



# PRU Rewards

Prudential Rewards & Loyalty Platform

User Guide



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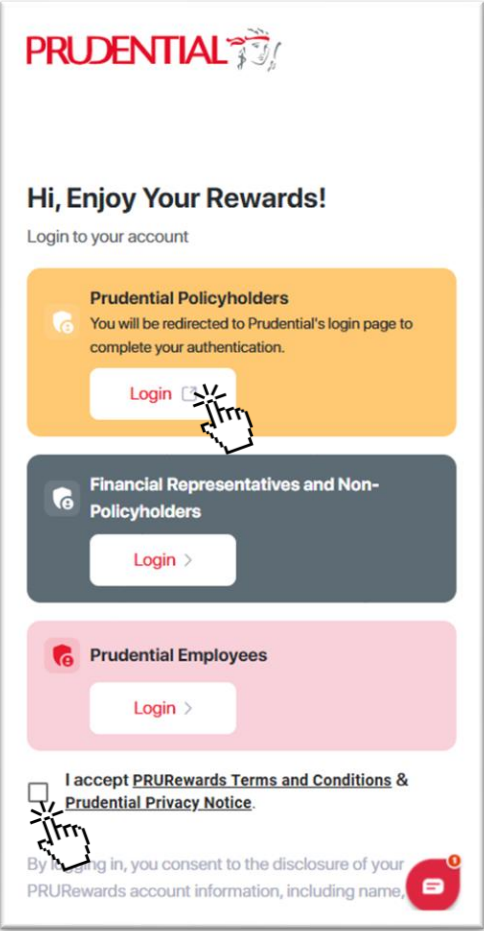


## Part 1: Overview of **PRU**Rewards





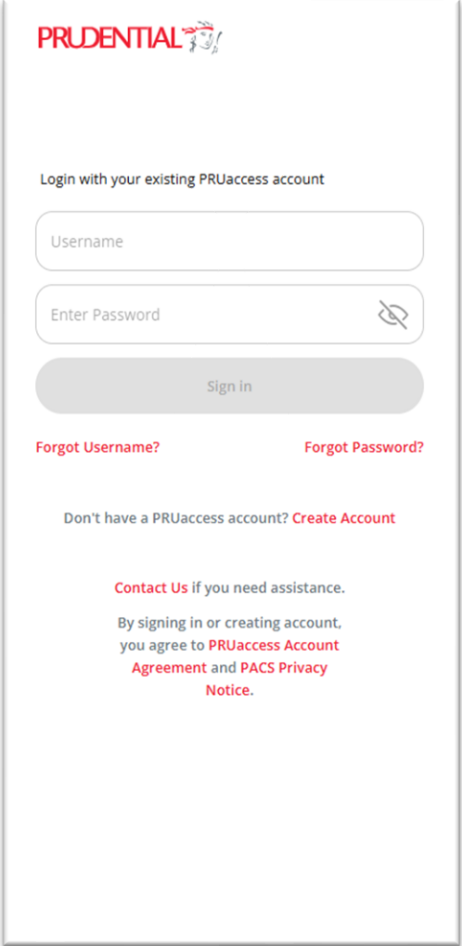
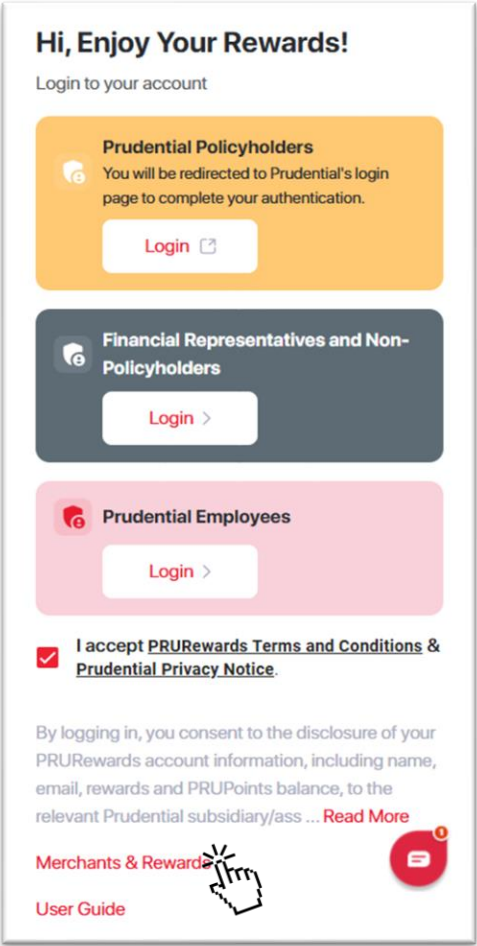
Part 1: Overview of **PRU**Rewards | **Login Page - Policyholders**



Select Prudential Policyholder and you will be directed to Prudential's login page to complete your authentication

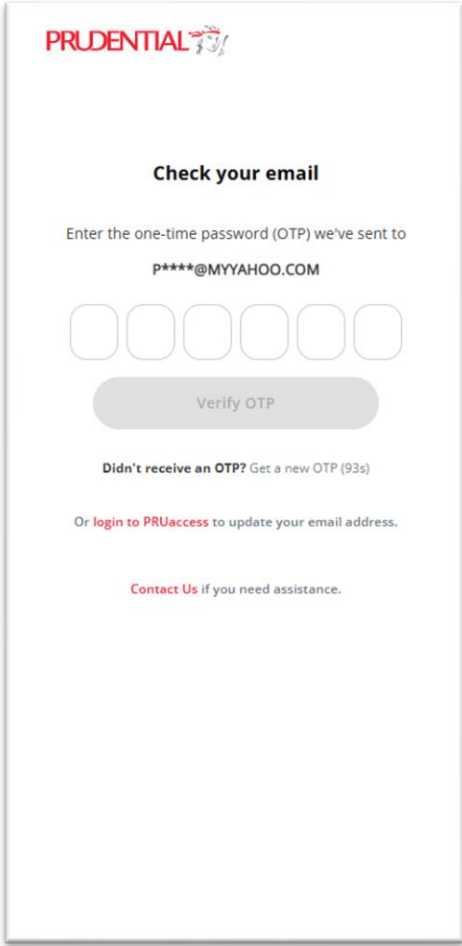
Click on the links to read the Terms & Conditions and Privacy Notice. You are required to accept these before you can login.

Access information about **Top Featured Merchants & Rewards**, and this **User Guide**.



Key in your Prudential account credentials to log in.

If you do not have an existing **PRU**access/**PRU**Services account, you may proceed to create an account.



Enter the One-Time Password (OTP) sent to your email to proceed.



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## Part 1: Overview of PRURewards | Login Page – Financial Representative, Non-Policyholders & Employees



**PRUDENTIAL**

### Hi, Enjoy Your Rewards!

Login to your account

**Prudential Policyholders**  
You will be redirected to Prudential's login page to complete your authentication.

Login

**Financial Representatives and Non-Policyholders**

Login >

**Prudential Employees**

Login >

☐ I accept [PRURewards Terms and Conditions](#) & [Prudential Privacy Notice](#).

By logging in, you consent to the disclosure of your PRURewards account information, including name,

Ensure your email address is entered in lowercase.

Click on the links to read the Terms & Conditions and Privacy Notice. You are required to accept these before you can login.

Access information about **Top Featured Merchants & Rewards**, and this **User Guide**.

Select Financial Representative and Non-Policyholder or Prudential Employee.

**PRUDENTIAL**

### Hi, Enjoy Your Rewards!

Login to your account

[Back](#) **Financial Representatives and Non-Policyholders**

Email Address

Password

☒ I accept [PRURewards Terms and Conditions](#) & [Prudential Privacy Notice](#).

Login

[First time login? Set your password here](#)  
[Forgot Password?](#)

By logging in, you consent to the disclosure of your PRURewards account information, including name, email, rewards and PRUPoints balance, to the relevant Prudential subsidiary/ass ... [Read More](#)

[Merchants & Rewards](#)

[User Guide](#)

Enter registered email address and password to access **PRURewards**.

If you have forgotten your password, click **“Forgot Password”** to receive a Reset Password email to set a new password.

### Email Format

**Non-Policyholder** – registered email submitted to Prudential Singapore.

**Financial Representatives** – email ending with @pruadviser.com.sg, @prufa.com.sg or corporate email.

**Prudential Employees** – corporate staff email (@prudential.com.sg).

For First-time login users,

1. Click on **“First-time login? Set your password here”**.
2. A “Set Your New Password” email will be sent for users to set a password.
3. Check your Spam/Junk folder if you do not see it in your inbox.
4. Click on the link in the email to set your new password.
5. Login using the new password.

**PRUDENTIAL**

### Enter Your OTP

Your One-Time Password (OTP) has been sent to your email. Please input the OTP below to proceed.

Time remaining: 120

[Resend OTP](#)

[Back](#)

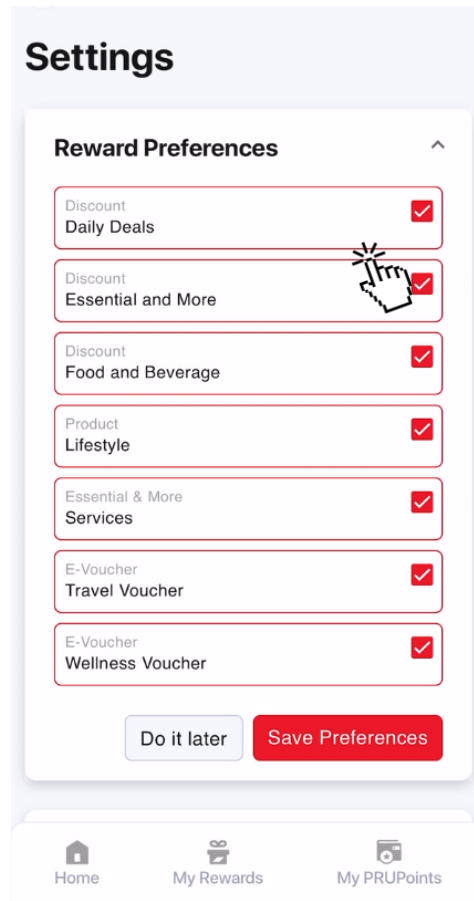
[Submit](#)

Powered by [Rewardz](#)

Enter the One-Time Password (OTP) sent to your email to proceed.

[Back to Content page](#)

