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2020 unicomer HIGHLIGHTS

The Year 2020 presented many businesses and consumers with the formidable challenge of facing the global pandemic while maintaining normalcy and remaining focused on the preservation of life, finances and property. Despite this challenge, Unicomer demonstrated its commitment to its staff and customers in 2020 with policy and programs aimed at mitigating the impact of COVID-19 in the retail community and providing support to its customers. With ingenuity and creativity, the team at Unicomer navigated the COVID-19 crisis and provided the industry with innovative and notable programs and promotions that helped to make 2020 a memorable and successful year.



MABE Aerobox demonstration

WORKING TOGETHER TO FIGHT COVID-19 & HELP OUR COMMUNITIES

In response to the pandemic, Unicomer (St. Kitts and Nevis) Limited worked swiftly to implement COVID-19 protocols to assist with public health and safety measures. In addition to reshaping its retail practices and promotional efforts, Unicomer donated thermometers to the JN Franc Hospital, NEMA and George Moody Stuart School. Donation of the MABE Aerobox to the Ministry of Health. The Aeroboxes provided support and protection to frontline health care workers at the COVID-19 respiratory clinics and treatment centers.



Dennis Rawlins Sr.
Customer

COURTS CARES WITH Credi-Care

*“Due to COVID-19, I had to refinance with Courts. It turned out to be a good thing because I was able to use the extra money for other urgent bills. The process was easy and I would encourage anyone to contact Courts and ask about the Credi-Care Program.” - **Dennis Rawlins Sr., Customer***

In October, Unicomer launched its landmark credit support campaign for its customers—Credi-Care. Credi-Care offered a wide-range of solutions to provide reassurance to customers. From refinancing payments, to freezing accounts, to waiving interest penalties or installment forgiveness, there was a solution for every customer. To date over 10,000 customer accounts have been refinanced through Credi-Care.



Courts' Black Friday Promotion

IT WAS AN EPIC NOVEMBER WITH “DEALS EVERYDAY” FOR BLACK FRIDAY!

In the midst of COVID-19, Black Friday 2020 presented retailers with the challenge of providing customers with door-buster deals and savings in a safe and comfortable environment. Unicomer rose to the challenge and met and exceeded the expectations of its customers. Every week customers were presented with an array of offers and dynamic promotional events and activities to make November 2020 a Black Friday month to remember!

CHRISTMAS WISHES CAME TRUE!

Unicomer made the holiday season memorable for several of their loyal customers. Unsuspecting customers were pleasantly surprised when they were contacted and presented with their Courts wish-list items. Online customers were also encouraged to post their Christmas wishes online for a chance to win and some of them were fortunate to win their wish list items as well.



Make Every Moment Matter,
Courts' Christmas Promotion