



# WINNERS REPORT 2022

# ABOUT THE SOUTH AFRICAN LOYALTY AWARDS



The 2022 South African Loyalty Awards is in its 4th year and we have increased the number of categories for awards to 19, in 2022. We would like to thank the loyalty industry for its support and the outstanding quality of entries.

Our main purpose for launching the South African Loyalty Awards is to recognise loyalty excellence and showcase South Africa's best programmes, loyalty innovations, data applications, agencies, vendors and loyalty / CRM campaigns. We have administered a robust judging process, through 12 experienced loyalty and CRM professionals in South Africa and around the globe. We assessed each entry against stringent criteria, measuring how loyalty and CRM excellence can drive commercial results and greater customer experiences.

**Amanda Cromhout – Judging chair of the South African Loyalty Awards**

## THE JUDGES

The entries are evaluated through a robust judging process by our well-established judging committee. We would like to thank the 2022 South African Loyalty Awards judges for all the hard work they have put in to judging multiple entries over 19 categories. Truth's CEO, Amanda Cromhout, is the judging chair of the South African Loyalty Awards. To view our judging criteria process visit: [www.southafricanloyaltyawards.com](http://www.southafricanloyaltyawards.com).



NIC BEDNALL



ZANDILE MANANA



CANDICE GOODMAN



VARSHA RAMESAR



WENDY KNOWLER



BRONWEN ROHLAND



ANGELO CLAYTON



KEITH LINDSAY



NIC CHAMBERS



URSULA KUNI



THANDEKA JAMBA



PAPI RAPOLAI

# THE 2022 WINNERS

BEST PROGRAMME OF THE YEAR:  
RETAIL



BEST PROGRAMME OF THE YEAR:  
FINANCIAL SERVICES



BEST PROGRAMME OF THE YEAR:  
RESTAURANTS & QSR



BEST PROGRAMME OF THE YEAR:  
OPEN



BEST LONG-TERM PROGRAMME OF  
THE YEAR



BEST LOYALTY DATA AGENCY /  
VENDOR OF THE YEAR



BEST SHORT-TERM LOYALTY  
MARKETING CAMPAIGN OF THE YEAR



BEST STRATEGIC USE OF DATA  
ANALYTICS / CRM APPLICATIONS



MOST INNOVATIVE USE OF  
TECHNOLOGY FOR LOYALTY



BEST USE OF MULTI-CHANNEL  
LOYALTY COMMUNICATION /  
ENGAGEMENT INCLUDING SOCIAL  
MEDIA



BEST LOYALTY COMMUNITY OR  
ENVIRONMENTAL INITIATIVE /  
CAMPAIGN



LOYALTY PERSONALITY OF THE  
YEAR

NEIL SCHREUDER



# BEST LOYALTY PROGRAMME OF THE YEAR - RETAIL

THE WINNER

The logo for Shoprite X, featuring the word "SHOPRITE" in white capital letters on a dark blue rectangular background, with a small white "X" to the right.

Winning entry submission – executive summary:

Xtra Savings Rewards programme shows its loyalty to customers, and not the other way round. Launched in 2019, leveraging the last mover advantage, Xtra Savings was built upon the key principles of simplicity, transparency, and meaningful value. To date, we have signed up over 24 million members across our supermarket portfolio of Checkers, Shoprite and Sixty60 (all 100% paperless) and saved them over R15bn in real cash, instantly. Xtra Savings isn't just a rewards card, but a commitment to our customers to help them save time and money every time they shop. There are no slow-earning points, levels or confusing tiers and no waiting for savings.

With over 6 million members in the first year, the program's focus on the core benefit of 1000s of Xtra Savings deals clearly marked in-store every week, automatically redeemed with just a swipe, paid off. Further to that, we developed our platform that marries advanced data processing with a powerful personalisation engine giving customers personalised and relevant deals and content in a frictionless and seamless experience across channels. In 2020, fuelled by the positive response of our initial launch in Checkers, we extended the platform into our mass market supermarket banner, Shoprite, signing up 1 million members in the first 3 days. Despite the COVID-19 pandemic, we launched virtually to over 800 stores and 60 000 store team members to help our customers when they needed it most.

