



AIR MILES INCENTIVES®

Managed by RMG Loyalty

Testimonial

Hearing Life Canada (Canada Hearing)

"The AIR MILES® Reward Program has been a positive and influential partnership for Canada Hearing. With our exclusive partnership, AIR MILES has differentiated our clinics from the competition and elevated both our brand recognition and reputation. From AIR MILES Collectors we have seen an increase in hearing tests performed, a 7% shift in the purchase to our most advanced technology level units and a 3% average lift in the purchase of two units. AIR MILES has provided us with a turnkey loyalty program that is easy for our clinics to implement with a brand they can leverage to influence our customers."

"We encourage others to benefit from the program and to start rewarding customers with Canada's most trusted loyalty program."

Gino Chouinard, President and CEO, Hearing Life Canada (Canada Hearing)