## Part 1: Overview of PRURewards | Home Page



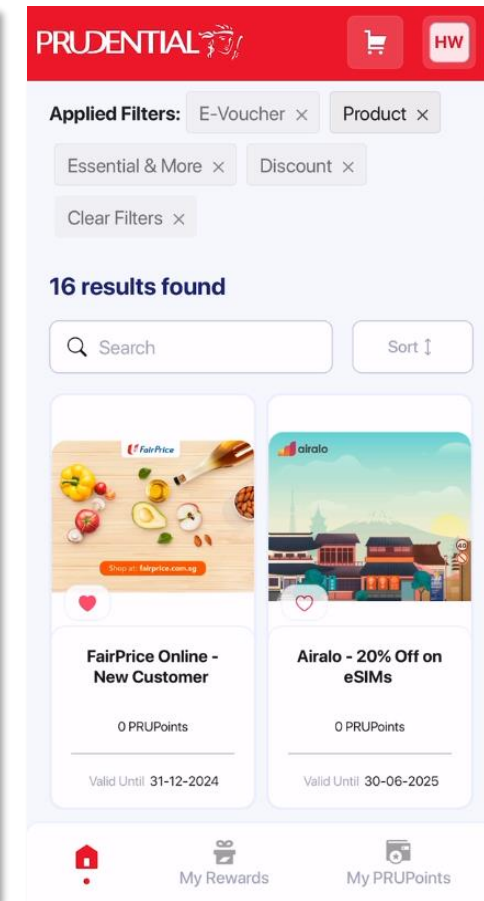
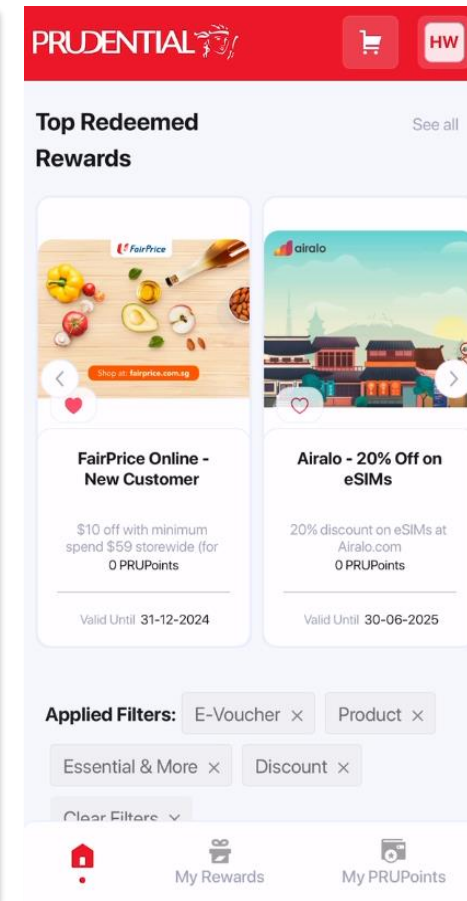
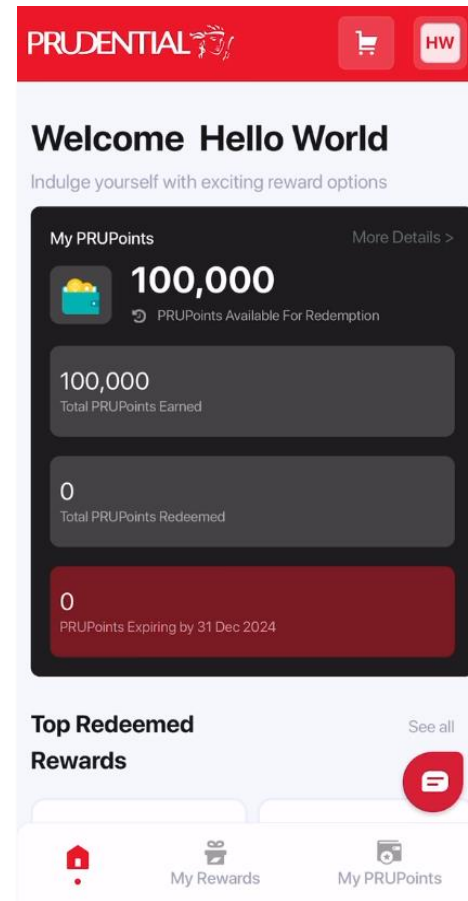
Check or uncheck these categories based on your preferences to set up your Rewards Catalogue.

How to read the summary:

**PRUPoints Available For Redemption**  
Total PRUPoints Earned – Total PRUPoints Redeemed

**Total PRUPoints Earned**  
PRUPoints issued to you by Prudential

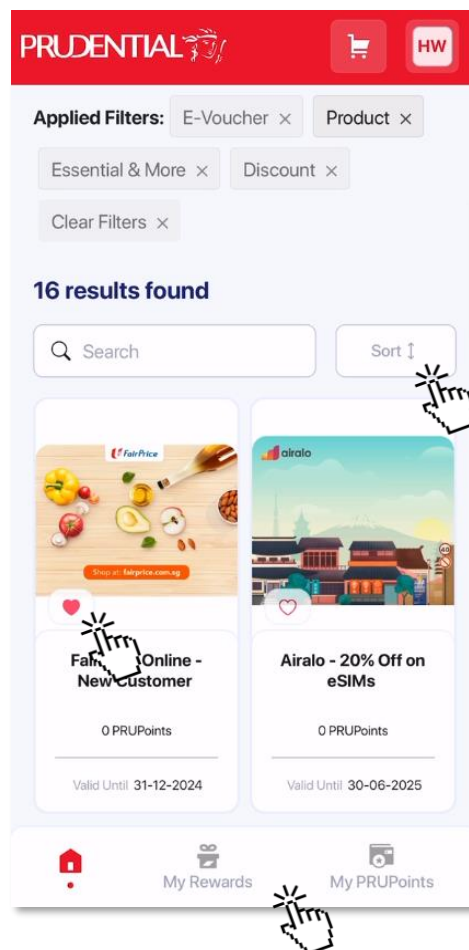
**Total PRUPoints Redeemed**  
PRUPoints that you have used to redeem for rewards



After you have logged in, you will be redirected to the Settings screen to select your Reward Preferences. Tap on **Save Preferences** or **Do it Later** to proceed.

On your Home page, you will see a summary of **My PRUPoints**, **Top Redeemed Rewards**, and your **Rewards Catalogue**, filtered based on your Reward Preferences.

## Part 1: Overview of PRURewards | Navigating the Rewards

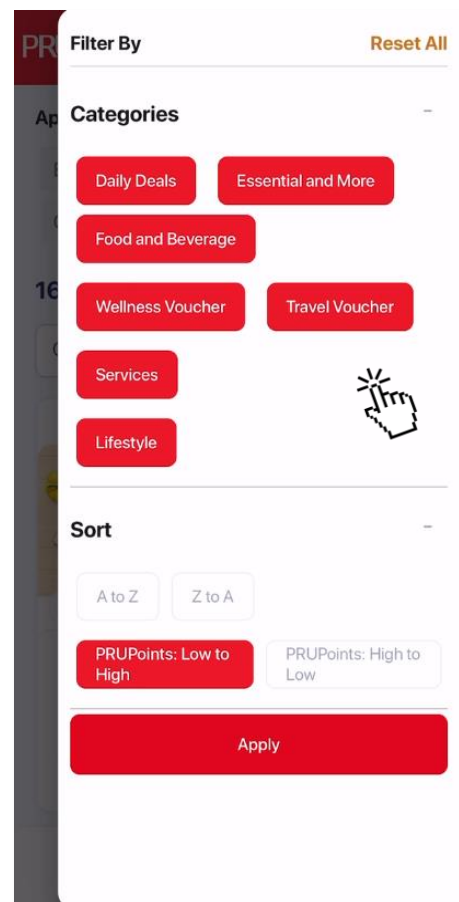


On your **My Rewards** page, you can find all the rewards that you have redeemed or given by Prudential. On your **My PRUPoints** page, you will find the transaction history of all your PRUPoints (earned and redeemed for rewards).

Search for specific rewards using the Search bar or click **Sort** to filter the rewards

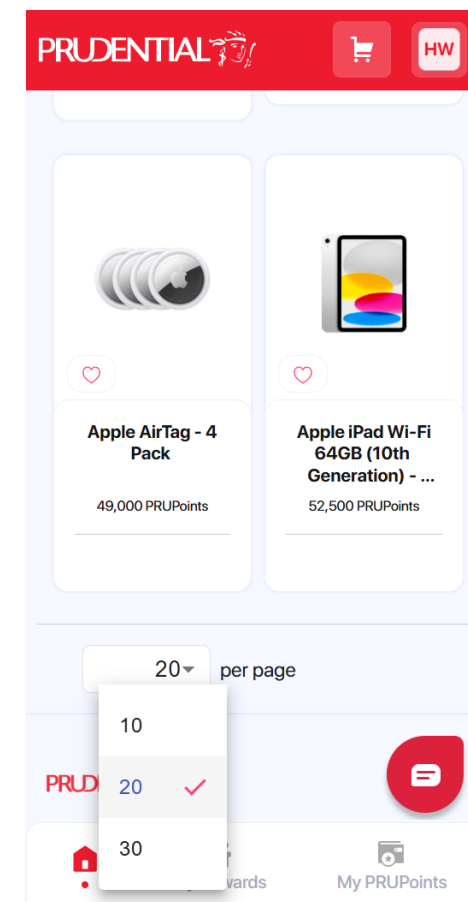
Tap the heart icon to add a reward to your favorites list.

Use the quick access bar to navigate between **Home**, **My Rewards** and **My PRUPoints**.



Check or uncheck these categories based on your preferences.

The Sort function allows you to filter the **Rewards Catalogue** by Categories, Alphabetical Order (A to Z/Z to A), or PRUPoints (Low to High/High to Low).



At the bottom of the **Rewards Catalogue** you can also select the number of rewards you would like to see per page.



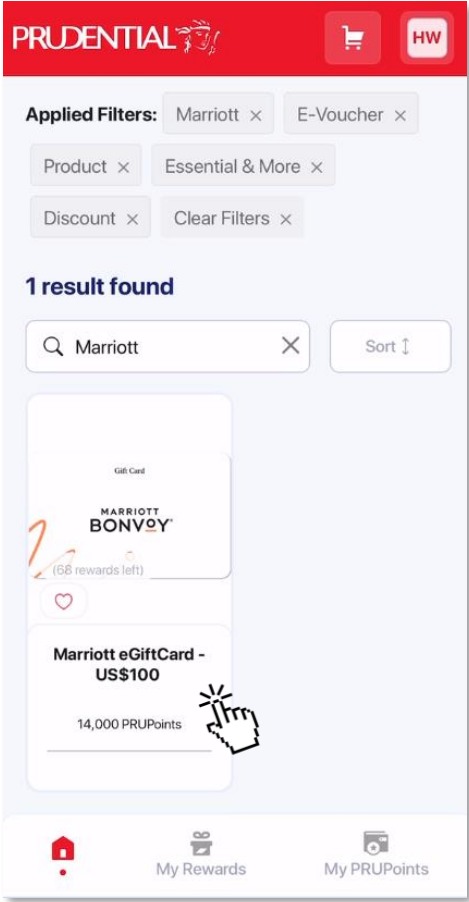


## Part 2: How to Redeem Your Rewards

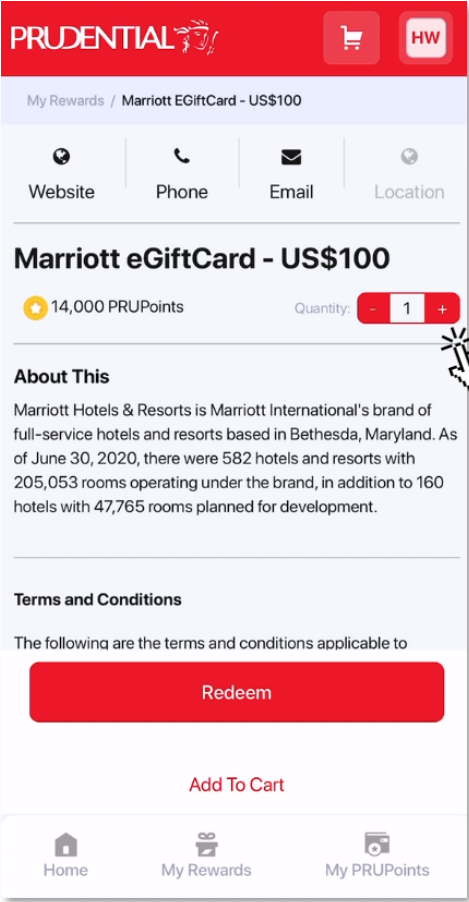
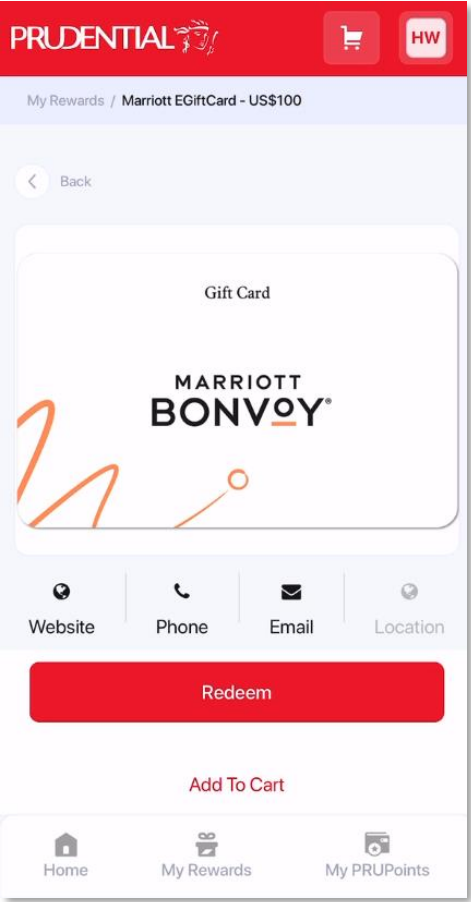




## Part 2: How to Redeem Your Rewards | **Redeem e-Voucher (1)**



Click into your preferred e-Voucher that you would like to redeem for the details.