In the past 12 months, the programme has continued to innovate to exceed members expectations:

- ✓ Integrating Xtra Savings deals and customer profiles on Sixty60 (the No. 1 on-demand grocery app in SA) giving over 5000 deals delivered in November 2021
- ✓ Launch of our first members only Checkers Xtra Weekend in the largest Xtra Savings event of the year
- ✓ Offering FREE funeral benefit to over 500k members just for swiping

Xtra Savings plays a central role in The Shoprite Group's strategy to build a "Smarter Shoprite" through bringing our customers to the centre of our business to support our "Truly Customer-First Culture" through the development of Future-Fit Channels that enable Precision Retailing.

*"The Checkers Xtra Savings programme is simple to understand and rewards customers for simply doing their everyday shopping at Checkers / Shoprite. Its results are outstanding and well executed for a seamless customer experience across all their touchpoints"*

*PAPI RAPOLAI - SOUTH AFRICAN LOYALTY AWARDS JUDGE*



# BEST LOYALTY PROGRAMME OF THE YEAR - RETAIL



HIGHLY COMMENDED

*"The Clicks ClubCard loyalty programme continues to be one of the leaders amongst the best loyalty programmes in South Africa running for more than 27 years. We commend Clicks on its non-stop innovative approach giving rise to relevant digital platforms and well-thought partners for its customers, with clearly a defined customer loyalty strategy as one of the trendsetters in the loyalty industry."*

THANDI JAMBA - SOUTH AFRICAN LOYALTY AWARDS JUDGE



COMMENDED

*"What stood out for me with the TFG rewards programme is the gift of choice. Shoppers swiped one card to save across 22 retailers with the opportunity to win every 30 minutes, every day, across every brand. Members not only earn TFG vouchers, but have access to a variety of lifestyle benefits. Due to TFG's advanced analytics and multi-channels, the shopper can engage physically or digitally across all the TFG brands. The personalisation of the customer communication was impressive. It must contribute towards driving their business objectives, the healthy retention and growth figures, while keeping the brand relevant during these challenging times."*

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

# BEST LOYALTY PROGRAMME OF THE YEAR - FINANCIAL SERVICES

THE WINNER



Winning entry submission – executive summary:

With more than 18.5 million clients, 15 000 employees and 10 million digital users, Capitec prides itself on being South Africa's largest retail and digital bank. We strive to simplify banking to help our clients live better and believe this is why we were rated the second strongest international banking brand by Brand Finance Banking 500 in 2022.

Guided by Capitec's principles of simplicity, affordability, accessibility, and personalised service, we offer one bank account for every client (Global One), regardless of their income or spending behaviour. Since our inception we've been analysing how our clients' bank, save and spend their money, to deliver new products and services that go far beyond traditional banking.

In 2017 we evaluated "loyalty programmes" by asking our clients what rewards mean to them. The answer was clear: Our clients wanted real cashback but without the hassles, tiers and complicated rules of traditional loyalty programmes. From this, we developed and designed Live Better, Capitec's rewards programme which was launched in June 2021. True to our fundamentals, Live Better is accessible to all Capitec clients for free, and benefits everyone equally. With no reward levels or tiers, our clients don't need to earn points to get rewarded. By simply banking and spending better, our clients earn real cashback that never expires. Cashback can be spent whenever and wherever a client chooses, leaving them in full control.

Within 12 short months, Live Better has grown from a concept to a fully-fledged digitally led programme; with over 7 million registered clients. A client can join Live Better for free, at any time on the Capitec App or in a Branch, and will automatically receive an interest-bearing, 100% free Live Better savings account to accumulate their cashbacks and savings.

*This is an outstanding result for Capitec in a tightly contested category. They have stormed to the top with their Live Better Spend Better programme, with no hassles, implemented at scale with incredible results. They've fundamentally changed the lives of millions of people with a second payday funded by loyalty benefits. Congratulations to a worthy winner.*

*NICHOLAS BEDNALL- SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST LOYALTY PROGRAMME OF THE YEAR - FINANCIAL SERVICES



HIGHLY COMMENDED

*"The eBucks Rewards programme has done it once again and remains one of the leaders in the Financial Services sector. This phenomenal loyalty programme continues to go from strength to strength and its innovative, fresh approach in its customer proposition and value offered to its customers is astonishing."*

*THANDI JAMBA - SOUTH AFRICAN LOYALTY AWARDS JUDGE*



COMMENDED

*"In an extremely competitive category, the Old Mutual Rewards programme was seen to provide a real point of difference within the market, helping Old Mutual customers engage in positive financial behaviours, as well as providing significant commercial returns for the Bank."*

*NICK CHAMBERS- SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST LOYALTY PROGRAMME OF THE YEAR - RESTAURANTS/QSR

THE WINNER



Winning entry submission – executive summary:

Spur Steak Ranches Family Club programme has been running for 11 years. The programme is successful due to its simplicity - 5% back in points on spend - a R50 voucher is awarded once 5000 points is reached (R1000 excl VAT and waitron tip is spent). There are no tiers & no hoops for customers to jump through. 5% is generous for industry standard. The programme is available via physical card, or digital registration through App download, web and/or mobi site.

