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Loyalty rewards go begging

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AUSTRALIAN loyalty scheme members are missing out on more than \$4000 worth of rewards from supermarkets, banks, airlines and other organisations each year because they cannot keep track of their schemes, the founder of a loyalty tracking website claims.

Dan Bisa, co-founder of Perkler.com, which was launched on Friday, said 82 per cent of Australians were members of some sort of loyalty scheme — ranging from the corner coffee shop to airlines and banks — but the rewards often went unclaimed because people did not keep track of their benefits.

Perkler, which already claims to be the world's largest loyalty program com-

munity, has been set up with the aid of a federal government grant and has also been supported by the ACT government. The site tracks more than 1800 loyalty programs for brands ranging from Qantas to KFC, ABC Shops and Starbucks allowing consumers to enter their reward program details at a single site and monitor the rewards they have earned.

“Lots of people think retailers do not want them to take up offers, but the response from the loyalty programs for this has been overwhelmingly positive,” Mr Bisa said. “Our research, based on ABS data, has shown people are missing out on \$4100 worth of rewards each year, and that is a conservative figure.”

Companies will be able to pay to use the site to pitch to new customers.