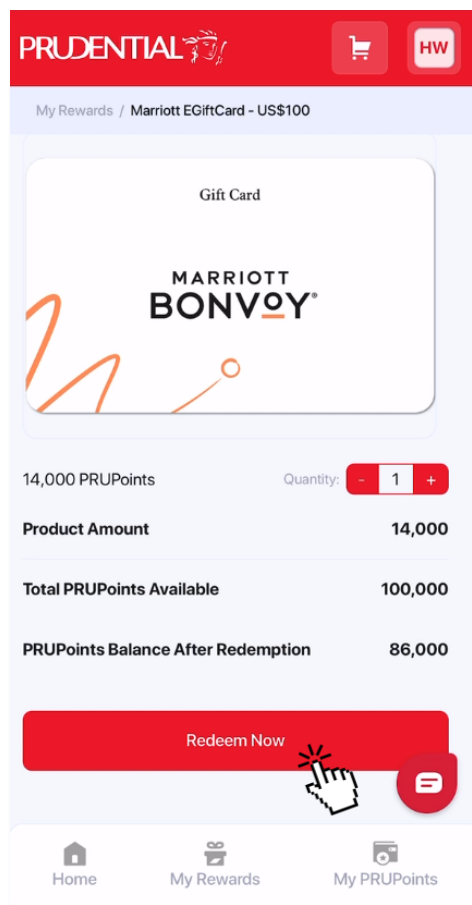


Select the quantity of the e-Voucher that you would like to redeem.

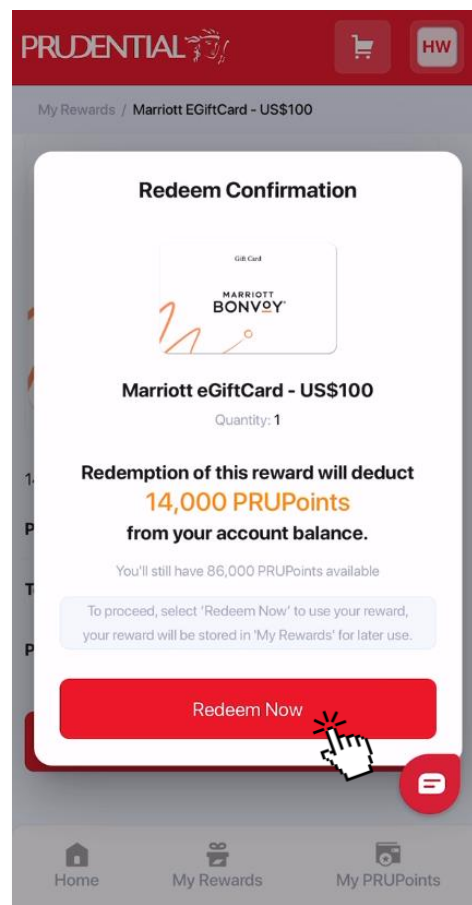
Access the available rewards on the Home page using the quick access bar at the bottom. Choose the e-Voucher you would like to redeem and get started!

Review the e-Voucher details and tap **Redeem** to proceed with the redemption process.

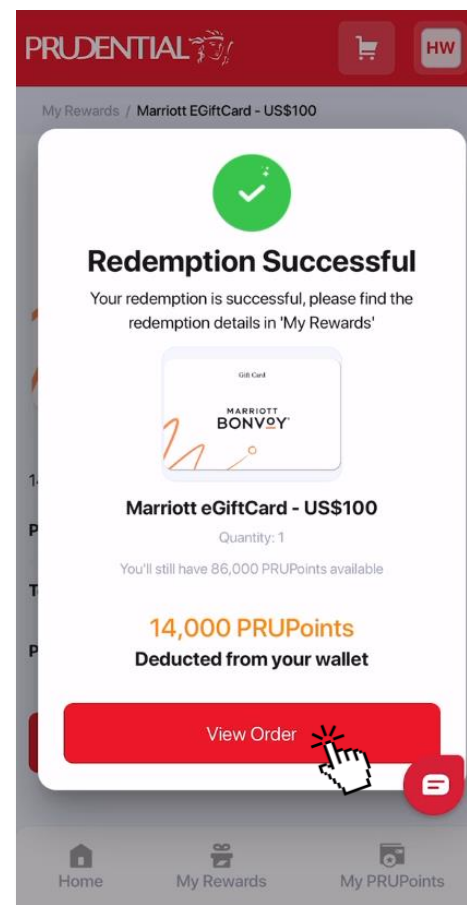
## Part 2: How to Redeem Your Rewards | Redeem e-Voucher (2)



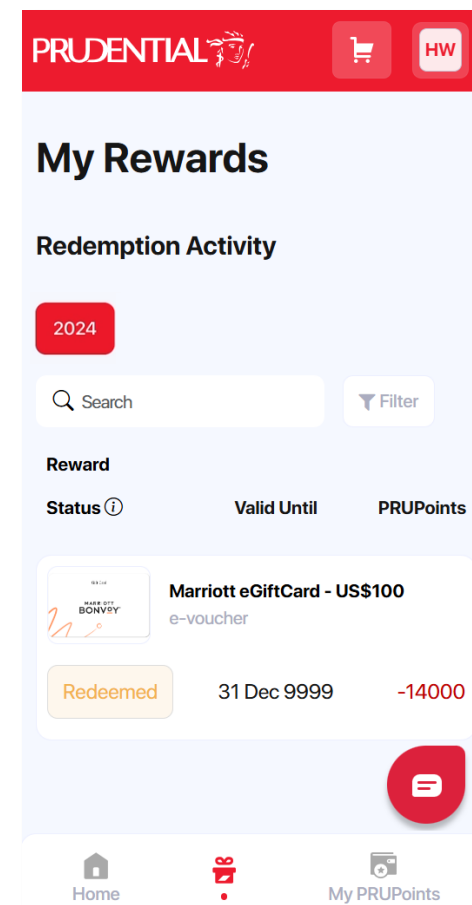
Amend the quantity as required.



A **Redeem Confirmation** pop-up will appear to show the final details of your redemption. To proceed, click **Redeem Now**.



Your redemption is now successful! Tap **View Order** to check your redemption details.

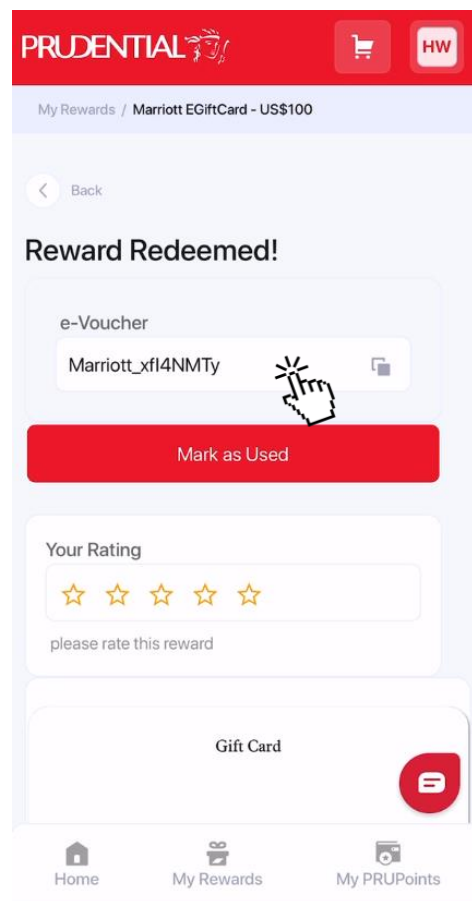


You will be redirected to My Rewards page. Click into your e-Voucher to view details of how to redeem on the Merchant's App, Website or Physical store.

Review the PRUPoints to be deducted and the balance on the Summary page. Once you have confirmed the details, click **Redeem Now** to proceed.

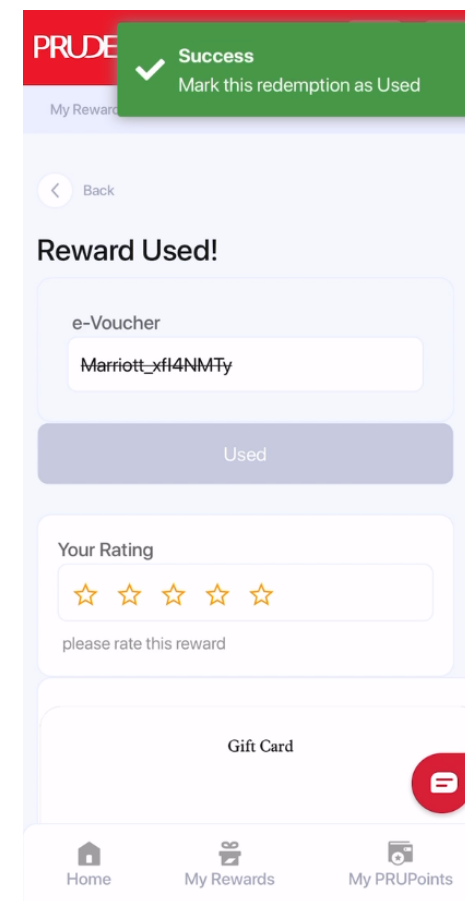
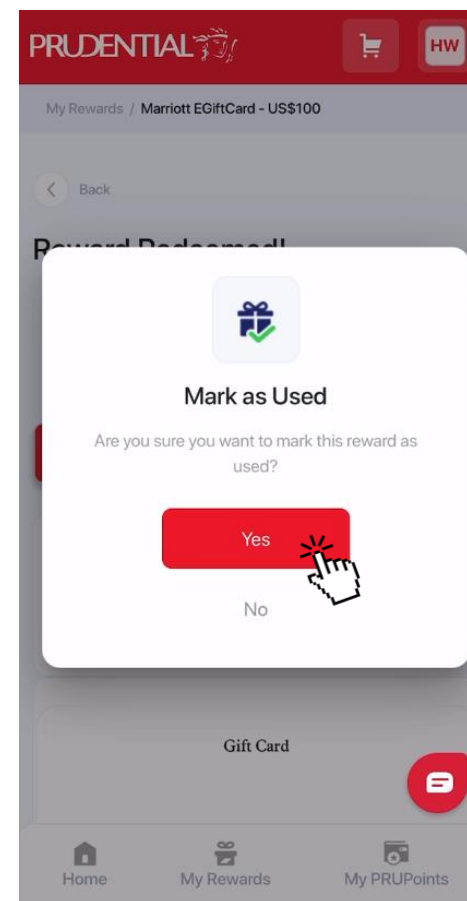
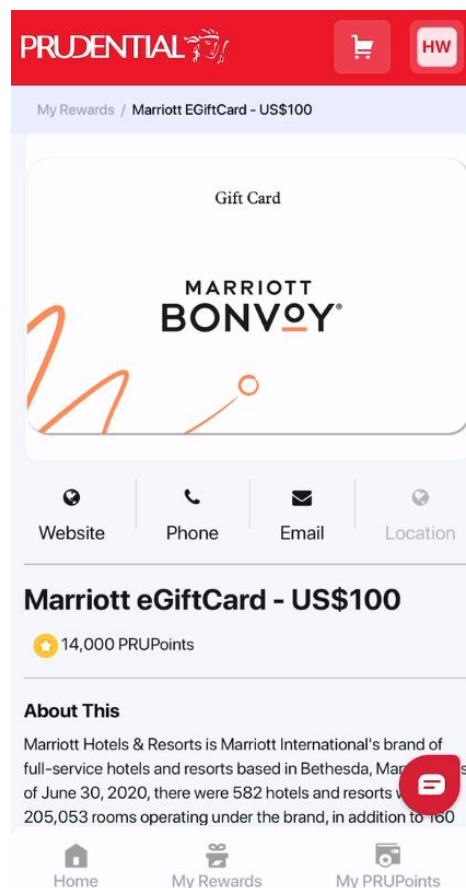


## Part 2: How to Redeem Your Rewards | **Redeem e-Voucher (3)**



Click here to view your e-Voucher.

You may mark the e-Voucher as 'Used' for easy tracking.