As an added dependent, children receive a birthday voucher which entitles them to a kids' meal, a kids' soda or fruit juice and kids' chico the clown ice cream each year to the value of R89,90. The programme also features the seamless purchasing of gift vouchers (physical & digital) as well as online ordering through click to collect.

At Spur, we are passionate about rewarding our loyal customers. We see them as family. We appreciate this award and we will continue to look for ways to lead the experience for our customers and club members.

*“Congratulations to Spur! The Spur programme offers a great value proposition to its customers. A large and growing customer base and strong redemption rates underline this. It is also great to see that there is continued investment in digitisation and leveraging customer data and insights to drive personalisation and relevance of offers to customers. Well done to Spur!”*

*URSULA KUNI - SOUTH AFRICAN LOYALTY AWARDS JUDGE*



# BEST PROGRAMME OF THE YEAR: TRAVEL & LEISURE

COMMENDED



*"The simplicity and range of benefits of the Legacy Hotel Lifestyle Rewards programme earned it a commended category scoring this year in the SA Loyalty Awards judging. The ease of signup, ability to earn and spend is well communicated and the programme is enriched with a valuable partner network. An engaging and customer centric loyalty and rewards programme."*

*BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST LOYALTY PROGRAMME OF THE YEAR - OPEN

THE WINNER



Winning entry submission – executive summary:

MySchool MyVillage MyPlanet (MySchool) is a community loyalty programme, that for 25 years has been making a long-term sustainable difference in South Africa, a country with great need and an even stronger culture of giving. One card gives our supporters the ability in making a tangible difference in the lives of millions, without having to give away their own hard-earned funds.

To date, over R900 million has been given back to those who need it most. We make giving simple.

Our programme is built on the premise “Make every swipe count”. It enables our supporters to raise funds for their chosen causes, by swiping their cards every time they shop at our partners. Our partners contribute a small percentage of these cardholding customers spend on their behalf, to a worthy cause.

We believe that doing good feels good. That is why our programme gives our supporters the opportunity to personally choose who to support from over 8500 registered causes, selecting up to three, that personally matter most to them, this is a unique differentiator in the current marketplace traditional loyalty focuses on personal gain, yet we believe that true emotional and transactional loyalty is only achieved when there is an emotional connection. The partnership between us and our other partner programmes ensures we provide both sustainable transactional and emotional rewards for our cardholding members.

This year, the MySchool MyVillage MyPlanet programme celebrates 25 years of making a difference, driving commercial imperatives and social upliftment, and raising over R8 million per month for a wide range of causes. Many organisations depend heavily on their MySchool funds to pay salaries, assist with protection and security efforts, and help with operational costs to ensure they survive and thrive.

We partner with organisations that show good leadership, resourcefulness, and a solid needs assessment — which clearly demonstrates how any investment will make a sustainable and/or substantial impact.

*“Congratulations to MySchool MyVillage MyPlanet on the award for best programme of the year – open category. The MySchool MyVillage MyPlanet programme continues to innovate and invest across schools, communities and environmental organisations, with an impressive active base of 1.2 million customers.*

*The results of this innovation and commitment to customer growth & satisfaction is demonstrated by competitive sales growth, even through a difficult economy. Even more impressive has been the use of data to measure key analytics in NPS, customer effort and customer engagement. Once more join me in congratulating MySchool MyVillage MyPlanet for the best programme of the year – open category.”*

**VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE**

## BEST LOYALTY PROGRAMME OF THE YEAR - OPEN



HIGHLY COMMENDED

*"I'd like to congratulate Wuhu on their highly commended for the Wuhu programme. Wuhu seems to have learnt very well from their version 1.0 since their launch, and they seem to have pivoted the programme into a much more compelling value proposition. I particularly like the move to a gamification approach and how they've moved to integrate the programme into leisure and discretionary time. I really liked the use of smart technology, the use of AI and character recognition to advance the programme and to drive the overall experience. Overall, a fantastic programme and one that feels like it's integrating well into consumers' lives. Once again, I would like to congratulate Wuhu on a formidable programme. Well done."*

*KEITH LINDSAY - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST LONG-TERM LOYALTY PROGRAMME OF THE YEAR

THE WINNER



Winning entry submission – executive summary:

eBucks Rewards is South Africa's leading rewards programme. Launched over 22 years ago, named the best rewards programme of the year in the financial services sector. eBucks has been helping South Africans stretch their Rands by paying out over R17.7 billion in rewards, with over R3.4 billion paid out in the last two years alone.

