

## **Frequently Asked Questions**

### **Caltex Rewards CSR Incentive Campaign 2023**

#### **1. What is the Caltex Rewards CSR Incentive Campaign 2023?**

This campaign is to:-

- i) Increase awareness of CaltexGO and Caltex Rewards at stations
- ii) Drive signup & usage of CaltexGO among existing/infrequent customers who have not registered for Caltex Rewards membership
- iii) Rewarding station staff for helping customers better understand CaltexGO and Caltex Rewards

#### **2. What is the duration of the Campaign?**

The duration of the Campaign is 5 months from 1 August 2023 to 31 December 2023.

#### **3. How are the stations categorised for this campaign?**

The stations are categorised based on regions. The regions are:-

- |            |  |
|------------|--|
| North 1    | - Perlis, Kedah                                      |
| North 2    | - Penang, Perak                                      |
| Central    | - Selangor, Kuala Lumpur, Putrajaya, Negeri Sembilan |
| East Coast | - Kelantan, Terengganu, Pahang                       |
| South      | - Johor, Melaka                                      |

#### **4. How are the Caltex Rewards Registrations tracked for this Campaign?**

Caltex Rewards Registrations are tracked via each station's two unique Caltex Rewards QR Codes.

Scanning the station's first unique QR Code will lead customers to the Caltex Malaysia website to register online via the customer's mobile phone.

Scanning the second unique QR code will direct customers to their phone's Apple App Store or Google Play Store to download the CaltexGO application where they can then proceed to register for Caltex Rewards.

#### **5. What are the prizes offered for the Campaign?**

The prizes are split into two main categories:

##### **Overall Campaign Prizes**

These are the prizes for the top five (5) Caltex stations for each region with the highest new Caltex Rewards registrations acquired via BOTH of the Station's unique QR Code.

Stations will first need to meet the overall BASE target set by Chevron to be eligible.

- |           |                             |
|-----------|-----------------------------|
| 1st Prize | RM5,000 (x1 prize) in Cash* |
| 2nd Prize | RM4,000 (x1 prize) in Cash* |
| 3rd Prize | RM3,000 (x1 prize) in Cash* |
| 4th Prize | RM2,000 (x1 prize) in Cash* |
| 5th Prize | RM1,000 (x1 prize) in Cash* |

*\*cash prize to be credited to station's trading account*

The 1st Prize winners for each region can win additional Bonus Prizes only if they achieve the STRETCH target for their region. The prizes are the following:-

- Station Management (Station Manager or equivalent) Apple iPad (x1 unit)
- Station CSR (to be decided by Station with metrics) Apple iPad (x1 unit)

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#### **Monthly Lucky Draw Prizes\*\***

RM200 worth of KFC vouchers for each winning station (x10 stations per month)

\*\*selection based on ALL Caltex stations that achieve the month BASE target for the calendar month. For example, Caltex stations that achieve the monthly BASE Target for August 2023 will only be eligible to be part of the August 2023 Monthly Lucky Draw.

*Note: Please refer to the Campaign's Terms & Conditions for your station's BASE and STRETCH targets.*

#### **6. When will the winners be announced? How will the station receive their prizes?**

##### **Overall Campaign Prizes**

Upon the confirmation of the Overall Campaign Winners (based on the highest new Caltex Rewards registrations acquired from BOTH of the Station's unique Caltex Rewards QR Code) at the end of the Campaign, Chevron will send an email to the winning stations. The list of winners will also be published on the Caltex Retail Buzz portal.

The winning station's RBC or BMBC will be given the mock prizes and actual prizes to present it to the Retail Partner or Station Manager of the winning stations.

##### **Monthly Lucky Draw Prizes**

Upon the confirmation of the Monthly Lucky Draw Winners each month, Chevron will send an email to the winning stations. The list of winners will also be published on the Caltex Retail Buzz portal.

The RM200 worth of KFC vouchers will be sent via courier to the winning stations directly.

#### **7. If a customer registers for the Caltex Rewards without scanning either one of the station's unique Caltex Rewards QR Code, will that Caltex Rewards registration be counted as part of the station's target for the Campaign?**

NO. Only new Caltex Rewards registrations acquired via either one of the station's unique Caltex Rewards QR Code will be counted.

#### **8. If the station does not achieve any of the monthly BASE targets, will the station still be eligible for the Overall Campaign Prizes if they hit the overall campaign BASE target?**

YES. The station will be eligible for the Overall Campaign Prizes as long as they hit the overall campaign BASE target. The monthly BASE target is for the station to be eligible for the Monthly Lucky Draw Prizes.

#### **9. Who do I contact if I need to know the total number of new Caltex Rewards Registrations for my station?**

Chevron will prepare the Caltex Rewards Registrations report on the 16th of the month (for the period 1st to 15th of the month) and 1st of the following month (for the period 16th to 30th/31st of the month). This confidential information is only available to registered WhatsApp numbers listed in the Caltex Retail Station Directory as provided by Chevron. Any other numbers will first need to be verified with Chevron Malaysia.

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**10. If a customer registers for Caltex Rewards by scanning the unique QR Code used by Troopers during a station on-ground event, will those Caltex Rewards registration figures be counted as part of the station's target for the Campaign?**

NO. the Troopers team have their own targets that are counted separately. Only Caltex Rewards registrations acquired via the station's unique Caltex Rewards QR Codes will be counted as the station's target.

**11. If a station has their own records of customers' registrations on Caltex Rewards during the Campaign period, can these records be counted as part of the station's target for the Campaign?**

NO. Only the Caltex Rewards registrations acquired via the station's unique Caltex Rewards QR Codes and monitored by Chevron Malaysia will be used as the official numbers for this campaign.

Stations can get Campaign support in two methods:-

**VOICE / PHONE SUPPORT** - Stations can contact the Caltex Malaysia Customer Service Center at 1800 88 3188

**TEXT/CHAT ONLY SUPPORT (via WhatsApp)** - Stations can contact Project Coordinator at the Caltex Rewards Campaign Support Line (WhatsApp # 6011-5888 4181) based on the following working hours/days - 9.00am - 5.00pm, Monday to Friday, except weekends & Public Holidays during the campaign period.

Where available, the coordinator will provide information that is available. Other inquiries will be escalated to the Marketing Department for additional information.

All Campaign information and updates, including winners' announcements, will be shared on the Caltex Retail Buzz Portal ([www.retailbuzz.com.my](http://www.retailbuzz.com.my)).