



WINNERS REPORT 2024



ABOUT THE SOUTH AFRICAN LOYALTY AWARDS



The 2024 South African Loyalty Awards is in its 6th year, and we have increased the number of categories for awards to 24, in 2024. We would like to thank the loyalty industry for its support and the outstanding quality of entries, from outstanding brands.

Our main purpose for running the South African Loyalty Awards is to recognise loyalty 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 14 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 – September 2024

THE JUDGES

The entries are evaluated through a robust judging process by our well-established judging committee. We would like to thank the 2024 South African Loyalty Awards judges for all the hard work they have put in to judging multiple entries over 24 categories. Truth's CEO, Amanda Cromhout, is the Judging Chair of the South African Loyalty Awards.



NIC BEDNALL



WENDY KNOWLER



CANDICE GOODMAN



URSULA KUNI



BRONWEN ROHLAND



LEANNE PAPAIOANNOU



PIETER TWINE



KAVEER MAHARAJ



LOUISE HAMMAN



VARSHA RAMESAR



NICK CHAMBERS



ANDREW HALL



ZANDILE MANANA



MATEBOHO MALOPE



THE 2024 WINNERS

BEST LONG-TERM LOYALTY PROGRAMME



BEST NEWCOMER LOYALTY PROGRAMME



BEST RE-LAUNCHED LOYALTY PROGRAMME



BEST PARTNERSHIP PROGRAMME IN LOYALTY



LOYALTY PERSONALITY OF THE YEAR: FIONNA RONNIE



LOYALTY TEAM OF THE YEAR



THE 2024 WINNERS continued...

BEST LOYALTY PROGRAMME: RETAIL



BEST LOYALTY PROGRAMME: FINANCIAL SERVICES



BEST LOYALTY PROGRAMME: RESTAURANTS & QSR



BEST LOYALTY PROGRAMME: TRAVEL / HOSPITALITY



BEST LOYALTY PROGRAMME: FUEL



BEST LOYALTY PROGRAMME: TELCO



BEST LOYALTY PROGRAMME: ENTERTAINMENT / LEISURE



THE 2024 WINNERS continued...

BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN



BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS



BEST USE OF AI TO IMPROVE LOYALTY EXPERIENCE



MOST INNOVATIVE USE OF TECHNOLOGY FOR LOYALTY



BEST USE OF MULTI-CHANNEL LOYALTY COMMUNICATION



BEST USE OF GAMIFICATION IN LOYALTY



BEST LOYALTY CSI OR ENVIRONMENTAL INITIATIVE / CAMPAIGN



THE 2024 WINNERS continued...

BEST LOYALTY AGENCY



BEST LOYALTY RULES ENGINE TECHNOLOGY VENDOR



BEST LOYALTY ENABLEMENT TECHNOLOGY VENDOR



BEST LOYALTY DATA AGENCY



BEST LOYALTY PROGRAMME OF THE YEAR: RETAIL



THE WINNER

In 2019, Africa's largest supermarket launched Xtra Savings Rewards that shows its loyalty to customers, and not the other way round. The award-winning and most used programme in SA, now extends to over 1800 stores and 8 brands across the group, saving over 30m members over R1bn in instant cash every month. This programme is the foundation for Shoprite's no. 1 group strategic priority: a truly customer-centric retailer, providing invaluable customer insights across its ecosystem. Xtra Savings is founded on simplicity, transparency and meaningful value: instant cash savings every time you swipe. Since launch, we have put over R35bn in instant cash back into the wallets of customers. What's more, this number grows more every year. From CEO to Store Manager, Xtra Savings remains a core priority for the group's long-term success: make savings effortless for everyone, every day.



It is incredible to see how enormously impactful Xtra Savings is for the Shoprite Group's customers and for the business itself. Its simplicity drives engagement and South Africans really benefit from cash savings. Over and above the exceptional customer experience, it is clear that their internal customer-centricity strategy is a strategic pillar for the Shoprite Group.

AMANDA CROMHOUT – SOUTH AFRICAN LOYALTY AWARDS CHAIR

HIGHLY COMMENDED



The Clicks Clubcard has stood the test of time and the fact that it continues to be one of the most used programmes in the country speaks volumes to its credibility, relevance and continuous innovation.

