELCOs](#)

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KUALA LUMPUR: [Digi.com Bhd](#)  and [Petronas Dagangan Bhd](#)  (PetDag) have teamed up for a comprehensive digital partnership to synergise marketing and rewards programmes as well as explore touchpoints to digitise and enhance benefits to businesses and customers alike.

In a joint statement, it said Petronas and Digi customers will now be able to enjoy selected services such as subscribing to a Digi line or credit reload at Kedai Mesra in Petronas as well as refuelling, refreshing and reloading at Petronas stations.

The selected Digi services are available at over 200 Petronas stations in the Klang Valley.

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.

The Digi-Petronas partnership extends its benefits to businesses with a cross-marketing collaboration between Digi's intelligent commercial fleet tracking solution iFleet and PetDag'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 an attractive discount per litre of Petronas' quality fuel when they sign up for SmartPay.

“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,” Digi chief digital officer Praveen Rajan said in the statement.

Meanwhile, PetDag head of retail business division Aadrin Azly said: “PetDag 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.”