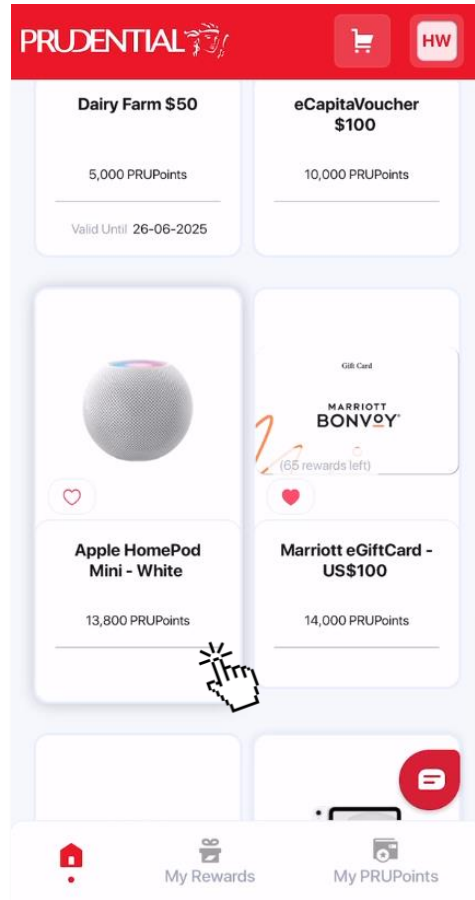


You can view the e-Voucher code/URL/QR Code/Barcode to be applied on the Merchant App, Website or Physical store.

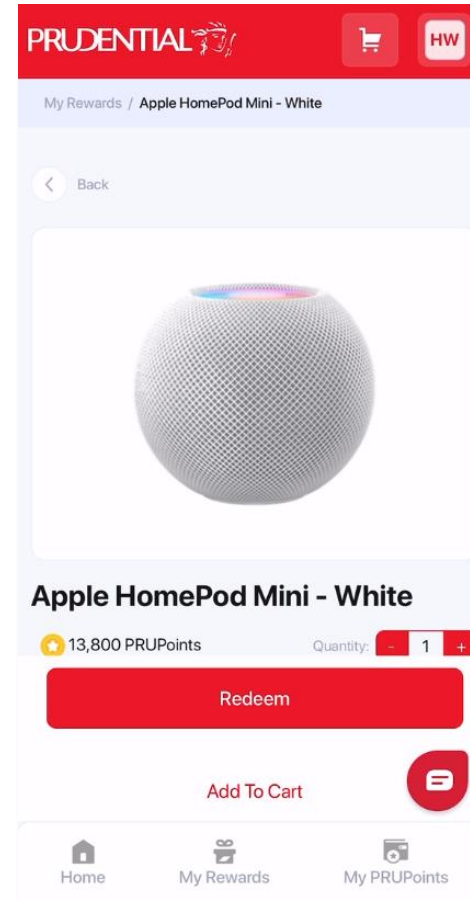
You can mark the e-Voucher as Used upon redemption for easier tracking of your rewards. Note that you cannot undo this once a voucher is marked as used.



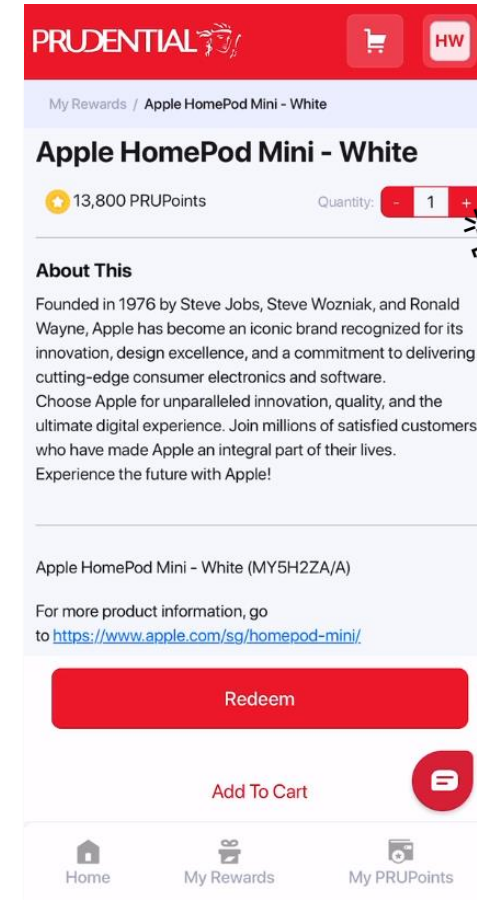
## Part 2: How to Redeem Your Rewards | **Redeem Product (1)**



Click into your preferred Product that you would like to redeem for the details.



Review the Product details and tap **Redeem** to proceed with the redemption process.



Select the quantity of the Product that you would like to redeem.

Access the available rewards on the Home page using the quick access bar at the bottom.

Select the Product you would like to redeem and get started!





## Part 2: How to Redeem Your Rewards | **Redeem Product (2)**

If you are making your first Product order, you are required to add a new delivery address. For subsequent Product orders, you can either select an existing address or add a new address.

Complete the **Add Address** form as accurately as possible to ensure smooth delivery of your Product(s). This information will be handed over to the courier company to arrange for your delivery. For questions regarding to your delivery, you may refer to the [Delivery FAQ](#) or contact [support@rewardz.sg](mailto:support@rewardz.sg).

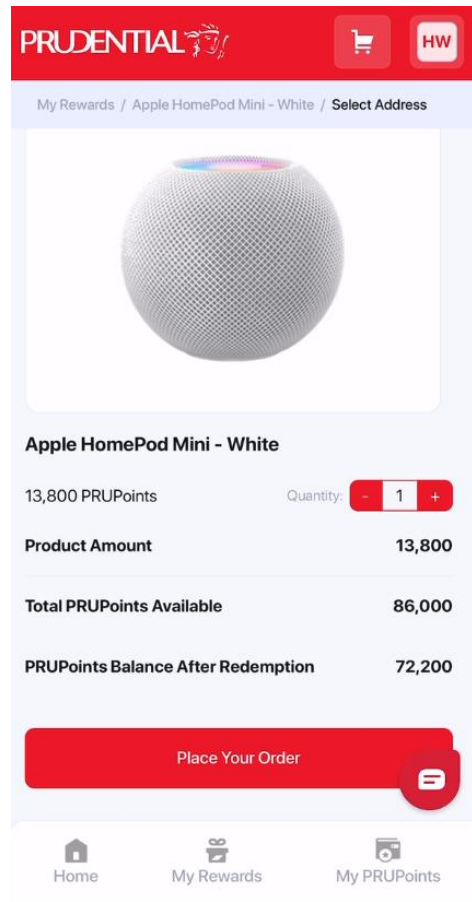
You may tap the 3 dots button to Edit, Remove, or Set the address as default.

If you have multiple delivery addresses (note that only one would be marked as default), you may pick the one required for the Product that you are redeeming.

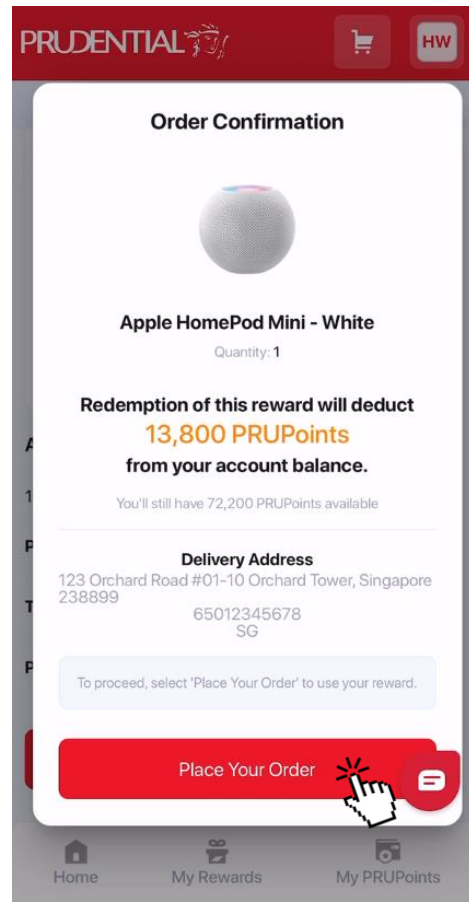


[Back to Content page](#)

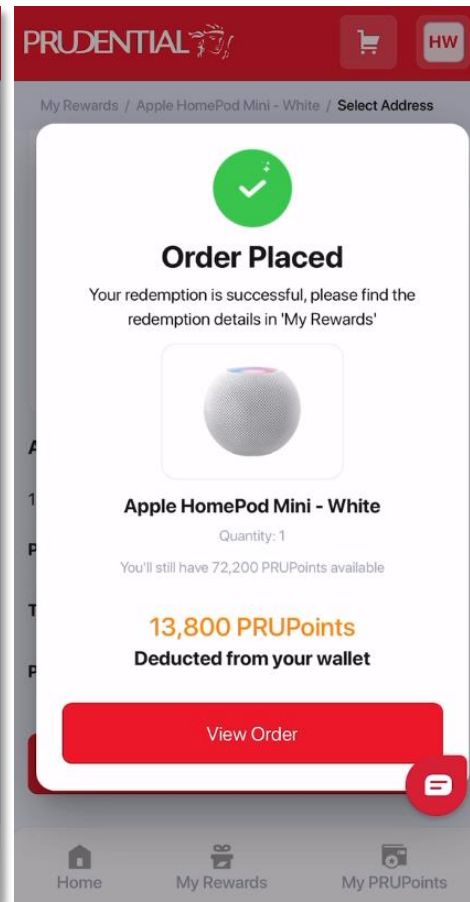
## Part 2: How to Redeem Your Rewards | **Redeem Product (3)**



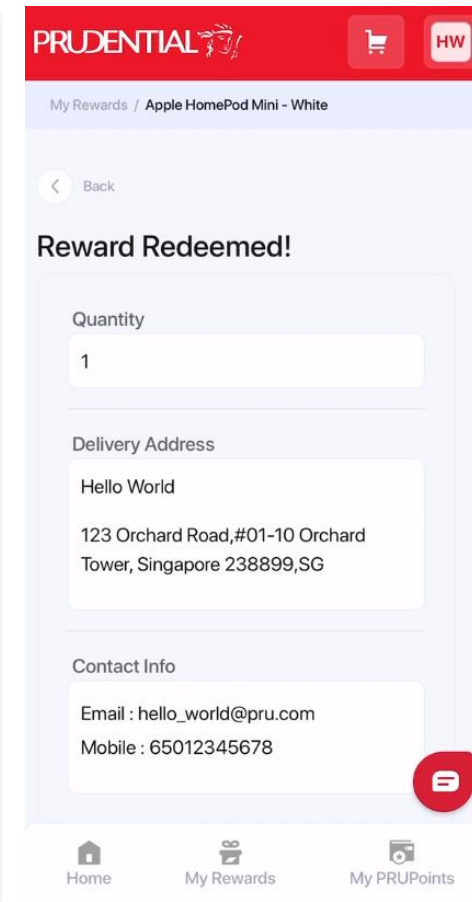
Review the PRUPoints to be deducted and the balance on the Summary page. Once you have confirmed the details, click **Place Your Order** to proceed.



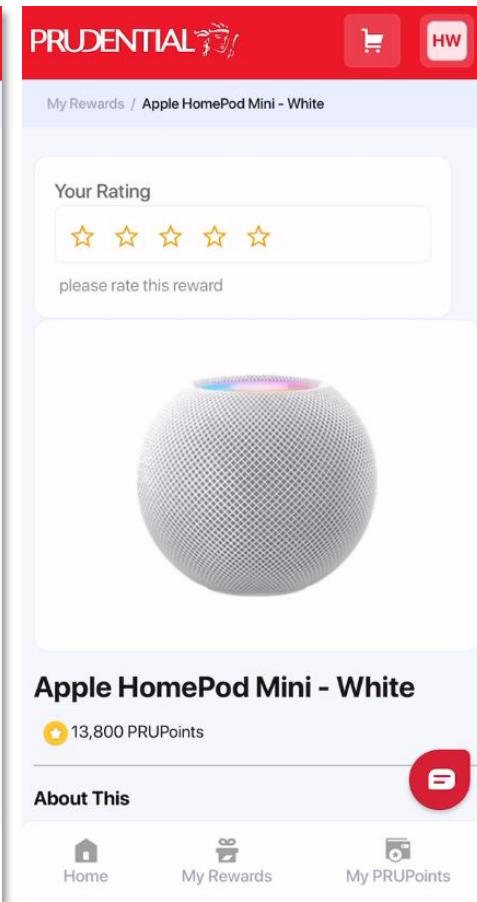
An **Order Confirmation** pop-up will appear to show the final details of your order. To proceed, click **Place Your Order**.