The eBucks rewards programme has, for the past three consecutive years, won the best programme of the year 2021 (financial services) and the most innovative use of technology at the South African Loyalty Awards. Most recently flying the South African flag high on the world stage, awarded for the best use of technology and the regional loyalty champion of the year for Middle East and Africa, at the 2022 International Loyalty Awards.

An additional 525 000 FNB customers will be eligible to earn eBucks when the annual earn rules come into effect from 1 July 2022, nearly 3.4 million FNB Retail and Commercial customers will have access to the benefits of the rewards programme.

eBucks is free for FNB and RMB Private Bank customers to join and they pay no monthly subscription fees either. eBucks never expire, so customers can save up their eBucks for those bigger rewards, or for when they really need to stretch their Rands. 90% of eBucks paid are used within the first 30 days & have interacted with the eBucks applet and tools more than 200 million interactions in the last 12 months.

As a trusted money manager, we are here to help our customers become financially independent - across the 4 pillars of credit, transact, invest, and insure - by giving them rewards that are meaningful and provide real value. eBucks Rewards takes pride in putting customers at the centre of our value propositions, and the benefits we are implementing demonstrate our commitment to value-based lifestyle solutions, especially in these difficult economic times.

*"The frictionless experience, and variety of partners have proven to inspire customer loyalty and drive overall business growth and business value. eBucks is a worthy winner of the best long-term loyalty programme for 2022, sharing its excellence in the loyalty industry for over 20 years."*

*PAPI RAPOLAI - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST LONG-TERM LOYALTY PROGRAMME OF THE YEAR



HIGHLY COMMENDED

*"We were very impressed with Clicks' innovation this year. Their drive to personalise ClubCard deals, Clicks ClubCard deals within the App and the use of WhatsApp stood out. Their focus on enormous and profitable sectors like the senior club and the baby club, all of which driven in one year on a very mature programme, highly commendable work, and 27 years of success as one of South Africa's premier loyalty programmes. Congratulations and highly commended."*

NIC BEDNALL- SOUTH AFRICAN LOYALTY AWARDS JUDGE



COMMENDED

*"The programme has achieved significant growth in both customer numbers and engagement levels, helping Old Mutual customers plan their finances and find suitable financial solutions based on the wide range of products offered by Old Mutual."*

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE



COMMENDED

*"Huge congratulations to MySchool MyVillage MyPlanet on this commendation. 25 years of creating, maintaining and expanding a platform whereby we consumers, get to swipe our cards, spend our money, knowing that the loyalty payback is not directly to us, but to the benefit of our chosen beneficiary. So there's a huge emotional connection there. It's no surprise to me that those consumers, shoppers who have this card, spend more, and spend more often because that emotional connection, any emotional connection has that sort of motivation and outcome. A win win all around. R900 million enabling and empowering beneficiaries over the last 25 years. R100 million of that in the past year, in very tough times indeed, so all credit to you, and all strength to you in the years ahead."*

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE



# BEST LOYALTY AGENCY (MARKETING / REWARDS) OF THE YEAR



COMMENDED

*"Congratulations to Achievement Awards! Achievement Awards continues to build on its experience and manages to deliver a strong service offering to its clients from design to fulfilment leveraging multi-channel engagement with customers. Focus on scientific design methods and deep data analytics are integral to their way of working. The client and project lists are impressive. Well done to Achievement Awards!"*

*URSULA KUNI - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST LOYALTY TECHNOLOGY VENDOR OF THE YEAR

**SOLDI**  
UNLIMITED

COMMENDED

*"We were impressed with the Soldi entry paper in the best technology vendor of the year. The combined strength of transactional and behavioural capabilities as well as their cross category experience means customers get a wide and deep range of functionality from their platform. Whilst we could not distinguish the actual loyalty results achieved as a result of Soldi's loyalty software, their local and international clients infer success. This was a commendable entry."*

