

Trade Up Level Up (TULU)

- 1. Business Product Owner
- 2. For eligibility criteria requirements, please refer to: UCXXX: Trade Up Level Up - GA - Group Analytics - Confluence
- 3. For journey design, please refer to: In-App Campaigns – Figma

4. RTIM End Queries:

- What should be the Supression, Eligibility ,priority of the Entry points(considering only 3 offers can be sent at (home_hero_banner).

Home hero banner: standard exclusion rules, display to all clients. follow existing RTIM banner display handling.

Discover: entry point at recommended for you section (@ Phoebe to consider if we should have static entry point beneath recommended for you section as well)

Invest: static entry point at offers for you section

RTIM HK: EGSRTULUEntry

- Asia Miles Account Corresponding Data Mapping at RTIM end.

CX cardholder identifier: Cust_f_CC_CX

- If customer has Eligible Asiamiles account but doesnt have a eligible equity/FX account what should RTIM send.
- For Level up tracking what is the base? Rewarded based on transactions in corresponding FX/Equities accounts?

Please refer to UCXXX: Trade Up Level Up - GA - Group Analytics - Confluence

5. Entity Creation:

Campaign(To capture the details of campaigns to be tracked as part of TULU).

Data Type: Campaign

CL SCB-CDH-Data-Campaign RS CDH-Rules

Actions Save

Data Model Usage Sources Records Views Test cases Settings

Source

Local data storage Actions

Export Import

Search...

CampaignID (re...	CampaignDescription	StartDate	EndDate	CustomerDailyRewardsLimit	CampaignDailyRewardsLimit	CampaignType	Delete
CCReactivation2025Q3	CCReactivation2025Q3	1/1/2025	1/13/2028	10	25	Voucher	
EGCCRReactivation	EGCCRReactivation	1/1/2025	1/2/2026	5	25	StampCard	

+ Add record

Rewards: Entity to capture the issued rewards and track consolidation of asiamiles points for each customer.

HomeSCB-CDH-Data...

Data Type: Rewards

CLSCB-CDH-Data-RewardsRS CDH-Rules

Actions

Data ModelUsageSourcesRecordsViewsTest casesSettings

Source

Local data storageActions

ExportImport

Search...

Reward (requir... AT	CampaignId (re... AT	CustomerID T	IssueStartDate	RedeemEndDate	RewardIssueType	RewardValue	IssueEndDate	RedeemStartDate	RewardType	RewardProvider	Status	RewardIssueDa
G5ikeoww	EGCCRActivation	7020000007917793	1/7/2025	10/30/2025	Coupon	5	10/30/2025	1/7/2025	Voucher	FairPrice	Acquired	1/7/2025
kjerKlee	EGCCRActivation	7020000000924176	1/7/2025	10/30/2025	Coupon	10	10/30/2025	1/7/2025	Voucher	FairPrice	Issued	1/23/2025
Lopomwlv	EGCCRActivation	7020000001089356	1/7/2025	10/30/2025	Coupon	10	10/30/2025	1/7/2025	Voucher	FairPrice	Issued	1/24/2025

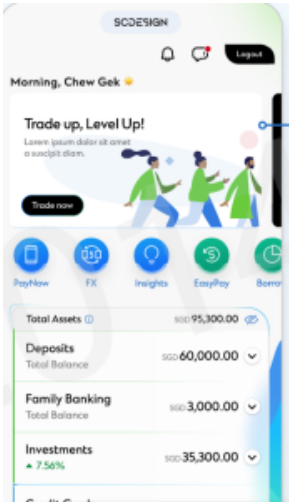
6. Other Business / Technical Details

Figma [In-App Campaigns – Figma](#)

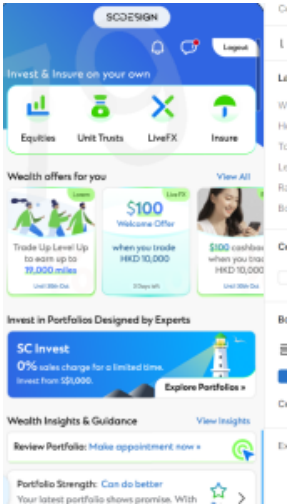
Data Sources

#	Category	Description	Systems Impacted						Functionalities	Assumptions	Sample Screen Shots
			Athena	RTIM	ACM	Mobile	UDP /Web	AA			
1	Actions	Show entry points for customers to register to the campaign	N	Y	N	Y	N	N	<ul style="list-style-type: none">Send Offer on home_hero_banner, Invest, Discover tab.Create new page id and placement for Invest tab.	keep invest tab name same as SG (invest_nextbestaction)	