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



The dedicated customer loyalty team at TFG have shown how leveraging customer data can be a win-win for both the brand and shoppers. The live dashboards accessible to all, the use of machine language in the operations environment and gamification for non-purchase activities are among some elements that made the programme shine!

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME OF THE YEAR: FINANCIAL SERVICES



THE WINNER

eBucks Rewards is South Africa's leading rewards programme offered by First National Bank (FNB). The growing list of awards pay tribute to FNB's strides toward developing industry-leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 24 years. They represent the pioneering efforts to provide customers with meaningful rewards to help their money go further.

The programme offers customers the opportunity to earn and spend eBucks at more than 30 online and in-store partners. Not only do these partners gain significant benefit spend from FNB customers (FNB has 34% of SA point of sale spend), but FNB has benefited handsomely from creating new relationships with the largest grocery, fuel and pharmacy groups across SA & Africa. Having these partners also banking with FNB is a direct result of the eBucks programme and its ability to drive customer behaviour at these partners.



The Judges recognised how all the various elements of the eBucks Rewards programme are built around creating sound money management and responsible banking behaviours for the members. The outcomes from these behaviours were clearly demonstrated through the comprehensive set of performance metrics included with the submission.

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



How do you get your customers to join your loyalty programme in droves? Waive membership fees! It was a win for Absa by driving profitability by means of strategic use of customers' data, and for its customers, who gained over R700m in cash and value.

Your story matters



WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Old Mutual Rewards is rooted in a powerful idea, i.e. "the financial empowerment of all South Africans" and the democratisation of the programme has given it legs to thrive. The growth of the programme over the years has been beautiful to watch.

OLD MUTUAL
REWARDS
SMALL STEPS. GREAT REWARDS.

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



Alex Forbes should be commended for the sheer value that each of their active loyalty members received in 2023 - which was so much more than many other programmes reviewed whilst judging this year.

alexforbes
insight · advice · impact

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME: RESTAURANTS / QSR



THE WINNER

Spur Steak Ranches is the leading restaurant loyalty app with over 2.2 million active members and over 600 000 new members in the past 12 months. The programme features loyalty earn & redeem, click to collect ordering, as well as digital gifting for customers and businesses. 50% of all turnover goes through Spur's loyalty club, which allows relevant, authentic messaging across multiple channels for its customers based on their dining behaviour. This targeted messaging ensures a 30% increase in spend of loyalty vs non-loyalty members. Having launched its own loyalty engine this year, after a 6 year internal project, Spur has seen significant savings and improved customer experience for its loyalty members.



Congratulations to Spur! Spur continues to evolve its programme to present great value to its customers. The launch of their in-house built data and loyalty engine last year has been a big milestone allowing for even more relevant and tailored offerings to their customer base. Continued growth in both their club base and their swipe rates are tribute to a programme that truly talks to its customers' needs. Well done to Spur!

URSULA KUNI - SOUTH AFRICAN LOYALTY AWARDS JUDGE



HIGHLY COMMENDED

Vida e Caffè is a vibrant customer loyalty programme. The ongoing innovation around the brand menu offer and loyalty programme is impressive and continues to offer great benefits to its customers through its offer and partner ecosystem. The clever and creative use of technology has enhanced customer engagement and ease of payment in the digitised world. Congratulations to the Vida e Caffè team..

BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME: TRAVEL & LEISURE

THE WINNER



Legacy Lifestyle's rewards programme brings together 250 partners in hospitality, retail, and entertainment, serving over 1.2 million members. Enriching lives through inspired travel, leisure, and entertainment experiences, Legacy Lifestyle offers significant cashback, discounts, and exclusive VIP benefits, through the partner funded programme. Seamlessly, members have access to a dedicated travel service, with guaranteed, exclusive cashback or discounts on every booking whether for business or leisure. Legacy Lifestyle's commitment to innovation ensures a simple yet dynamic rewards programme, tailored to enhance members' lifestyles from the start. Through innovative technology and strategic partnerships, it continuously delivers exceptional value to its members, while driving business growth across Southern Africa.

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Congratulations to the Legacy Hotel Group. The Lifestyle Rewards programme is the leader in this category by providing members with a valuable partner rich, yet simple, programme with enhanced benefits for repeat visits at Legacy Hotels. The online platform and digitisation of the Lifestyle Rewards programme enhances the members ability to interact with the Legacy brand and programme whilst taking advantage of reward benefits.

BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME: FUEL

THE WINNER



Four years ago, Shell revolutionised the oil industry in South Africa by being the first energy company to have its own rewards programme, boasting an impressive 3.2 million members. Now, Shell has added a digital extension to the V+ programme by introducing the progressive web app (PWA), allowing customers to engage with Shell digitally. This allows customers to earn V+ cash rewards on the app and redeem their cash rewards outside of the Shell ecosystem through other experiential rewards. By focusing on making customers' journeys easier and delivering exceptional rewards, Shell has successfully paid out R1 billion in rewards to date. Its objectives for 2023 were to evolve the V+ programme from a fuels-based loyalty programme to a holistic brand loyalty programme that meets all Shell's customers "value" needs, no matter what their mobility needs are.



Shell V+ has made an impressive impact in the fuel rewards market segment which is highly competitive and valued by customers. The digitisation of the V+Rewards programme has enhanced the customer experience and ability to redeem rewards in the broader Shell partner ecosystem. A great example of an engaging and customer-centric rewards programme – congratulations to the Shell V+ rewards team.

BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE

The Sasol Rewards logo, featuring the words "SASOL REWARDS" in a bold, sans-serif font. "SASOL" is in black and "REWARDS" is in orange. The text is enclosed in a blue rectangular border with a slight shadow effect.

HIGHLY COMMENDED

This award is well-deserved. Sasol's programme is producing exceptional results for the business and their KPIs serve as evidence that a customer-focused strategy is truly driving business success.

LOUISE HAMMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST PROGRAMME: TELCO

THE WINNER



VodaBucks Rewards programme is focused on driving a shared value model where all stakeholders benefit. Vodacom is intentional about delivering value for customers while driving profitable growth across Vodacom. The strategically selected partners align to Vodacom's ambition of putting customers first and rewarding them for their loyalty. Through gamification Vodacom continues to educate and reward customers for their daily engagement. Vodacom has formed partnerships across multiple sectors such as retail, travel, education, entertainment, wellness and more. Its partners provide an array of products and offers to a base of 24.4 million opted-in customers, ensuring a seamless fulfilment journey. The VodaBucks-to-cash conversion feature enables Vodacom customers to get real money back into their pockets. Over the past 4 years, Vodacom has witnessed the impact of Vodabucks on customers' lives and continues to evolve the programme to meet all customers' needs.

“

Vodacom with its Vodabucks loyalty programme has achieved phenomenal success, generating billions of gamified interactions with millions of customers. The results show millions of engaged customers getting more value for spending time and money with Vodacom - clearly demonstrating why Vodabucks is the winner of best telco loyalty programme in SA.

NICHOLAS BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST PROGRAMME: ENTERTAINMENT / LEISURE



THE WINNER

In a time when South Africans are faced with a struggling economy and loadshedding, DStv Rewards finds a way to make the little things count.

Thanking customers for their loyalty whilst driving profitable behaviour for the organisation continues to be DStv's main objective. With rewards such as discounted vouchers and exclusive money can't buy experiences, DStv provides a sense of financial relief to its customers and grants them the opportunity to enjoy the things they love but cannot afford.

Being a proudly South African brand that offers the best sports and entertainment content in Africa, DStv continues to be one of the 25 most used loyalty programmes in SA and for the first time ever it has been voted as the most used loyalty programme in the leisure category by both economically active and mass market customers. These achievements are testament to the direct and emotional value that DStv's subscribers derive from the programme.

“*DStv Rewards embodies the concept of win-win. In its clever design, the team has managed to figure out how to encourage customers to stay connected for longer in return for, amongst other benefits in the value proposition, money can't buy experiences that can't be offered by anyone else. That's genius! .*

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PARTNERSHIP PROGRAMME

THE WINNER



eBucks Rewards is South Africa's leading rewards programme offered by First National Bank (FNB). The growing list of awards pay tribute to FNB's strides toward developing industry-leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 24 years. They represent the pioneering efforts to provide customers with meaningful rewards to help their money go further.

The programme offers customers the opportunity to earn and spend eBucks at more than 30 online and in-store partners. Not only do these partners gain significant benefit spend from FNB customers (FNB has 34% of SA point of sale spend), but FNB has benefited handsomely from creating new relationships with the largest grocery, fuel and pharmacy groups across SA & Africa. Having these partners also banking with FNB is a direct result of the eBucks programme and its ability to drive customer behaviour at these partners.