Your order is now placed! Tap **View Order** to check the details.



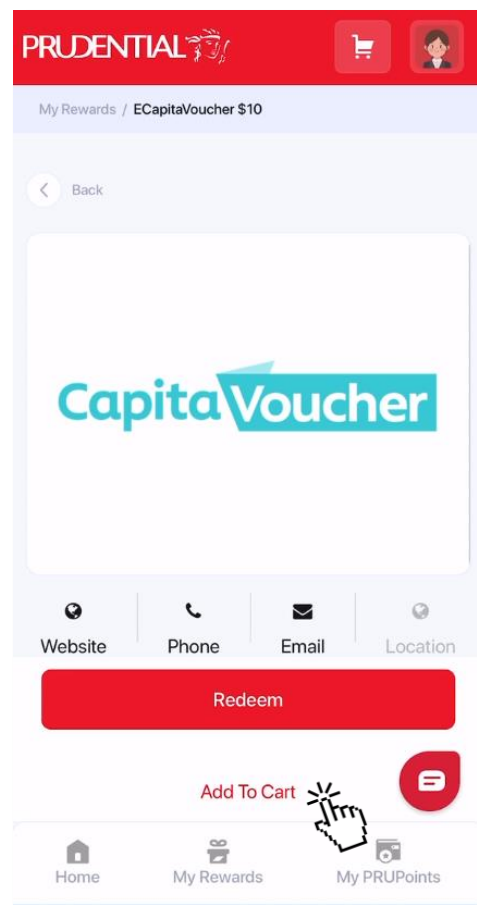
You will be redirected to My Rewards page. Click into your Product to view the details. Orders will typically deliver within 2 weeks, and in case of any delay, you will be notified with a new delivery date. If the item is out of stock, our team will contact you with alternative colors or models to choose from.



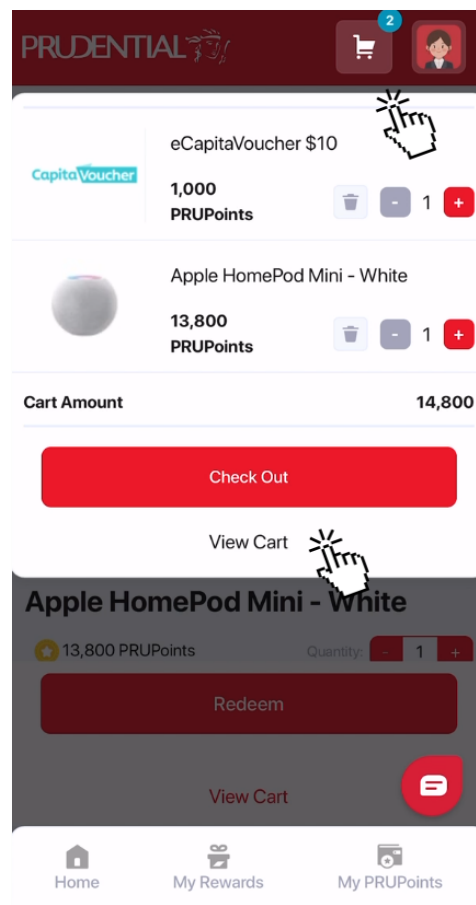




## Part 2: How to Redeem Your Rewards | **Add to Cart (1)**



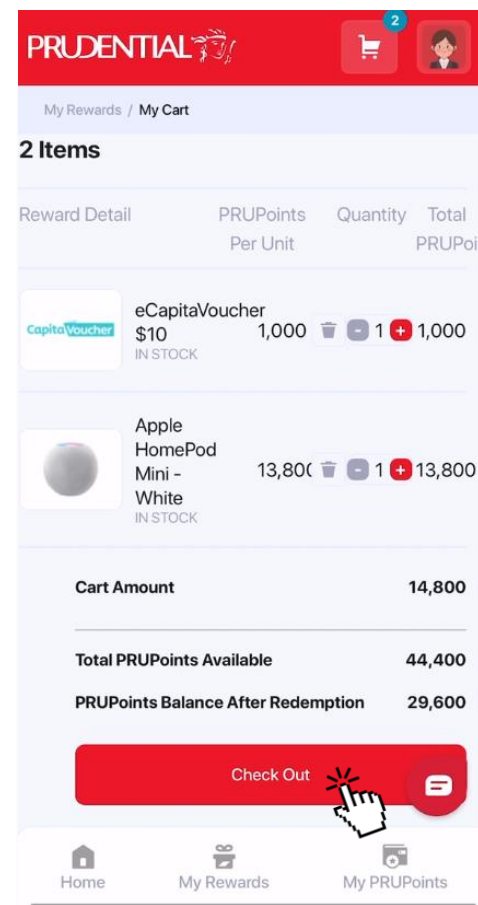
Browse through the available rewards and add the ones you like to your cart. You can finalize your order later at your convenience.



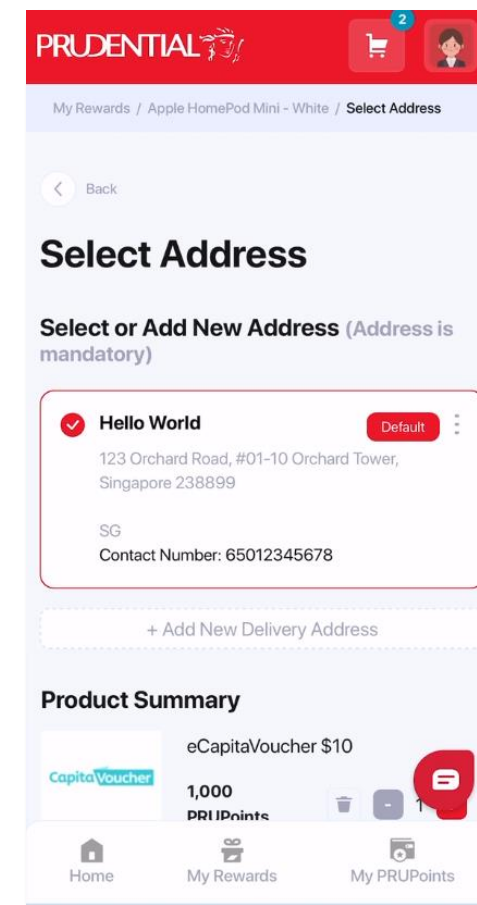
From your Shopping Cart, you can either **Check Out** directly or click on **View Cart** to review the rewards and the details.

Click on the Shopping Cart icon to see the rewards that you have added to your Cart.

On the **My Cart** page, you can review and edit your items. Amend the quantity or remove the rewards as required.



Review your Cart to make any changes – add/remove rewards or amend the quantity. Once you have confirmed, click **Check Out** to proceed.



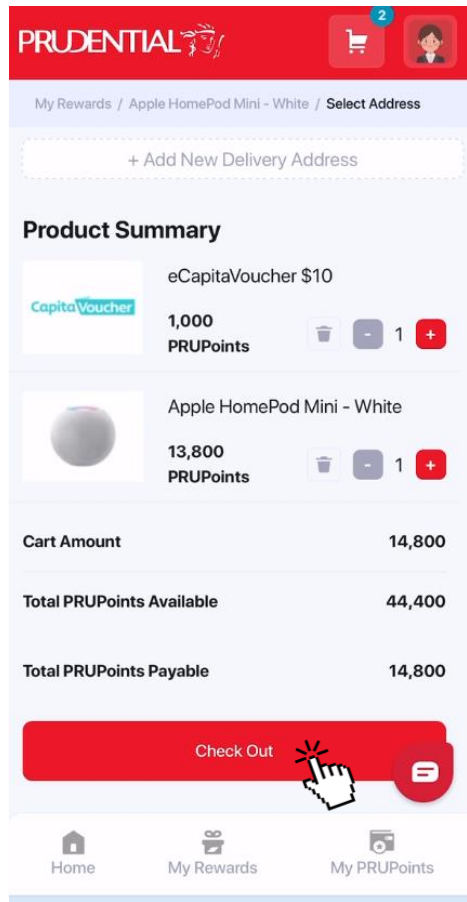
If you have a product item to check out, you'll be prompted to select your preferred delivery address.



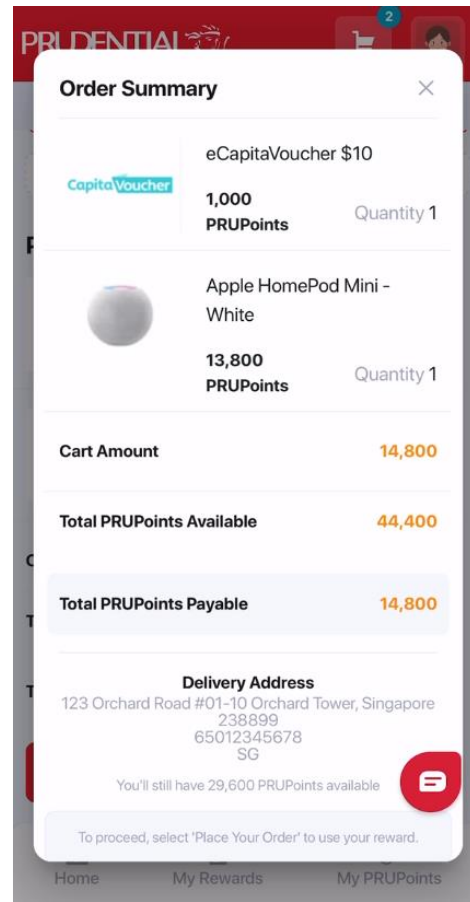
[Back to Content page](#)



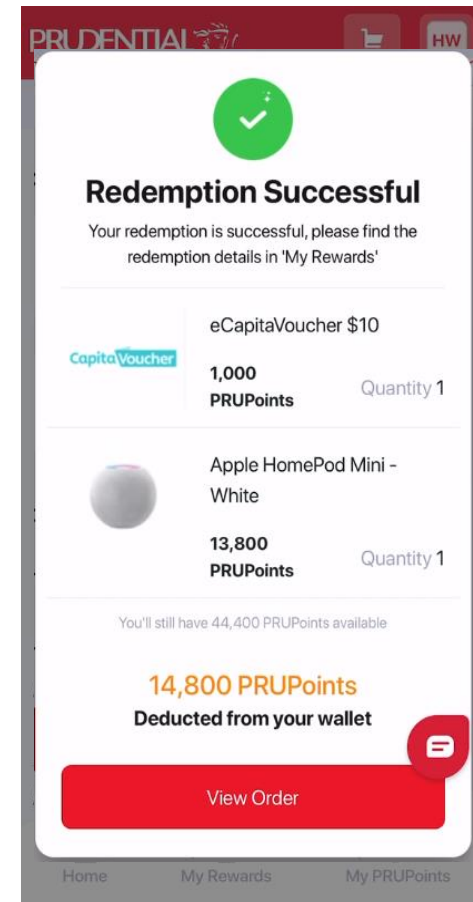
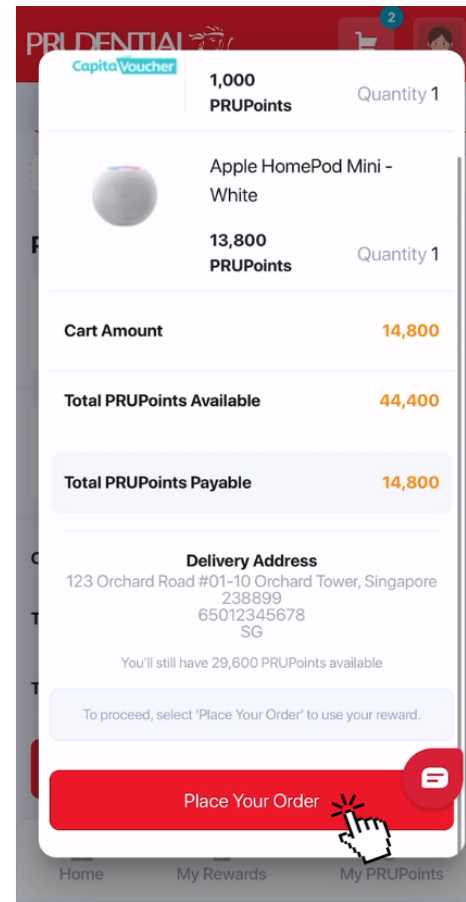
## Part 2: How to Redeem Your Rewards | **Add to Cart (2)**



Review the PRUPoints to be deducted and the balance on the Summary page. Once you have confirmed the details, click **Check Out** to proceed.



