

Flipkart launches Flipkart Plus



Flipkart has introduced Flipkart Plus, a customer-loyalty programme offering multiple benefits to its premium members, and give Amazon a shoulder-to-shoulder stand against its Amazon Prime.

Flipkart Plus, basically is an initiative to establish Flipkart's strong foothold against Amazon Prime service but by offering different set of services that Amazon Prime has on offer. Flipkart Plus will mainly offer services like free delivery on select products, early and exclusive access to sale events and priority customer service. Amazon Prime offers streaming video and music services at Rs 999 a year where as Flipkart Plus will not be offering these services. On the other hand, Flipkart Plus will be a free-of-cost service based on a customer's past or future purchased from the e-commerce platform.

Although, membership to Flipkart Plus is free, a logged in member on Flipkart would still require another 50 'coins' to join the programme. Members with a good purchase history on the website have been gifted 50 coins by the company which can enable them to become a member of this programme immediately where as others need to purchase products from the website to first of all collect 50 coins to become eligible for the membership to the programme. This is how a user can earn coins by making purchases on the website: A user earns 1 coin on every Rs 250 spent, limited to maximum of 10 coins per transaction. This means the ceiling is Rs 2,500 per transaction. Five such purchases would earn the user 50 coins.

The process of becoming a member in the programme may seem tedious at first but it is worth it, looking to the future benefits it has on offer. Members will get Free Plus Fast delivery on purchase of any Flipkart Assured products. They will get early access to products during sales on Flipkart including it's biggest annual sale, the Big Billion Days. They also be entitled to enhanced Plus Priority customer support which ensures Plus members get a priority helpline. Not just this, even after becoming a member in the programme customers collect points on every future purchase from the website which makes them eligible for many more rewards and free offers from Flipkart partners. So, the next time you go shopping online, make sure you visit Flipkart and grab the amazing benefits it has on offer.