

Byblos Bank offers exclusive deals and rewards for Visa cardholders

Byblos Bank Headquarters, Tuesday, 16 February 2016: As part of its flagship “Akram Program”, Byblos Bank launched a three-month campaign to offer its Visa cardholders access to exclusive benefits and rewards when using their debit or credit cards for all purchases.

Georges Fares, Head of Group Cards, Accounts and Bancassurance at Byblos Bank said: “This new initiative comes in the context of Byblos Bank’s efforts to boost card usage for payments in Lebanon. The Bank is in fact one of the main drivers of the industry, and stands out through the most generous card loyalty program it provides to its customers. This program was specifically designed to provide our customers with the easiest way to redeem the gifts and rewards of their choice”. He added: “Customers who do not already have a Byblos Bank Visa debit or credit card will receive free Points/Miles upon applying for one”.

Ramzi Saboury, Visa Country Manager for Lebanon, said: “Visa is delighted to partner up with Byblos Bank to offer their cardholders exciting rewards on their purchases across travel, hotels, retail and a host of other services. The three-month long campaign offers cardholders several exclusive benefits – including the chance to accumulate points that can be used to travel to various destinations around the world. This partnership with Byblos Bank is part of our commitment to guarantee a rewarding experience to our cardholders in Lebanon and encourage them to use their Visa cards with convenience and security.”

Hailed as the most generous loyalty program in Lebanon, “Akram Program” from Byblos Bank allows customers to accumulate a generous amount of Points/Miles upon using their cards for purchases. Customers can then choose from a wide array of rewards and benefits including travel tickets with full ticketing services, trendy electronic devices, mobile minutes, and much more.

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