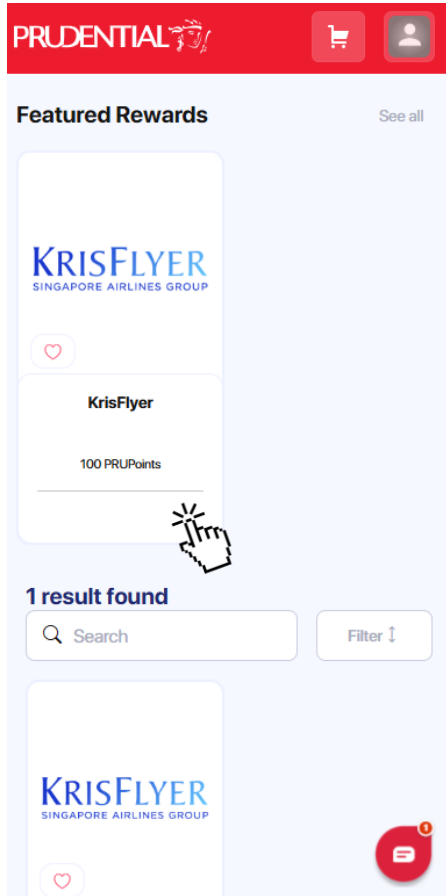
An **Order Summary** pop-up will appear to show the final details of your order. To proceed, click **Place Your Order**.



Your redemption is now successful! Tap **View Order** to check your redemption details.

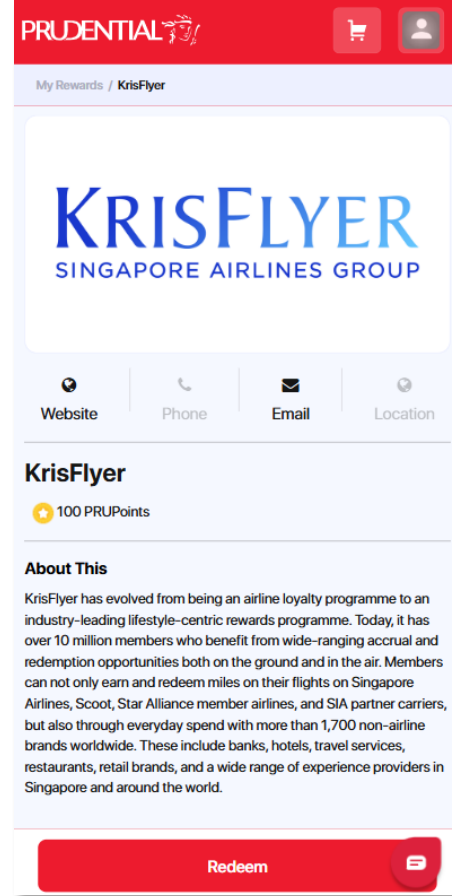


## Part 2: How to Redeem Your Rewards | Redeem KrisFlyer miles (1)

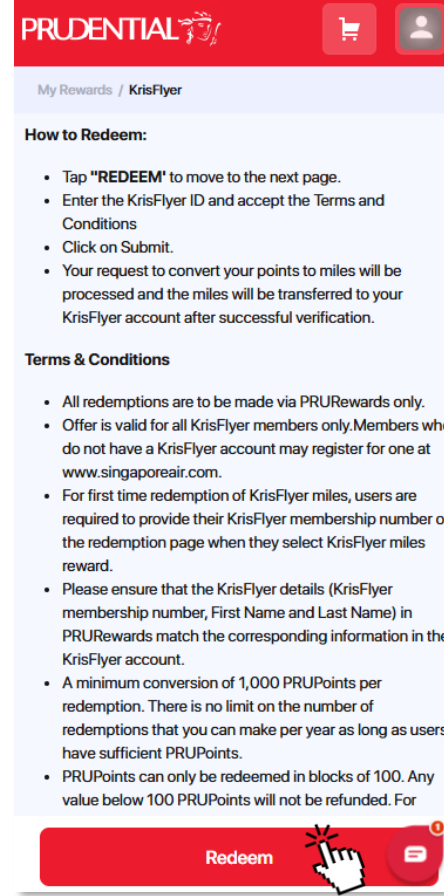


Access the available rewards on the Home page using the quick access bar at the bottom.

Select KrisFlyer to redeem and get started!



Review the details and tap **Redeem** to proceed with the redemption process.



Enter your 10 digits KrisFlyer Membership Number. Read and accept the KrisFlyer Terms & Conditions. Once you have confirmed the details, click **Redeem Now** to proceed.

Please ensure that the KrisFlyer details (KrisFlyer membership number, First Name and Last Name) in **PRU**Rewards match the corresponding information in the KrisFlyer account.





## Part 2: How to Redeem Your Rewards | Redeem KrisFlyer miles (2)

PRUDENTIAL

My Rewards / KrisFlyer

### PRUPoints Conversion

100 PRUPoints = 3 KrisFlyer miles  
(A minimum of 1,000 PRUPoints per conversion)

PRUPoints: 0

KrisFlyer miles: 0

**Note - PRUPoints can only be redeemed in blocks of 100. Any value below 100 PRUPoints will not be refunded.**

Total PRUPoints Available	43,403
Total PRUPoints Payable	0
PRUPoints Balance After Redemption	43,403

**Redeem Now**

A Minimum 1000 PRUPoints required

Key in the amount of **PRUPoints** you wish to redeem, the corresponding KrisFlyer miles will reflect accordingly. Once you have confirmed the details, click **Redeem Now** to proceed.

PRUDENTIAL

My Rewards / KrisFlyer

### Order Confirmation

KrisFlyer

Redemption of this reward will deduct **1,000 PRUPoints** from your account balance. And **30 KrisFlyer miles** will be added to your account

You'll still have 42,403 PRUPoints available

KrisFlyer miles redeemed must be credited to your own KrisFlyer account and will be credited within 15 working days upon successful conversion. Please login to your KrisFlyer account to check.

**Account Details**  
KrisFlyer Membership Number (10 digits) - 8987005174  
First Name - Testing  
Last Name - Testingsd

To proceed, select "Redeem Now" to use your reward, your reward will be stored in "My Rewards" for later use.

**Redeem Now**

A **Redemption Summary** pop-up will appear to show the final details of your redemption. To proceed, click **Redeem Now**.

PRUDENTIAL

My Rewards / KrisFlyer

### Redemption Successful

Your redemption is successful, please find the redemption details in 'My Rewards'

KrisFlyer

You'll still have 43,403 PRUPoints available

KrisFlyer miles redeemed must be credited to your own KrisFlyer account and will be credited within 15 working days upon successful conversion. Please login to your KrisFlyer account to check.

**1,000 PRUPoints**  
Deducted from your wallet

**View Redemption**

Your redemption is now successful! Tap **View Redemption** to view the redemption details. Please check your KrisFlyer account balance on the status of your conversion after **15 working days**.

PRUDENTIAL

My Rewards / KrisFlyer

### My Rewards

#### Redemption Activity

2025

Search Filter

Reward	Status	Redeemed On	PRUPoints
KrisFlyer e-voucher	Redeemed	07 Aug 2025	-1,288
KrisFlyer e-voucher	Redeemed	07 Aug 2025	-1,288
KrisFlyer e-voucher	Redeemed	07 Aug 2025	-1,288

You will be redirected to My Rewards page. Click into your redemption transaction to view the details. Miles redeemed by members must be credited to their own individual KrisFlyer accounts and miles will be credited within **15 working days** upon successful conversion.

PRUDENTIAL

My Rewards / KrisFlyer

### Reward Redeemed!

KrisFlyer miles: 30

Transaction ID: 250807IF3TK

**Account Details**  
8123456790  
Hello World

**Back to rewards**

**Your Rating**  
☆☆☆☆☆  
please rate this reward



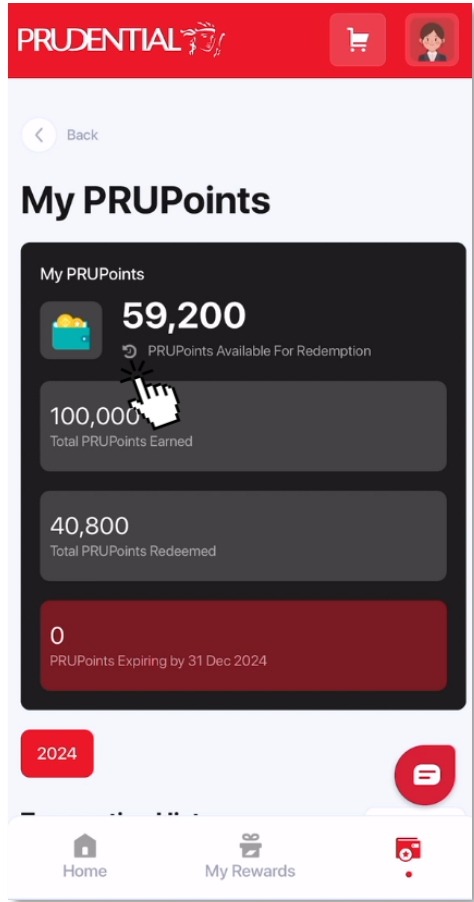


## Part 3: Other Things to Note





Part 3: Other Things to Note | **My PRUPoints (1)**



Refresh the My PRUPoints section anytime to see the latest updates

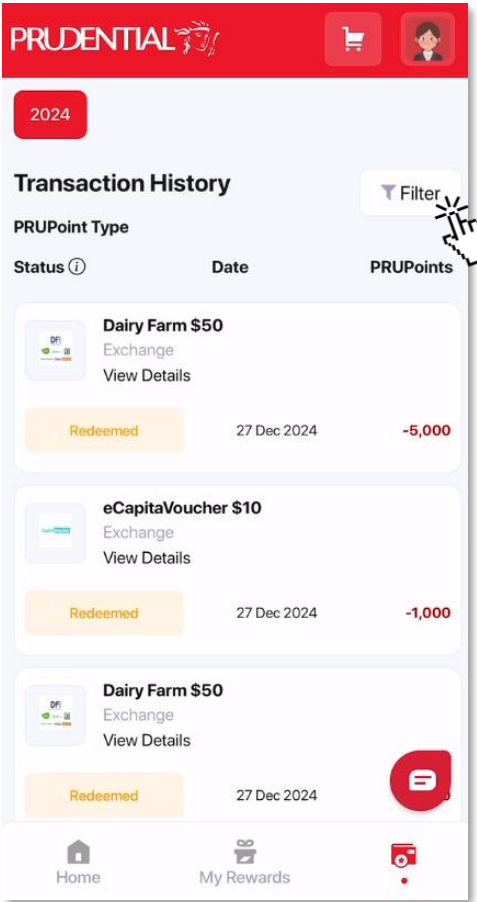
Quick overview of your PRUPoints

**PRUPoints Available For Redemption**  
Total PRUPoints Earned – Total PRUPoints Redeemed

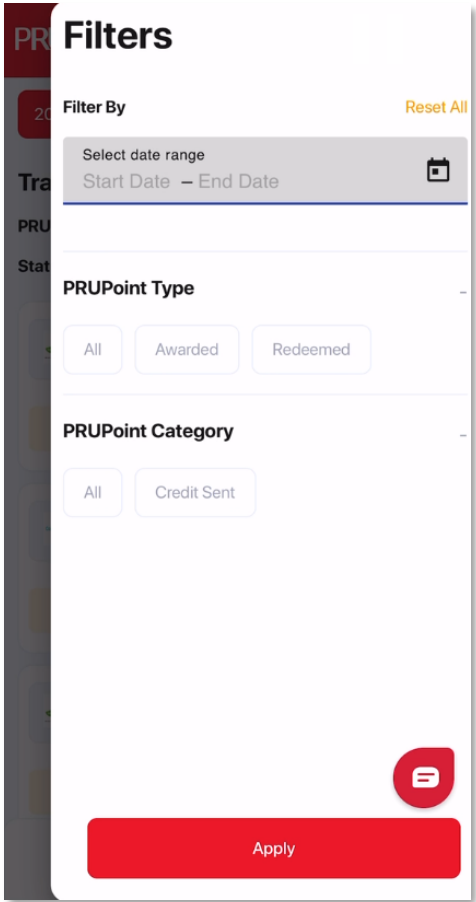
**Total PRUPoints Earned**  
PRUPoints issued to you by Prudential

**Total PRUPoints Redeemed**  
PRUPoints that you have used to redeem for rewards

**PRUPoints Expiring by [Date]**  
Upcoming expiry of your PRUPoints



Use the **Filter** options to narrow down your transaction history by date range, point type, or point category.

