

LOTTO tickets can now be bought online

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Successful negotiations between the eBucks Rewards Programme and Uthingo Management have resulted in the first online partnership for the Licenced Operator of the National Lottery. Members of the leading rewards programme will now be able to use their eBucks rewards to purchase LOTTO tickets via the eBucks.com website.

At launch Uthingo committed to adding further access channels for LOTTO purchases and Humphrey Khoza, CEO of Uthingo has said that the eBucks programme with its online channel was an appropriate partner for the operation.

"We have very stringent regulations in place in order to protect the privacy of potential winners and the eBucks online channel has the technology and expertise to cater for that. We are also pleased to be able to add a new access channel, making the purchase of tickets easier and more convenient."

Deon Olivier, Head of the eBucks Rewards Programme is also very pleased with the new relationship. There are currently 640 000 registered eBucks members and R158.5m worth of eBucks in circulation. eBucks members, already spoilt for choice with the plethora of products available for purchase, are expected to view the opportunity to buy LOTTO tickets with their rewards very favourably. "Just under R9 million worth of eBucks were earned in October this year alone, and by giving our members another choice on how to spend their eBucks will benefit both our clients and the Good Causes designated by parliament to receive Lottery funding," says Olivier.

"eBucks are in essence earned for free, by offering LOTTO tickets as a redemption option, the eBucks Rewards Programme will conceivably be making millionaires for free as well," he says.

Jolande Duvenage, Head of Product Development at eBucks.com, believes that the new offering will provide a competitive advantage for the programme, "We continually strive to offer added value to our members and Uthingo is helping us achieve this."

The functionality went live on Monday 24 November and means that eBucks members won't have to wait in lengthy queues to purchase their tickets. Various purchase options are available allowing customers to decide how much they want to spend and how many draws they want to enter. Directly after the purchase the customer will receive email confirmations from eBucks and Uthingo, plus a hard copy certificate that will be posted to the individual.

The eBucks Rewards Programme looks forward to the first eBucks millionaire, following in the footsteps of the 336 millionaires the National Lottery has made in the last three and a half years.

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