NICHOLAS BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

**V&S**  
Innovations

COMMENDED

*"V&S Innovations provides a flexible SaaS (Software as a Service) platform that enables innovation for customers, provides agility and creates real value through omni-channel integration. The platform is scalable while also architected with the appropriate level of redundancy."*

ANGELO CLAYTON - SOUTH AFRICAN LOYALTY AWARDS JUDGE

# BEST LOYALTY DATA AGENCY / VENDOR OF THE YEAR

THE WINNER



Winning entry submission – executive summary:

Omnisient has created a privacy preserving data collaboration platform for POPIA and GDPR compliant customer data collaboration between businesses to enable 3 key aspects to delivering high ROI rewards & loyalty programmes:

**Identification of lucrative rewards partnerships:** Omnisient enables the quick assessment of customer datasets for loyalty & rewards partnerships by eliminating the need for lengthy compliance agreements between potential partners because customers' personal information is never shared in the process and IP never exchanges hands. Businesses maintain full control of their IP throughout the data collaboration process required for evaluating a potential partners' 1st party customer data. All personally identifiable information is anonymised and protected using cryptography, while only behavioural data is analysed in a secure and neutral "escrow-like" collaboration environment in the Cloud. So, data never exchanges hands and therefore is fully protected from breach risk.

**Enhanced personalisation, improved offering, and customer experience** Omnisient believes that more customer data from diverse sources can give businesses a better view of their customer from outside of their organisation, which enables enhanced personalisation and an enhanced customer experience.

Omnisient's anonymised matching of shared customers and sharing of anonymised behavioural, preference, lifestyle and demographic information identifies new rewards opportunities between businesses, enhances personalisation, makes offerings more contextual. In addition, built-in AI and machine learning enables the identification of lookalike audiences showing similar attributes of target customers within a businesses' own 1st party customer data. This enables targeting of a wider audience that is likely to find the reward offering or partner product relevant.

**Creation of new revenue generation opportunities: converting data liability into data assets**  
While rewards and loyalty initiatives are often perceived to be a significant expense, Omnisient is breaking ground in the creation of new revenue generation opportunities from 1st party customer data for businesses with rewards and loyalty programs. Businesses can more easily monetise their audiences from their rewards programmes by enabling partnering businesses to identify and target rewards members for advertising of 3rd party products without ever sharing or revealing customers' personal information.

*"The Omnisient entry into the category of best loyalty data agency/vendor showcased their data collaboration platform with great supporting business case studies. The content submission and results evidenced were impressive through the showcasing of the platforms power to provide analytical and insights capability. A well deserved winner of the category."*

*BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN OF THE YEAR

THE WINNER



Winning entry submission – executive summary:

The iconic Clicks ClubCard loyalty programme launched on 20 August 1995, is the oldest retail loyalty programme in South Africa. During the first quarter of 2022, Clicks successfully embarked on a two-month omni-channel marketing campaign to drive increased redemption of ClubCard cashback amongst the loyal member base. This campaign resulted in an increase in its active membership to over 9.5 million members, who account for 80.1% of sales in Clicks and represents a competitive advantage as a key driver of business growth. Reasons for its continued growth and sustained longevity are its easily redeemable benefits and ability to provide personalised engagement and rewards for members, while remaining simple, free and easy to understand and use.

As at 24 January 2022, more than R200 million cashback was available to spend by Clicks ClubCard members. With the first few months of the year typically being the most financially stressful for cash-strapped consumers — “Januworry”, back to school and the worsening economic climate — this was the perfect opportunity to design a campaign centred on the ClubCard member to drive awareness of the cashback benefit available to them and increase redemption.

The campaign spanned a two-month period from 24 January to 23 March and multiple marketing channels across television, online, social and digital platforms were utilised. The total available cashback value was included in certain elements of the campaign to drive behavioural change, reinforce the value of the benefit available and make a more impactful call to action.

The campaign successfully drove Clicks ClubCard members into stores and to the Clicks website, yielding a redemption of R90.8 million cashback during the two-month period — an impressive 14% increase on the same period in the previous year. This contributed to a 24% reduction in membership churn during the two-month campaign period, and 394 314 new sign-ups over February and March 2022.