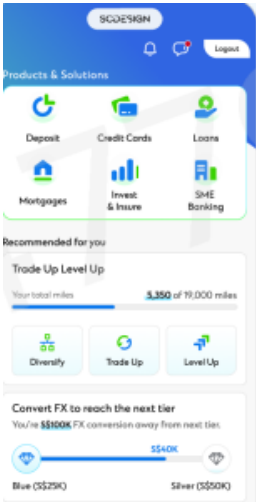
Home_Hero_Banner



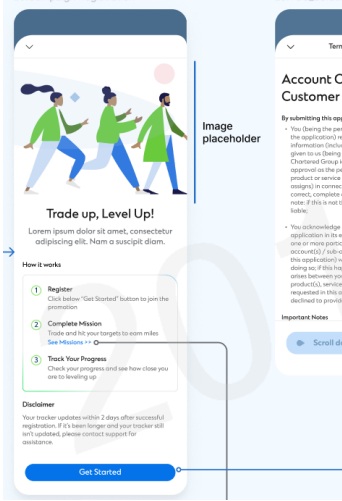
Invest Tab



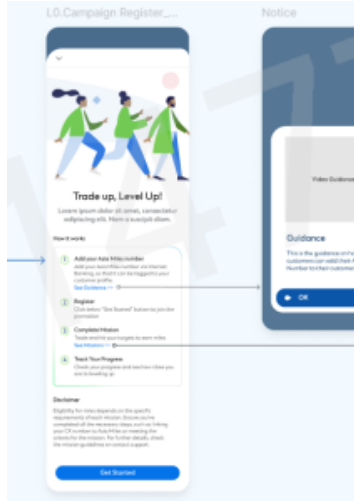
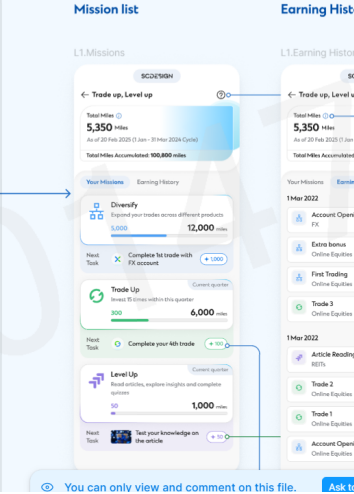
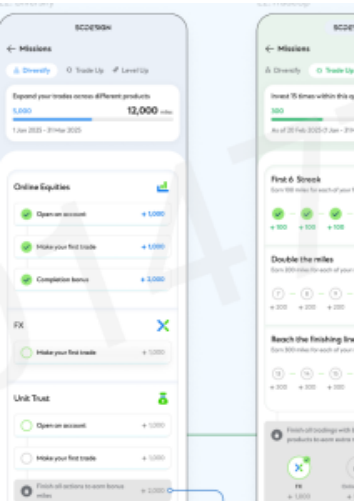
Discover Tab:



										<div><div>Trade Up Level Up</div><div>Trade with us and earn up to 10,000 miles</div><div> Lorem ipsum dolor sit amet, consectetur.</div><div>Widgets_black site</div><div><div>Trade Up Level Up</div><div>Trade with us and earn up to 10,000 miles</div><div> Lorem ipsum dolor sit amet, consectetur.</div><div>Your total miles 5,350 of 10,000 miles</div></div><div>Widgets_black site</div><div><div>Trade Up Level Up</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div><div><div>Complete 1st trade with FX account</div><div>+ 1,000 miles</div></div><div><div>Complete your 4 th trade</div><div>+ 100 miles</div></div><div><div>Test your knowledge on the article</div><div>+ 50 miles</div></div></div></div>
2	Next Best Action	Customers to be notified based on profile has asiamiles account or not	N	Y	N	N	N	N	<ul style="list-style-type: none">• IF customer has Asia miles account Show mission completion page.• RTIM sends flag to Channels team AsiaMilesAccountFlag=Y_Cust_f_CC_CX=Y <p>(Discussion session looping in Josephine from CX partnership team is suggested - suppose we need create the respective establishment code for fulfilment submission)</p>	<ul style="list-style-type: none">• RTIM related requirements are captured in <div><div>Trade up, Level Up!</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam a suscipit diam.</div><div>How it works</div><div><div>1 Register</div><div>Click on the "Get Started" button to get the permission.</div></div><div><div>2 Complete Missions</div><div>Trade and hit your targets to earn miles.</div><div>See Missions in My Missions</div></div><div><div>3 Track Your Progress</div><div>Check your progress and see how close you are to leveling up.</div></div><div>Disclaimer</div><div> Your mission updates within 2 days after successful registration. If it's longer and your member will not be updated, please contact support for assistance.</div><div>Get Started</div></div> <div><div>Campaigns</div><div>What's the promotion period?</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit, and do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, and do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</div><div>When Can I Receive My Reward Cashback?</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div><div>When Can I Receive My Reward Cashback?</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div><div>When Can I Receive My Reward Cashback?</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div><div>When Can I Receive My Reward Cashback?</div><div> Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div><div>Terms & Conditions of Signup</div><div>Terms & Conditions of Connection</div><div>Terms & Conditions of Adjusting</div></div>

