
Your Membership

I do have a purse full of reward cards. I do like to get something for providing custom to various companies and the same goes with a financial company, which I do actually find quite unusual. I don't know how many companies do that, but it does give you an incentive to maybe put more eggs into that one basket because you're getting something back for it.

I must admit, I suppose if there's a loyalty card then you know that by going in there you're getting your five pence back or whatever. It does... I find it makes me possibly shop there, yes.

Yes.

My supermarket values my loyalty and I think it's pretty good that my bank does also. So the more products I have with them, the more rewards I get.

You get various points depending on where you shop, how many policies you might have with them, if you have a mortgage, and they all go to points on your card, and then twice a year those points are converted into pounds to which you get vouchers in order to spend on your shopping.

You're investing your money with them and it's a way of showing that they appreciate you doing so.

I like membership scheme. I think if you're providing your custom to somebody, it's always nice to get something back.