

# Dear Valued Customer,

We are excited to inform you about the latest updates to our Customer Loyalty Rewards Program!

As a token of our appreciation for your continued support, we have enhanced our rewards offerings to better serve you. Starting from **[Effective Date]**, you will be able to enjoy:

- Increased points for timely bill payments
- Exclusive discounts on energy-efficient appliances
- Access to special community events and workshops

To check your current points balance and explore the new rewards available, simply log in to your account at [\[Website Link\]](#).

Thank you for being a loyal customer. We look forward to continuing to serve you and rewarding you for your loyalty!

Sincerely,

**[Your Utility Company Name]**  
Customer Service Team