*"It started with the insights. All bases were covered in the planning and the execution was beautiful! Not only was this campaign a resounding success, it reinforced that Clicks Clubcard is the key mechanic to drive value, relevance, and engagement to the Clicks customer".*

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

# BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN OF THE YEAR

**OLD MUTUAL  
REWARDS**  
SMALL STEPS. GREAT REWARDS.

HIGHLY COMMENDED

*“Congratulations to Old Mutual for an outstanding campaign, which was well launched at a time when South Africans were feeling the pinch of high fuel costs. The redemption rate of fuel vouchers and growth in the rewards programme membership for the campaign is impressive. Bravo, Old Mutual!”*

THANDI JAMBA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

**DStv**

COMMENDED

*“Great innovative campaign that provided real customer benefit during difficult economic times. Well executed campaign and great showcase of delivering customer value.”*

ANGELO CLAYTON - SOUTH AFRICAN LOYALTY AWARDS JUDGE





**SHOPRITE<sup>x</sup>**

Winning entry submission – executive summary:

Personalisation is crucial in the Shoprite Group precision retailing strategic ambition as it powers the right content and offer, to the right customer at the right time, while reducing marketing wastage of mass media through using direct 1-to-1 customer channels. For customers, it saves time, builds long term brand trust and makes saving on products they love and buy often, even easier. With the rise of digital access across our customer base, the importance of being able to connect with our members on our own and external digital channels is ever growing, accelerating the need to provide relevant and personalised experiences in the cluttered digital landscape.

The Xtra Savings customer platform transforms every member swipe into rich customer data that combined with advanced analytics creates unique customer DNA helping us better personalise products and experiences to our now over 24 million members. Using rich transactional data comprising of over 5000 data points per member (what members buy, what they don't and what they have stopped buying, when, how often and where) as well as personal data (interests, interactions on our channels, qualitative survey results) we are able to understand our members intimately in order allocate the most relevant deals on a 1-to-1 basis.

Our customer platform utilises our data asset to create personalised value through 'offers for you' that sends 6 unique deals every 2 weeks to our Checkers members, aimed at retaining and rewarding our most loyal members.

In the last 12 months we have allocated over 848m offers to our members based on their unique shopping behaviour, loaded directly to card and automatically redeemed at till – no vouchers, codes or hassle. Partnering with our suppliers, we also use data to target specific customer with new and existing products for acquisition or retention of their own products and categories resulting in a Win-win-win partnership: customer save more on products they love, suppliers are able to target specific customers and need states and Checkers benefits from retaining our valuable shoppers and growing long-term profitable customer relationships.

Furthermore, in the last 6 months, we have extended this online integrating with Checkers Sixty60, enabling over 5000 deals, including 'offers for you' to be delivered in 60 minutes for a frictionless omnichannel experience.

*"What is evident was Shoprite's use of complex data analytics. Personal data, combined with rich transactional data with 1000s of data points per member, help Shoprite to understand not only their customers historical buying behaviour, but predictive modelling, enabling them to offer unique relevant deals. I agree with them. It is in creating these Win win campaigns underpinned by data and executed through a powerful personalisation engine that allows Shoprite to ensure the members are getting the most relevant deals, whilst still supporting their supplier and brand objectives."*

**CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE**

# BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS



Standard Bank

**UCOUNT**  
REWARDS

COMMENDED

*"Great innovative campaign that provided real customer benefit during difficult economic times. Well executed campaign and great showcase of delivering customer value."*

*ANGELO CLAYTON - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# MOST INNOVATIVE USE OF TECHNOLOGY FOR LOYALTY

THE WINNER



Winning entry submission – executive summary:

eBucks Rewards from FNB aims to help its customers thrive in a modern world. The programme continues to demonstrate the power of our digital platform in helping our customers better manage their money across 4 pillars: credit, transact, invest, and insure.

The eBucks rewards programme has, for the past three consecutive years, won the most innovative use of technology at the South African Loyalty Awards. Most recently flying the South African flag high on the world stage, awarded for the best use of technology at the 2022 International Loyalty Awards.

Previously recognised as South Africa's best digital bank, FNB has pioneered when it comes to platform optimisation, and we continue to evolve and innovate – always with our customers' needs in mind. The eBucks platform offers the richest customer functionality of any rewards programme in South Africa.

To ensure that our loyalty eco-system remains accessible to customers in a way that is easy to understand and navigate, our single platform seamlessly helps customers interact with FNB and our rewards partners.

We are proud to present new innovations and helpful solutions to enrich the lives of our customers as we continuously strive to provide value propositions that suit the diverse range of clientele that we serve across all ages and income groups. The success of our strategy is evidenced by the 2.8 million members who to date, have spent over R15,2 billion in eBucks via our loyalty programme. With more than half a million more customers eligible to earn eBucks from July 2022.