“ eBucks customers benefit through a large and meaningful partner base that offers customers both direct and discount benefits, further entrenching real value to the customer base. It is supported by a technology platform and app that makes engagement with the programme super simple for the users.

PIETER TWINE - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“ For members of multiple loyalty programmes, distributed points (i.e. currency) earned across many programmes often dilutes their value. Qatar Airways and IAG Loyalty have pushed the envelope in giving members of the Qatar Airways Privilege Club options with a currency that is sought-after and coveted.

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“ Congratulations to Varsity Vibe for being recognised for its work with partners in the dynamic student-targeted market.

LOUISE HAMMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST NEWCOMER LOYALTY PROGRAMME

THE WINNER



A first of its kind in supermarket retail in South Africa, Xtra Savings Plus (XS+) is a monthly subscription that launched with the impossible promise of guaranteed savings or your money back. Leveraging the speed and service of Sixty60 and the over R1bn in monthly savings for Xtra Savings, this rundle was designed to reward and retain its most valuable members while building a defensive moat vs. its competitors with Shoprite's first mover advantage.

XS+ delivers time and money savings, fostering long-term trust. Recognised as the Best Global Launch 2023 at the International Loyalty Awards, XS+ exemplifies Shoprite's commitment to continuous innovation for its valued customers.

“

Shoprite once again demonstrates its ability to provide a unique customer experience through this subscription programme, highlighting the team's commitment to innovation and real value to its customers.

LOUISE HAMMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



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In a highly contested category, which is testament to the growth of loyalty in South Africa, Virgin Active certainly rose to the task with a stellar programme and submission. Early results from the programme have proven major initial member behavioural change for the group. Well done to the Virgin Active team on a highly commendable launch in South Africa.

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST RE-LAUNCHED PROGRAMME

THE WINNER



Africanbank relaunched its Audacious Rewards programme in February 2023. As South Africa's bank for the people, by the people, serving the people, its reimagined programme focuses on inclusivity, offering more accessible rewards that resonate with a broader demographic amidst an escalating cost of living. Having transitioned from a voucher-based to a points-based programme, Audacious Rewards' restructure is multifaceted, affecting how members earn and redeem points. Members can earn points in more ways, from everyday banking transactions to product engagement to improved financial behaviour. They can spend these points on aspirational rewards and, more importantly, daily expenses, like groceries, data, and transport or redeem them for as little as R15 in cash. This is a significant change within the sector's loyalty landscape, which typically rewards middle-to-high-income customers, offering primarily aspirational rewards unattainable for the average South African. Since the relaunch, membership has grown from 22,000 to 311,000 within one year.



Africanbank's customer-led redesign and focus on rewarding the generally 'unrewarded' required a deep understanding of its customer. The results have spoken for themselves, which has impressed us judges to selecting the Audacious Rewards programme as the winner in this category. Congratulations team Audacious!

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



Well done to Spar for receiving the commended recognition. True consolidation of value for customers was outright well demonstrated. Spar has evolved its proposition and introduced standardised value-based pricing on promotional products across their stores to drive democratisation of value for all customers.

MATEBOHO MALOPE - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LONG-TERM LOYALTY PROGRAMME

THE WINNER



eBucks Rewards is South Africa's leading rewards programme offered by First National Bank (FNB). It is focused on providing customers with meaningful rewards in their daily lives, encouraging them to better manage their finances for a brighter future. The programme has paid out a remarkable R21.4 billion in rewards, with R18.65 billion eBucks spent since its inception in September 2000. eBucks Rewards aims to drive healthy banking behaviour and monetary management principles across the following financial pillars: Transact, Lend, Invest, Insure, Home, Car, Telecoms and Lifestyle. eBucks is the only financial services programme in South Africa to provide rewards for both its Retail and Commercial Banking customers at no extra charge, via the FNB app. eBucks Rewards' growing list of accolades pay tribute to its strides toward developing industry-leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 24 years.

“ eBucks loyalty is entrenched into the lives of First National Bank customers. Not only does it add significant value to the commercial business, but it also translates into significant value in loyalty benefits to their highly engaged customers p.a.

PIETER TWINE - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“ Clicks is a pioneer in the loyalty space in South Africa, launching its ClubCard nearly three decades ago, with members receiving their rewards as vouchers in the post! Constant innovation has kept ClubCard as one of South Africa's most loved loyalty cards, with points being loaded onto and redeemed straight from a card, extra points for early and end of life stages and tech innovation which would have blown the mind of the early adopters back in 1995.

