

Mobility Plaza®

ENOC partners with Loyyal to enhance 'YES' rewards experience

The group will integrate the self-service platform Access Point to its rewards programme to increase merchant and partner engagement.



ENOC Group has appointed technology loyalty partner, Loyyal, to integrate Access Point, their self-service platform to the Group's rewards programme.

This move will enable 'YES' rewards members to earn points by accessing numerous merchant offerings and redeem points throughout Loyyal's partner network. Both parties aim to improve productivity by increasing merchant and partner engagement, streamlining and considerably cutting the contracting process.

"ENOC Group launched its 'YES' rewards programme to provide customers with added value and incentives on their purchases across our vast network. This relationship with Loyyal underpins our commitment to collaborating with like-minded partners to improve our offerings," said Saif Humaid Al Falasi, Group CEO at ENOC.

With the 'YES' rewards programme, customers may earn and redeem points instantly on every purchase across all ENOC locations. This includes service stations, ZOOM, AutoPro, Tasjeel, and more.

The awards programme additionally enables customers to save money on dining, beauty, health and wellness, and getaways.