



FREQUENTLY ASKED QUESTIONS

What is the DEAL Program?

The DEAL program is the loyalty program run by Deacons (East Africa) Plc in Kenya. The program was launched on 7th November, 2016 to recognise and reward customers for choosing to shop at Deacons stores.

Who is eligible?

In order to register as a member of the DEAL program, at the time of registration, you must be a legal resident of Kenya who is at least 18 years of age, and have a national ID, an active email address and telephone number.

How does the program work?

Upon registering as a DEAL member, you will be receiving communication on the offers available at all our Deacons stores on a regular basis.

The DEAL program is a promotion based program – therefore as a member you shall be eligible to participate in various promotional offers.

How do I register for the DEAL program?

There is no application fee required to register - It's free to join!

Simply sign-up at any of the following places:

a) Visit any Deacons store and ask for the Customer Relationship Manager or cashier in store who will assist you in filling in the application form at the point of sale. Once registration is complete, you shall receive an SMS confirming your application. You will then be eligible to 20% discount every time you shop from 7th November to 23rd November, 2016.

b) Register online on our website www.deaconsea.com/DEAL. Once registration is confirmed, you shall receive an SMS confirming your application and you will then be eligible to start participating in the program.

PS: It will take 24 hours for your member ship to be activated.

What are the benefits of being a DEAL member?

- As a DEAL member, you will be invited to SALE sneak previews.
- You will be the first to receive communication on new stock upon arrival as well as feedback on the availability of products you are looking for.

How do I change my DEAL loyalty program profile or email address?

To change your profile information, visit any Truworths, 4u2, Angelo, Babyshop, Adidas, Lifefitness or Bossini store and ask a store attendant to assist. They will change your profile information at the point of sale.

Do I need a physical card to be a member of the DEAL program?

No. The DEAL program is “cardless.” It is a mobile based program as opposed to a card based (physical membership card).

Why is my telephone number so important in the registration process?

The telephone number you use to register for the DEAL program will be used as your unique identifier. The telephone number you use to register for the DEAL program will also be used as your program identification when participating in the program including purchase discounts and redeeming program rewards, offers and SMS communication.

How can I cancel my membership in the DEAL program?

If you no longer wish to be part of the DEAL program, you can visit any of our stores to deregister. Upon cancellation, your membership will be inactivated and any unutilised rewards will be forfeited.

What happens to my reward when I return an item?

If an item is returned and another item of the same amount is replaced, there will be no amendments made to your reward system.

If an item is returned and replaced with an item of higher value, the value of the difference in amount (returned item vs new item) will be added to your reward program.

However, if an item is returned and you (the customer) is furnished with gift vouchers worth the same amount, the applicable reward will be deducted from your DEAL account, equal to the amount of rewards earned for that item purchased.

Are there any purchases exempt from benefiting from the loyalty program?

Purchases done at any of the Deacons stores in Kenya are eligible except all items marked SALE which are exempt from benefiting from the program.

What happens if I have forgotten my phone while shopping?

If you do not have your phone physically on you, quote your mobile number to the cashier who will verify your details before purchase. However, during redemption, you must have your phone and your national ID with you for verification.

TERMS AND CONDITIONS

1. Membership to the DEAL program is at all Deacons stores or the Deacons website – www.deaconsea.com/DEAL.
2. To be a member of the DEAL program, one must be 18 years and above and a Kenyan resident.
3. There is no application fee required to be a DEAL program member.
4. During redemption of offers, a members ID and telephone numbers will be required.
6. Deacons (East Africa) Plc has the liberty to modify the DEAL program reward system or substitute rewards of comparable value without notice to members.
7. DEAL program rewards will be in form of discounts or any other form other than physical cash.
8. Any benefits to members that are not claimed or utilized within the stipulated time frame shall be forfeited by the DEAL member.
9. Deacons (East Africa) PLC may use the names and pictures of winners of promotions/campaigns for purposes of marketing. However, Deacons (East Africa) PLC shall first seek consent from the members before any material is released for public consumption.
10. Members of the DEAL program shall receive a 20% discount from 7th November to 23rd November when they shop at any Deacons store in Kenya only.
11. In order to receive SMS and email communication regarding promotions/offers, a DEAL member will be required to sign up and consent to receiving these services.