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



“ TFG Rewards continues to push the boundaries in retail loyalty and loyalty in general, integrating latest tech such as AI to help deliver and drive value for business and member. In a really tough category, TFG continued to impress and receive commendation from the judges.

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY AGENCY

THE WINNER



As the marketing agency behind the Sasol Rewards programme, its communication efforts have been instrumental in the programme's current success. Leveraging strong strategic understanding of loyalty and CRM within the South African market, alongside customer insight and impactful marketing campaigns, they've seen remarkable results. Within a mere two years, 1.7 million members have enrolled, collectively earning rewards points through the proposition of instant, transparent and easy earnings, along with the additional incentives of ongoing 'stand a chance to win' promotions. This engagement and participation means Sasol Rewards customers now account for 62% of retail sales, representing a 20% increase in volumes which translates into a 2.6% increase in market share. 62% of the mobility Sasol volumes are sold through the loyalty programme. These achievements are a testament to the effectiveness of Blueprint's marketing in promoting the programme.

“This entry is a phenomenal example of a true partnership between the loyalty agency and the brand. Blueprint have proven with this entry that they truly understand the membership base and work tirelessly with Sasol to connect and engage with customers - driving high levels of participation and as a result, delivering outstanding results for Sasol and its customers.

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“A truly enjoyable submission to read by Achievement Awards, backed up by behavioural science. The agency's 40 year experience is undisputed and it's great to see how Achievement Awards continues to be at the cutting edge of innovation and technology.

ZANDILE MANANA - LOYALTY AWARDS JUDGE

COMMENDED



“Congratulations to TLC who have demonstrated a strong commitment over the years to delivering customer-focused solutions for its clients.

LOUISE HAMMAN - LOYALTY AWARDS JUDGE

BEST LOYALTY RULES ENGINE TECHNOLOGY VENDOR

THE WINNER

COMARCH

Comarch is honoured to be recognised as the Best Loyalty Rules Engine Technology Vendor of the Year at the prestigious South African Loyalty Awards. This esteemed accolade validates Comarch's unwavering commitment to innovation, excellence, and client satisfaction. Its cutting-edge engine technology empowers businesses to unlock the full potential of their loyalty programmes, delivering personalised experiences and driving customer engagement like never before. With a relentless focus on understanding clients' needs and staying ahead of industry trends, Comarch has won the trust of more than a hundred businesses in South Africa and around the world. This award is a testament to the hard work and dedication of Comarch's talented team, who continuously strive to exceed expectations and provide unparalleled solutions.

“Comarch's loyalty management system has comprehensive point, tier and customer attribute functionality with real time accrual and redemption capabilities. This, combined with a deployment history across multiple industries, the ISO Standard Quality Management certification and the use of AI in for personalised marketing and campaign optimisation, make this the best available loyalty engine in South Africa and winner of this category.

NICHOLAS BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY ENABLEMENT TECHNOLOGY VENDOR

THE WINNER

yoyo

Yoyo is honoured to receive the award for Best Loyalty Enablement Technology Vendor of the Year at the South African Loyalty Awards. This achievement reflects the commitment and trust of its clients and partners. At Yoyo, they focus on building relationships based on trust and reliability. This accolade reaffirms Yoyo's dedication to providing a world-class experience. Together, Yoyo will continue to innovate, enrich lives and pursue excellence in the loyalty and rewards sphere.

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It is great to see Yoyo enabling more businesses to enter the loyalty market. The judges liked the simple, yet effective, approach of providing access to a high-quality rewards network through a single integration.

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED

hailr

“
Hailr is moving the needle in loyalty tech solutions by making advertising playable and in doing so, shifting from 'rewards for purchase' to 'rewards for engagement', across a myriad of brands (from retail and QSR to financial services)!

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY DATA AGENCY



THE WINNER

Eighty20 is a leading South African data-driven consumer analytics and research business providing a range of services and data products, including a detailed view of all 42 million adult South Africans representing over R4 trillion in earnings per annum.

For over 20 years, Eighty20 has been using its combination of strategy, analytics, research and technology capabilities to help leading brands execute customer centric strategies that are loved by customers and profitable for business.

