SILLAGE EAST — CUSTOMER ENGAGEMENT & LOYALTY ADVISORY ÉDITION HEBDOMADAIRE · ASIE-PACIFIQUE

Le Petit Journal *de la Fidélisation*

L'actualité de la fidélisation & de l'engagement client, chaque mardi — sillageeast.com

N° 12 — SEMAINE DU 17 AU 23 NOVEMBRE 2026 PUBLIÉE LE MARDI 24 NOVEMBRE 2026

À LA UNE

Singapore Airlines Reshapes KrisFlyer Rewards, Replacing Several Advance Upgrades with Miles Discounts

Confirmed changes to KrisFlyer Milestone Rewards and the Solitaire PPS Club trade several guaranteed Advance Upgrades for miles-based discounts, alongside a fee increase for offline services — a useful prompt to separate what Singapore Airlines actually announced from what trade press has made of it.

Confirmed 17 November for 2027, Singapore Airlines is replacing several KrisFlyer Milestone Rewards and Solitaire PPS Club Advance Upgrade rewards with miles-based redemption discounts: the 75,000- and 100,000-mile Milestone tiers become 10,000- and 20,000-mile discounts, and the 60,000/75,000 PPS Value Advance Upgrades are replaced by a single 70,000 PPS Value reward, while the 100,000 PPS Value reward keeps its Advance Upgrade option. ScootPlus award redemptions become bookable from early 2027. Rewards earned by 31 December 2026 keep their 2026 terms, so the changes apply to future earning rather than existing balances. Separately, from 1 December, SIA is doubling its general offline service fee for redemption and membership transactions — not specifically an "upgrade" fee — to US$50 or 5,000 miles, waived for PPS Club members and supplementary cardholders. Marketing-Interactive and ContentGrip have since argued the changes test the trust the programme holds with its most valuable members; Sillage East's own view is simpler — flexibility is cheaper to fund than a guarantee, but members often priced in the guarantee itself.

— Source: **Singapore Airlines**, **Marketing-Interactive**



Picture by Frugal Flyer

EN BREF

DBS Launches Blockchain-Powered Programmable Rewards for Corporate Partners

DBS now lets corporate partners issue blockchain-powered digital vouchers straight through its PayLah! app, part of DBS Token Services. Chubb Insurance Singapore is the first live client: customers who buy an eligible policy through DBS receive vouchers redeemable at authorised NETS merchants — a concrete sign that banks can become distribution platforms for merchant-funded rewards, not just card issuers.

— Source: **Fintech News Singapore**

Disney and Visa Expand Their APAC Partnership Around Co-Branded Cards and Fan Experiences

Visa becomes Disney's exclusive payment network for co-branded cards in participating Asia-Pacific markets and presenting sponsor of D23 Asia, Disney's Singapore fan event on 25–27 June 2027, with planned cardholder benefits at Hong Kong Disneyland Resort; participating markets and launch timing are still to be confirmed.

— Source: **Marketing-Interactive**

Benefits Platform Imprint Raises $130M, Ships an MCP Server for AI-Agent Commerce

Khosla Ventures led the ~$1.9B round for Imprint, which now serves more than two million members and has launched programmes this year with Albertsons, Fanatics, Kroger and Shell. Its new MCP server lets AI agents securely access a member's rewards, virtual cards and transaction history, with tools for members to review and authorise any agent-initiated purchase.

— Source: **MarTech Cube**

> *"Our extension of Programmable Rewards to institutions reflects the maturation of tokenisation from experimentation to integration with everyday financial services."*
>
> RACHEL CHEW, COO & CO-HEAD OF DIGITAL ASSETS, GLOBAL TRANSACTION SERVICES, DBS (20 NOVEMBER 2026)

DANS LES DÉPÊCHES

Qatar Airways and JetBlue launch a mutual earn-and-redeem partnership between Privilege Club and TrueBlue ◆

Choice Hotels launches "Access by Choice Privileges", letting members earn and redeem points on concerts, sport and live-event tickets ◆

Lowe's becomes the exclusive home-improvement partner of Bilt Rewards, integrating into its "Neighborhood OS"