a consumer

journey

example

08:20

connect

Emily downloads the PC Optimum app to her smartphone.

10:03

engage

Emily receives an email about an upcoming 20x the points event at Shoppers Drug Mart, so she makes a list to stock up on her health and beauty products.

11:50

personalize

Prompted by a personalized offer, Emily finds new products to love at the grocery store.

12:42

redeem

Emily uses her PC Financial Mastercard as a points accelerator, earning points on every purchase.

17:23

online

During an online shop to www.beautyboutique.ca, Emily realizes she has enough points to earn $50 off against her favourite beauty products.

20:34

reward

Emily decides to splurge on a Prestige Brand Lipstick – thanks to her PC Optimum points!

one card

one app

one currency

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your customer **in focus.**