*"I'd like to congratulate eBucks as the winner of the most innovative use of technology category. There's no doubt that eBucks is a sophisticated and fully integrated programme.*

*It's been a pleasure to watch it grow and mature over time and using ongoing learnings and experience to drive the complexity and sophistication of the programme. The programme is fully integrated into consumers' lives and is a massive contributor to brand stickiness and overall loyalty. The growing list of redemption partners and opportunities to engage with is impressive. The programme serves a wide range of consumer needs and wants and hence the broad appeal. Well done. Congratulations on your continued excellence. We look forward to seeing the product grow and expand into the future. Thank you."*

*KEITH LINDSAY - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# BEST USE OF MULTI-CHANNEL LOYALTY COMMUNICATION / ENGAGEMENT INCLUDING SOCIAL MEDIA

THE WINNER



Winning entry submission – executive summary:

ClubCard magazine has been a loyalty benefit of the Clicks ClubCard rewards programme since 1997, making it one of South Africa's longest running loyalty publications. It is also an integral benefit of the Clicks ClubCard loyalty programme (one of South Africa's most iconic and successful retail loyalty programmes with over 9.5 million members), creating multiple opportunities to engage with the ClubCard membership base, to educate, inform and showcase new and exciting product launches and to expose the members to some of the Clicks social responsibility campaigns. Clicks ClubCard continues to remain relevant to today's customer and drives customer loyalty through innovation and differentiation.

The printed ClubCard magazine edition was published 6 times a year and distributed to members in Clicks stores. In January 2022, after 25 years of printing, the magazine transitioned to become a purely digital monthly publication housed on the iPaper platform. This transition was informed by shifts in consumer consumption of media and in support of the company's sustainability agenda.

Clicks ClubCard launched the first digital issue of the ClubCard magazine via an omni-channel campaign that achieved close to 100 000 unique users by the fourth issue, almost R400 000 in revenue from in-magazine purchases online and an increase of website page views of more than 108,000 (46% of which are new users). A new feature in the digital magazine is the inclusion of video content. The issues were also downloaded as PDFs which indicate that there is offline content engagement as well. Each digital ClubCard magazine is themed depending on the time of year, event or promotional period. It is significant to note the saving to the business of almost R3m through this transition, despite the increased frequency that yields double the amount of issues over a year period.

The new format magazine is available monthly, is more easily accessible to more members and customers, it adds convenience and value to the customer journey, and enhances the customers' digital shopping experience, making it seamless and frictionless. The transition from print to digital format and the selection of digital marketing channels were based not only on Clicks future-focused digital innovation, but also on the insights gathered from a focused customer research project conducted in 2021.

*"Clicks best demonstrated insight-led use of e-mail, mobile and social within a loyalty initiative with the transition of the Clubcard magazine from print to a digital monthly publication. The reach with the transition far exceeded previous print runs and the additional elements introduced in the form of video content and in-magazine 'shopping' enhanced the customer experience. The channel coverage to raise awareness was impressive and objectives were achieved at a fraction of what used to be the baseline cost for the Clubcard magazine"*

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

# BEST USE OF MULTI-CHANNEL LOYALTY COMMUNICATION / ENGAGEMENT INCLUDING SOCIAL MEDIA

HIGHLY COMMENDED



*"A phenomenal campaign with stellar results!  
Engagements across various social media channels (Facebook, Tik Tok, Instagram) were targeted and focused,  
resulting in a 52% increase in campaign reach."*

ANGELO CLAYTON - SOUTH AFRICAN LOYALTY AWARDS JUDGE



COMMENDED

*"The Judges were really impressed by Shoprite's use of the WhatsApp messaging platform; especially how participants were able to manage the different elements of the promotion using WhatsApp. It showed to the judges that Shoprite are prepared to go where their customers are!"*

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE



# BEST COMMUNITY OR ENVIRONMENTAL LOYALTY INITIATIVE / CAMPAIGN

THE WINNER



Winning entry submission – executive summary:

The MySchool MyVillage MyPlanet Programme is a multi-partner community loyalty programme in South Africa. It aims to make a sustainable contribution to social upliftment and economic development in our country — delivering essential funding to schools, charities linked to communities, animals, and the environment.

To date, over R900 million has been given back, by South Africans, to those who need it most. In a country where it is easy to become overwhelmed by the number of challenges, we all face, one card continues to help make a tangible difference in the lives of millions.