3	User Experience	Customer to read T&C of the campaign and register themselves. The registration feedback to be send back to RTIM for tracking.	N	N	Y	Y	N	Y	<ul style="list-style-type: none">• A webpage to be build for Campaign Registration including T&C content in UDP.• A button to be available for customer to register• A Button to be shown to customer with Understand and accept• Webpage to send feedback information to RTIM regarding the campaign registration.	<ul style="list-style-type: none">• Web Related requirements are captured in	<p>Campaign Registration - T&C Page</p> 

6	Next Best Action	RTIM to track the Customer's accumulated points in Asiamiles account.	N	Y	N	N	N	N	<ul style="list-style-type: none"> RTIM to mark the registered customer for tradeup. RTIM the customer made to identify if the customer has reached the eligibility. <div> https://confluence.global.standardchardere d.com/display/GA /UCXXX% 3A+Trade+Up+Le vel+Up </div> <div> https://confluence.global.standardchardere d.com/display/GA /UCXXX% 3A+Trade+Up+Le vel+Up </div> <div> https://confluence.global.standardchardere d.com/display/GA /UCXXX% 3A+Trade+Up+Le vel+Up </div> <p>(Discussion session looping in Neville from UT team is suggested to clarify below)</p> <p>Filter the subscription transactions in the UT transaction table by considering:</p> <ol style="list-style-type: none"> ut_ordtyp_cd = SUB ut_tran_sales_cd = OMF O R PII ut_ordsts_cd = 8 (Settled) order_txn_d in (2024-01-01, 2024-12-31) <p>And then aggregate the transaction by currency and amount</p> <ol style="list-style-type: none"> ut_tran_amt = 20000.00 ut_tran_ccy_cd (Currency) 	<ul style="list-style-type: none"> The eligibility criteria can be updated in the RTIM action whenever the campaign is to be launched.
---	------------------	---	---	---	---	---	---	---	---	---

7	Customer has no Aisa Miles Accounts	Customer to see a different web page to open Aisamiles account	N	Y	Y	Y	Y	Y	<ul style="list-style-type: none"> A webpage to be build for Campaign Registration including T&C content in UDP. A button to be available for customer to register A Button to be shown to customer with Understand and accept Webpage to send feedback information to RTIM regarding the campaign registration. RTIM sends flag to Channels team AsiaMilesAccountFlag_Y_Cust_Flag_CC_CX=Y 		NonAsiaMiles Account 
8	Next Best Action	RTIM to send Reminder	N	Y	Y	N	N	N	<ul style="list-style-type: none"> RTIM to maintain 3 different campaigns for Diversify, Tradeup and LevelUp. These can be setup as campaign ID's in RTIM End and corresponding points accumulated can be tracked. LevelUp to be tracked through different framework. 	Consolidated call with multiple placements. Each offer should have corresponding field value	
9	Tracking Framework	RTIM to issue the reward	N	Y	Y	Y	N	N	RTIM to capture the reward issued for each milestone and update the reward amount in rewards entity. RTIM to show consolidated reward earned by customer for each campaign (Diversify, tradeup,levelup)	•	

10	Fulfilment	Customer to see their reward & redeem	N	Y	N	Y	Y	Y	• Customer can click the milestones Can customer click.		
11	Reporting	Status of Asiamiles Points to be available for Business reporting	Y	Y	N	N	N	N	a. RTIM will provide accumulated miles data back to Athena a EOD b. Reports to be generated out of Athena a /MSTR	• New file transfer to be setup between Athena & RTIM • New table to be created in Athena Ninja Datamart • Allow access to this table for Business users.	TBD

Assumptions

- All Campaigns should have start & end date

7. Dependencies

- TBC

8. Out of Scope


- TBC

9. Solution Diagram

10. Reports

Frequency: weekly

Item	Measurement	
Entry point - home hero banner	impression, click	
Entry point - discover	click	
Entry point - invest	click	
Registration	count	
Mission completion	Count by mission	

- Drag and drop to upload or [browse for files](#) 

[Download All](#)

11. Business Sign-offs

Capabilities sign-off

	File	Modified