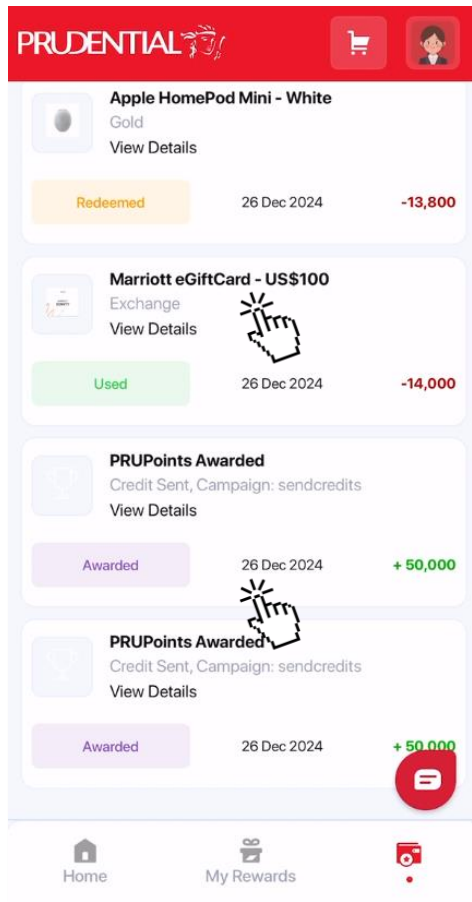


Tap the **My PRUPoints** icon in the quick access bar to check your transaction history and details.



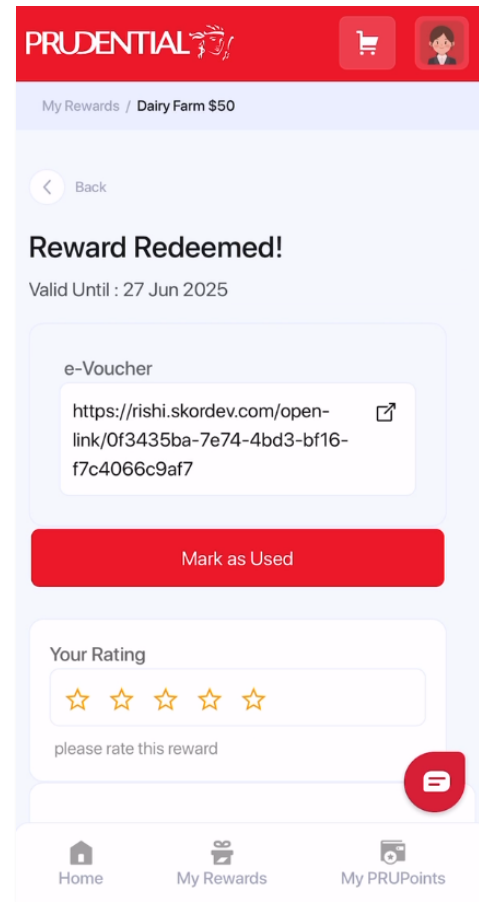


## Part 3: Other Things to Note | My PRUPoints (2)

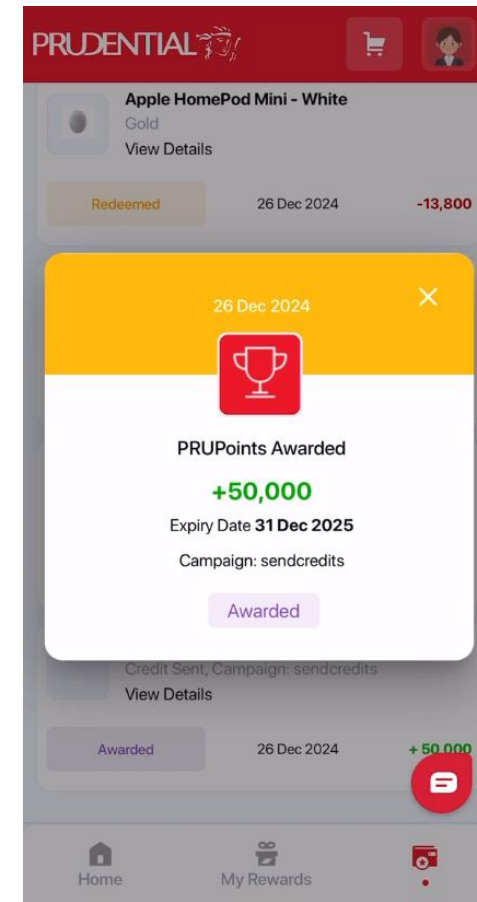


Tap any **Reward** transaction to view the redemption details of the e-Voucher or Product.

Tap on any **Awarded** transaction to see the details of the PRUPoints earned and the expiry date.



Upon tapping on any of the **Reward** transactions, you will be redirected to the reward redemption page, where you can view the redemption details.

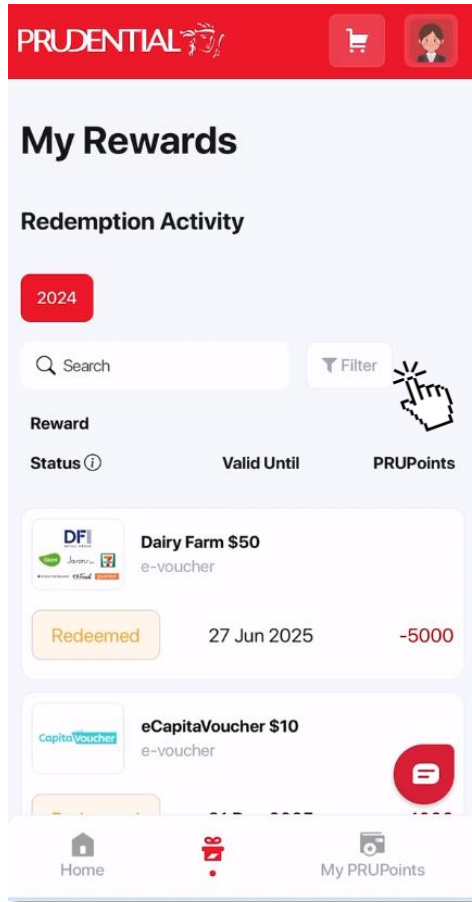


Upon tapping on any of the **Awarded** transaction, a pop-up will appear with the transaction details, such as the PRUPoints Awarded, Date Awarded, Expiry Date, and Campaign Name.

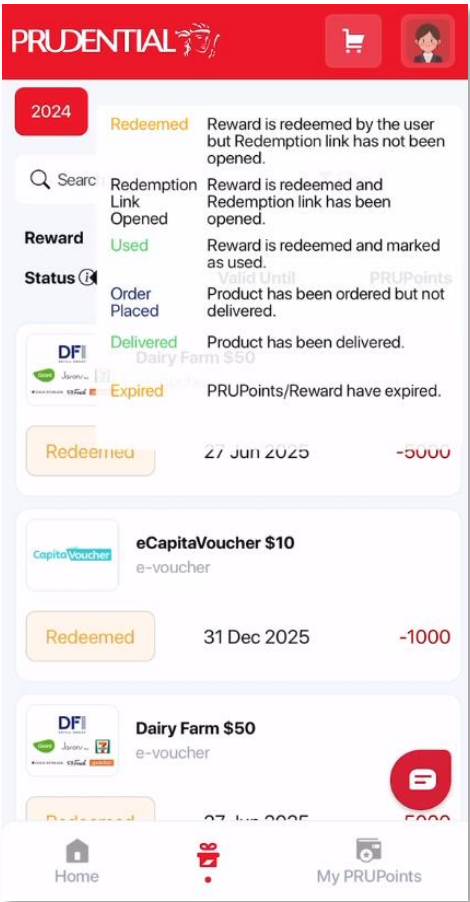
Scroll through the list of transactions and tap on any of them to view the details.



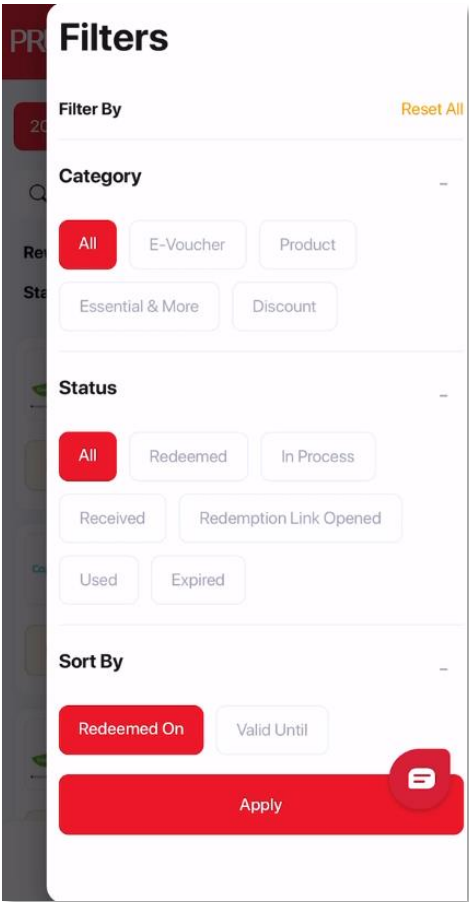
## Part 3: Other Things to Note | **My Rewards**



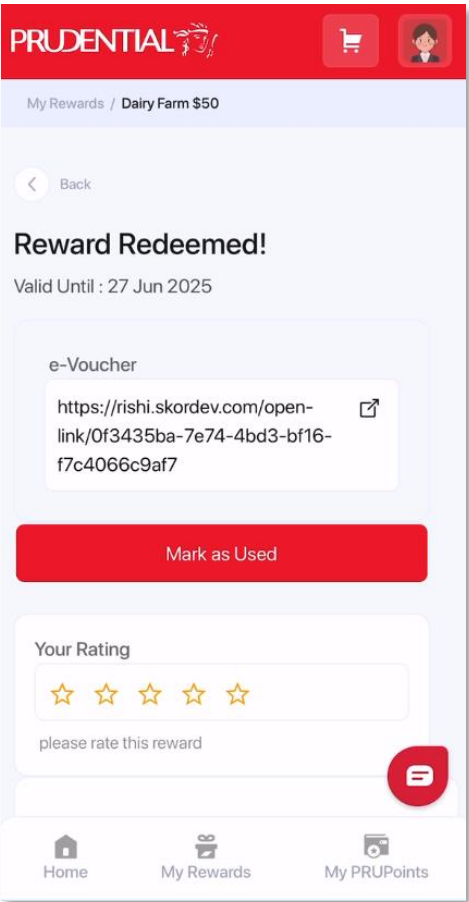
Use the search and filter options to find specific rewards or activities in your redemption history



Tap on the 'i' icon for more information on the reward status.



Use filter options to find specific rewards or activities in your redemption history.



Tap any redeemed **Reward** to view a detailed screen with all the redemption information.

Tap the **My Rewards** icon in the quick access bar to view all your redeemed and received rewards.





### **1. Can I arrange for a redeemed product to be delivered overseas?**

Delivery is available within Singapore only. We currently do not support international shipping for redeemed products.

### **2. How long does it take to receive a redeemed product?**

You will receive your item within 14 working days from the date of redemption. If there is any unexpected delay, our team will notify you at the contact number provided during the redemption process.

### **3. Can I cancel or exchange a redeemed product?**

All redemptions are final and cannot be canceled or exchanged. Exceptions may apply in the case of defective or damaged items. Please contact our customer support team at [support@rewardz.sg](mailto:support@rewardz.sg) for further assistance.

### **4. What if the product I redeemed is out of stock?**

In the rare case that a redeemed product is out of stock, our team will notify you immediately. You may choose an alternative item of equal value or receive credit back to your account for future redemption.

### **5. What should I do if I need to change my delivery details?**

If you need to change your delivery details, contact our customer support team at [support@rewardz.sg](mailto:support@rewardz.sg) immediately. Please ensure to provide updated and accurate delivery information.

