

# RewardOps and Flybuys launch partnership to transform Flybuys' Rewards Store

Over 8 million of Flybuys loyalty program members can now enjoy an enhanced user experience

Sydney, AUSTRALIA - June 3, 2021 - RewardOps, a trailblazing engagement commerce platform headquartered in Canada with a rapidly growing presence in Australia, today announces its partnership with Flybuys following the recent revamp of Flybuys' Rewards Store, integrating the RewardOps platform. This partnership will enable the country's leading loyalty program to offer an enhanced member experience and drive improved value for customers.

For the last two years, Flybuys has been on a digital transformation journey, moving its core services to the cloud. This partnership furthers that effort by moving to RewardOps' cloud-based API platform. By leveraging RewardOps to seamlessly power its redemption capabilities, Flybuys can now better engage its more than 8 million members with more than 1,000 reward choices. Through one simple integration with RewardOps, Flybuys will save time on program administration and curation, streamline the supplier onboarding process, and open up a number of new features that will improve the member experience when redeeming.

"Flybuys is delighted to partner with RewardsOps, and we are pleased to have recently launched our revamped Flybuys Rewards Store making it easier for our members to redeem rewards and save on their everyday shopping," said Flybuys Chief Executive Officer, John Merakovsky.

"RewardOps is proud to partner with Flybuys to help them reimagine their customer experience. We are excited to continue growing this partnership to deliver unique rewards experiences that will further enhance their member engagement," said Azim Esmail, CEO and Founder of RewardOps. "This partnership marks our commitment to the investment and hyper-growth we have planned within the ANZ region."

The focus of this partnership for the future will be on improving the member experience through personalisation and enabling Flybuys to provide segmented promotions to members.

## About RewardOps

RewardOps is an engagement commerce platform creating positive disruption in the rewards space. RewardOps' cloud-hosted infrastructure, SaaS approach and agile methodology sets it apart from other companies in the loyalty industry. Using RewardOps' API-based software, forward-thinking companies in the loyalty industry can easily build, track and streamline their rewards programs. With one simple integration, RewardOps' partners can access millions of products from a continuously growing marketplace of exciting reward suppliers for new and deepening levels of engagement. For more information, please visit: [www.rewardops.com](http://www.rewardops.com). Follow RewardOps on Twitter or LinkedIn.

## About Flybuys

Established in 1994, Flybuys is Australia's most popular loyalty program, helping Australians to enjoy a wide range of rewards and benefits when they shop. Flybuys is committed to serving its more than 8 million active members with new and exciting ways to engage with the program. Flybuys points can be collected across 23 participating brands making up 25% of Australian retail sales including Coles, Kmart, Target, Catch.com.au and Optus. Flybuys also allows members to collect points via its financial, insurance and travel services partners. Flybuys is a joint venture between Wesfarmers and Coles. For more information, visit [flybuys.com.au](http://flybuys.com.au).

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