With our slogan “make every swipe count”, we enable our supporters to raise funds for their chosen causes by swiping their card every time they shop at our Partners. Our partners contribute a small percentage of these cardholders spend on their behalf to the selected cause – enabling our supporter to contribute to the cause that matters most to them, without it costing them a cent.

Our supporters can personalise their choice of giving, by choosing up to three causes that matter most to them, an option that is a unique differentiator in the marketplace. This year we ramped up our efforts to make this “giving back” action more conscious for the supporter and engage more emotion by focussing on causes that have top-of-mind appeal, resonate with the national agenda, and contribute towards the UN sustainable development goals.

To enhance our programme’s digital efficiency, we modernised our website to make it more mobile responsive. Through our newly developed supporter and beneficiary portal, new supporters can sign up in less than a minute, while our beneficiaries can manage their profiles, maintain their data, and publish good news stories of their impact in their communities.

Despite the desperate outlook in the retail sector and growing themes of self-preservation, our programme reminds South Africa that giving back is more important than ever before. Despite this challenging economic climate, we acquired over 200 000 new supporters, exceeding the annual target.

*“Congratulations to MySchool MyVillage MyPlanet on the award for best loyalty community or environmental initiative/ campaign of the year. The MySchool MyVillage MyPlanet initiative is a multi-partner programme linked to social upliftment and development. I see the success in the programme being in it’s ability to touch the heart and drive transformative & sustainable change. They understand that customers are looking for more than a transactional relationship, and this program provides that mechanism for their customers to give back. Digital enhancements provide a modern platform for ease of interaction. This is an exemplary example of People, Planet and Profit aligned.”*

**VARSHA RAMESAR- SOUTH AFRICAN LOYALTY AWARDS JUDGE**

# BEST COMMUNITY OR ENVIROMENTAL LOYALTY INITIATIVE / CAMPAIGN



HIGHLY COMMENDED

*"Each reward swipe funds the Dis-Chem Foundation. They make it so seamless for the customer to support the sustainable development work that the foundation does to care for the community from providing 100,000 meals per month and enabling community and mobile health clinics to deliver millions of comfort / sanitary pads for teenage school girls, and various other random acts of kindness. For me, it is seamlessness for the customer that makes this community initiative so powerful and definitely proves that doing good is good for business."*

*CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE*

# LOYALTY PERSONALITY OF THE YEAR

NEIL SCHREUDER

We believe it is important to acknowledge leaders in the loyalty industry to inspire others and to recognise innovation and strategic insight.

We are proud to announce that the judges at the 2022 South African Loyalty Awards wish to acknowledge and congratulate Neil Schreuder from The Shoprite Group as 'loyalty industry personality for 2022.'

Neil is the Chief Strategy and Innovation Officer for The Shoprite Group.

Neil leads the Digital Transformation Programme for Africa's largest retailer. He is responsible for customer strategy and driving a more data driven culture in the organisation with the aim of creating personalised experiences for the company's 24 million consumers. With consumer technology at its core, his role focuses on disruptive changes affecting grocery retail. Recent innovations such as the multi-award winning Sixty60, as well as the launch of the Xtra Savings rewards programmes in Shoprite and Checkers have helped the company become a leader in the digital retail arena.



*"Neil was the driving force behind the launch of the Xtra Savings programme. Having seen the Xtra Savings programme increasingly develop and evolve since inception, it was easy to identify that Neil and his team at Xtra Savings have focus on what it takes to become South Africa's best retail loyalty programme in 2022. Shoprite also successfully proves its journey to customer centricity in both its results and winning the best strategic use of data category. Congratulations Neil and thank you for your contribution to our competitive and yet rewarding industry."*

AMANDA CROMHOUT - SOUTH AFRICAN LOYALTY AWARDS JUDGING CHAIR

## KEY DATES 2023

3rd  
February

Loyalty Awards 2023 opens  
Open for entries

30<sup>th</sup>  
June

Loyalty Awards 2023 closes  
Closed for entries

August /  
September

Loyalty Awards 2023 judging  
Judging commences

October

Announcement of winners  
at Leaders in Loyalty Summit

The Loyalty Awards South Africa would like to thank all the brands that entered this year's awards. We look forward to your entries in 2023!

For any queries, please contact:  
[info@southafricanloyaltyawards.com](mailto:info@southafricanloyaltyawards.com)