

Launch of SEA REWARD loyalty program

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EBUSINESS

YOU SHIP
YOU WIN
SEA REWARD
CMA CGM LOYALTY PROGRAM
powered by SpotOn



On March 13, 2024, CMA CGM Group announced the launch of SEA REWARD, an innovative loyalty program designed to redefine customer experience in the shipping industry.

Through this initiative, CMA CGM Group aims to forge deeper connections with customers while providing them with exclusive benefits and a seamless digital experience.

A simple concept: You ship, You Win.

SEA REWARD operates on a simple principle: the more you ship, the greater your rewards. You earn Nautical Miles from your very first booking through SpotOn, our digital quotation channel. You can later spend your Nautical Miles to reduce a part of your future invoices. As you ascend through the program's four status levels – Lieutenant, Captain, Master, and Admiral – you unlock a range of exclusive benefits, designed to reward your loyalty.

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The program SEA REWARD is only accessible to customers who make their bookings through our online sales channel SpotOn. Launched two years ago, SpotOn is an instant spot quote at a guaranteed price, priority space allocated on board the ship after booking, priority of booking, loading and equipment. This sales channel is available on our My CMA CGM ecommerce platforms (including My ANL and My CNC).

The SEA REWARD program is now available in Europe and will be gradually rolled out to our customers in the rest of the world.

Customer loyalty and trust are crucial for CMA CGM and deserve to be rewarded. Therefore, we are launching SEA REWARD, a particularly innovative and ambitious loyalty program offering exclusive benefits. With SEA REWARD, we continue to support our customers two years after the launch of our digital channel, SpotOn. It's simple – you ship your goods with us, and you are rewarded!

Olivier NIVOIX Executive Vice President CMA CGM Group Lines