### **6. Are there additional fees for delivery?**

All delivery fees are already included in the Product Amount. However, in the case of a redelivery for failed delivery attempts, there will be a fee payable and this will be communicated to you by the courier or customer support team.

### **7. Can I track the delivery status of my redeemed product?**

Yes, you will receive a tracking number or a delivery confirmation email once your product has been shipped. Use the tracking information provided in the email to track your delivery.

### **8. What happens if the delivery fails due to the recipient's unavailability?**

The courier will attempt delivery twice. If both attempts fail, the item will be returned to the warehouse or vendor. A redelivery fee (amount varies) will apply for subsequent attempts to deliver to the specified address.

### **9. Can I get a refund if I no longer want the product or if it is faulty?**

Redeemed items are non-refundable and cannot be exchanged for cash value. For faulty items, kindly refer to the product's warranty policy or contact customer support [support@rewardz.sg](mailto:support@rewardz.sg) for guidance on how to proceed.

### **10. What should I do if the delivered product is defective, damaged or incorrect?**

If your redeemed product is defective or incorrect, please contact customer support at [support@rewardz.sg](mailto:support@rewardz.sg) within 5 working days of receiving the item. Provide a detailed description of the issue along with relevant photos or proof. Our team will guide you through the resolution process.

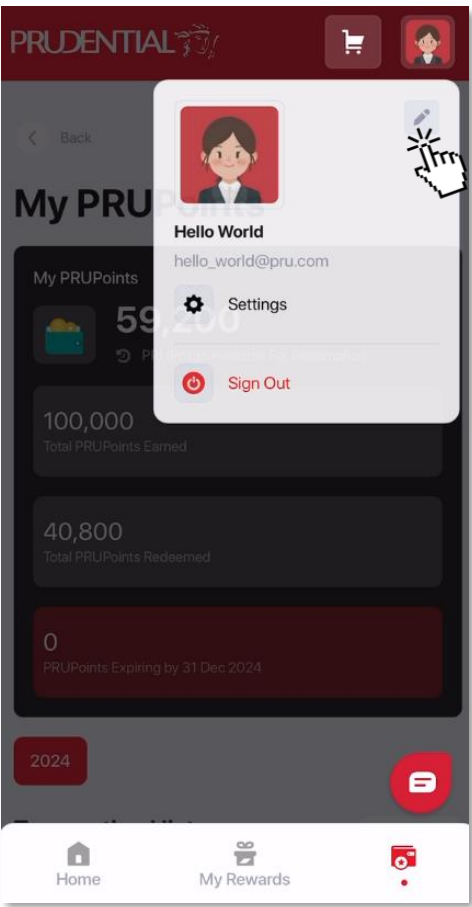
### **11. Who can I contact if I need help with the delivery?**

For any assistance or query with your delivery, you may contact our customer support team at [support@rewardz.sg](mailto:support@rewardz.sg).

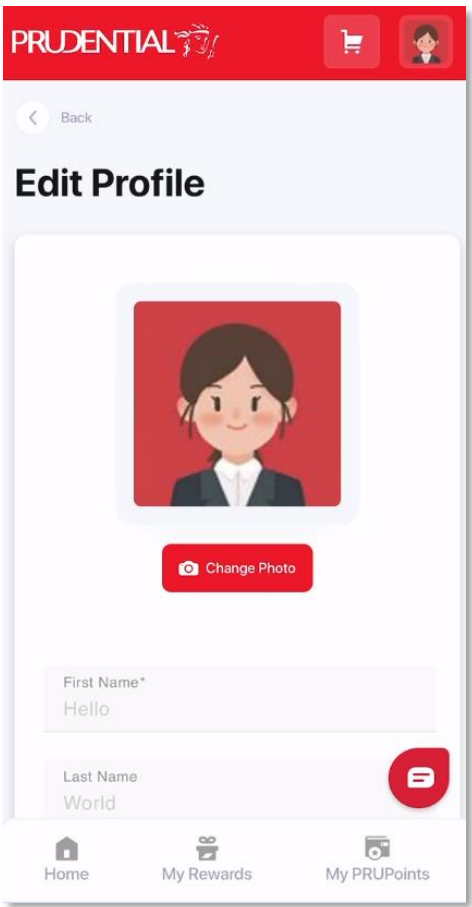




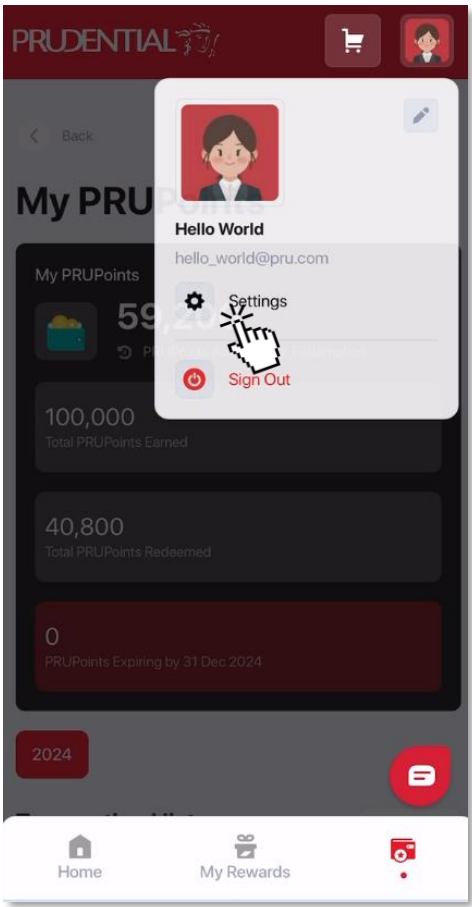
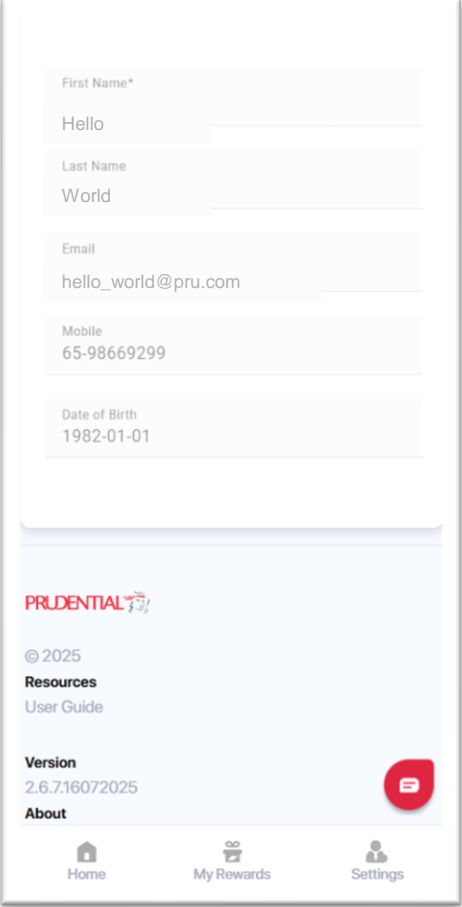
Part 3: Other Things to Note | **User Profile Management**



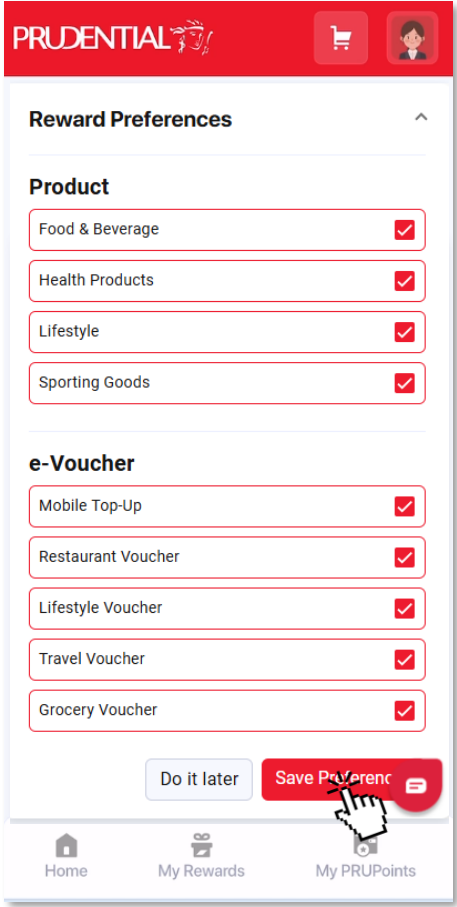
Click on the **Profile** icon (top right-hand corner), you will see a drop-down menu, showing the user information.



You can add a Profile Picture. If you spot an error in the other fields (First Name, Last Name, Email, Mobile, Date of Birth), please contact Prudential Customer Support 1800 333 0333 or email [PRURewardsSupport@prurewards@prudential.com.sg](mailto:PRURewardsSupport@prurewards@prudential.com.sg).

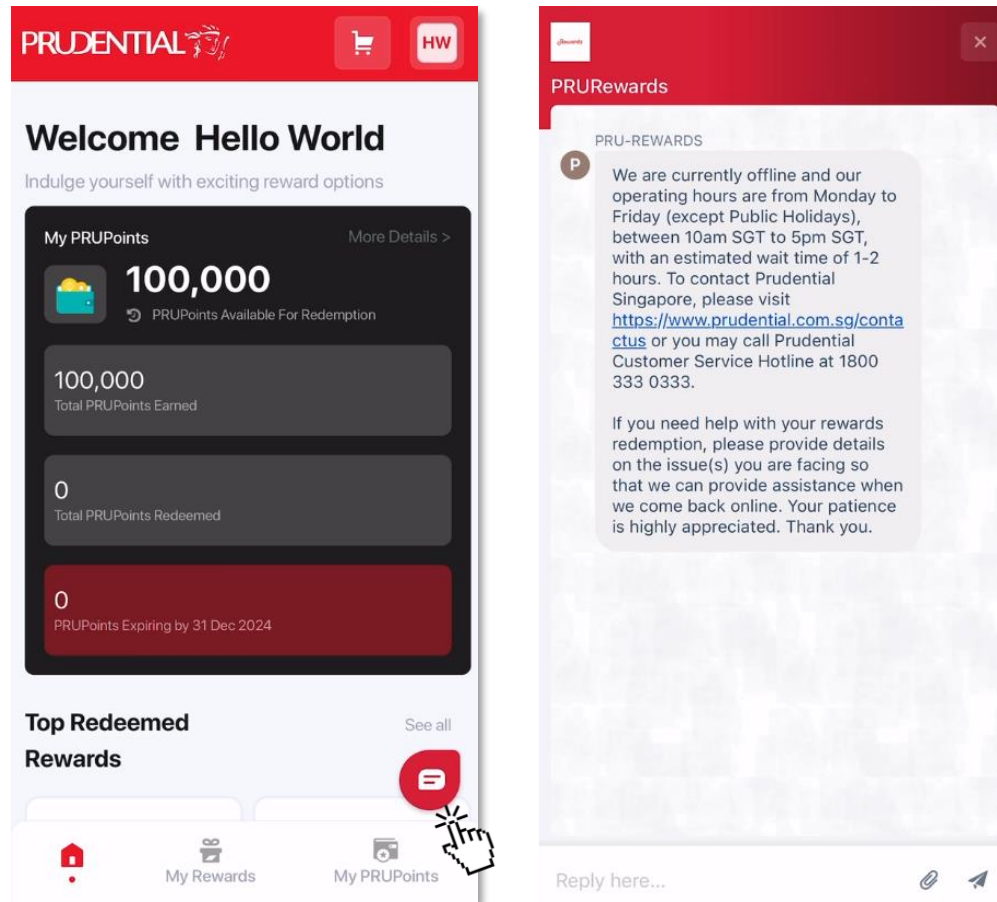


Tap on **Settings** to change your Reward preferences that was set upon your first login. Note that this will change how your rewards will be displayed in the **Rewards Catalogue**.





## Part 3: Other Things to Note | User Support



### Need additional technical support?

Chat with us directly through the app or email us at [support@rewardz.sg](mailto:support@rewardz.sg).

If you have any other rewards related query, you may call Prudential Customer Support Hotline at 1800 333 0333 or email PRURewards Support [prurewards@prudential.com.sg](mailto:prurewards@prudential.com.sg).

