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NEX Offers Mobile Coupons and More

The NEX is now able to deliver coupons right to its customers’ fingertips by sending text messages to their wireless device. NEX customers in the continental United States can now sign up to connect with the NEX through their mobile device which will give them access to special offers and coupons through SMS messages as well as special online offers. Customers can sign up for the mobile information by texting JOIN to 57662.*

“We are excited to be able to communicate with our valued NEX customers with this new service,” said Rich Honiball, Navy Exchange Service Command’s (NEXCOM) Executive Vice President, Global Merchandising and Marketing Officer. “Our goal is to be able to communicate with our customers 24/7. As we continue to enhance our digital capabilities, it was only natural that we engage our customers from a mobile perspective because as for many of them, this is their preferred way of connecting with us.”

Upon signing up, customers will receive via text message a one-time-use mobile welcome coupon for $10 off a purchase of $50 or more. The welcome coupon is valid for 14 days from time of signup and is valid in store or online at myNavyExchange.com. Subscribers must be authorized NEX customers in order to redeem coupons.

To sign up, customers must have a text messaging-enabled mobile device provided by a supported carrier including AT&T, Verizon Wireless, Boost, Cellular South, Midwest Wireless, MetroPCS, nTelos, Suncom, Virgin Mobile, Sprint or T-Mobile.

*Message and data rates may apply. Customers will receive one message each time JOIN is texted to 57662 and then monthly recurring messages after sign up is completed. Terms, conditions and privacy can be found at: https://www.mynavyexchange.com/textingtermsconditions.

About NEXCOM

The Navy Exchange Service Command (NEXCOM) oversees 100 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 39 Navy Lodges, the Ships Store Program, the Uniform Program Management Office, the Navy Clothing and Textile Research Facility and the Telecommunications Program Office. NEXCOM’s parent command is the Naval Supply Systems Command. NEXCOM’s mission is to provide authorized customers quality goods and services at a savings and to support Navy
quality of life programs for active duty military, retirees, reservists and their families. NEXs and Navy Lodges operate primarily as a non-appropriated fund (NAF) business instrumentality. NEX revenues generated are used to support Navy Morale, Welfare, and Recreation (MWR) programs. Since 1946, NEXCOM has given $3.6 billion to Navy MWR quality of life programs. Shop online at myNavyExchange.com.