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Mexican Bank Starts Loyalty Program

Citibank's Banamex, Mexico's largest commercial bank, is using a new Pass Points loyalty rewards program from Consumer Benefit Services Inc. to run its Travel Pass credit card portfolio.

Under the agreement, Travel Pass cardmembers earn one Pass Point per dollar for purchases made on their Travel Pass credit card and earn bonus points for purchases made outside of Mexico and at travel-related merchants.

Cardholders can redeem the points for discounted airline travel, hotel stays, vacation packages and cruises. The program will be supported by a toll-free bilingual customer service and travel redemption center.

Consumer Benefit Services provides rewards support to more than 8 million consumers through 35-plus loyalty clients including Navy Federal Credit Union, U.S. Bank and BB&T.