Eighty20's work in the loyalty industry started with the application of actuarial techniques to help non-insurers better understand the case for loyalty. This work has grown to include customer behaviour analysis, hyper-personalisation and CRM, data enrichment and business intelligence.

Over the years Eighty20 has advised and supported more than half of South Africa's Top 25 loyalty programmes which economically active consumers can't live without from the 2023 Truth and BrandMapp Loyalty Whitepaper.

“ I particularly loved how this mature business in data-driven consumer analytics and research, is innovating with emerging technologies like generative AI, to develop experimental tools that customise a marketer's message and make it more relevant for each of South Africa's national market segments.

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“ Advance Guidance shows incredible use of technology to extract maximum value from loyalty data assets using artificial intelligence and machine learning.

ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN



THE WINNER

In the dynamic landscape of customer loyalty, the FNB eBucks and Clicks collaboration emerged as a groundbreaking force, redefining the power of reward-driven campaigns. April 2023 marked the launch of an audacious initiative that promised to double eBucks rewards at Clicks, igniting a nationwide surge in engagement and spend. This masterstroke of marketing genius not only fortified the bond between brands and consumers, but also set a new standard for short-term campaigns with long-term impact.

The fusion of FNB's innovative virtual card technology with Clicks' retail prowess delivered an unparalleled customer experience, marrying convenience with security. In celebration of this campaign's recognition, a strategy transcends to forge lasting loyalty - proving that when brands listen and respond with value, the rewards are indeed doubled - for both the customer and the company.

“A brilliantly purposeful collaboration of two iconic South African brands (FNB eBucks and Clicks). This short-term campaign not only benefited both brands commercially, but drove exceptional customer behaviour change by delivering meaningful and valuable rewards in a simple yet powerful short-term loyalty marketing campaign.

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“The judges were impressed with how the team at Legacy Lifestyle combined both direct member insights with data, to further personalise the member experience. An approach backed up by the impressive performance results that were a feature of their submission.

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“This short-term loyalty marketing campaign demonstrated an outstanding capability to drive immediate engagement and deliver measurable outcomes within a limited timeframe. By leveraging an in-depth understanding of customer motivations, the campaign successfully generated excitement and a sense of urgency among the target audience.

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS



THE WINNER

At Clicks, data analytics is fundamental to its ClubCard loyalty programme strategy, fuelling customer satisfaction, retention, and business success. Through advanced customer analytics models, Clicks analyses customer behaviour, preferences, and purchasing patterns, allowing it to segment its customer base effectively. Integrated seamlessly into its loyalty programme infrastructure, data analytics initiatives enable Clicks to personalise rewards, promotions, and overall communication with precision. By understanding customer preferences and predicting future needs, Clicks deliver relevant incentives that resonate with its customers. This expands on Clicks' dedication to leveraging data which ultimately ensures agility and responsiveness in meeting customer needs, while driving sustainable business growth.

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Clicks exemplifies how strategic data analytics and modelling can optimise personalised journeys and reduce operational costs.

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE



HIGHLY COMMENDED

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TFG, South Africa's largest omnichannel fashion and lifestyle retailer, has revolutionised customer engagement through the strategic use of data analytics and CRM applications. Leveraging its extensive TFG Rewards member base of over 37.6 million registered users, TFG has developed a robust precision marketing engine. This engine, supported by advanced AI-driven solutions, enables hyper-personalised communication, enhancing member engagement and driving significant business growth.

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST USE OF AI TO IMPROVE LOYALTY EXPERIENCE



THE WINNER

Clicks has revolutionised the ClubCard loyalty programme with cutting-edge AI, delivering unprecedented personalisation and automation. The Clicks AI recommend engine provides 1:1 weekly deals, boosting customer engagement by 21% in email interactions and reducing unsubscribes by 12%. Its AI-driven systems automate personalised recommendations and creative content, with Salesforce's Einstein optimising campaign timing. These innovations have led to a 17.5% increase in email spend-per-click, contributing R16.3-million in monthly sales, with an additional R8-million from AI-powered website recommendations. Targeted promotions have further increased sales by R18.50 per customer. Clicks has also started engaging younger demographics via AI on Meta and TikTok, building future loyalty. Its proprietary Chat.ClubCard system utilises GenAI for seamless data-driven decision-making, enhancing customer insights and campaign outcomes. Predictive analytics help Clicks attract and retain high-value customers, driving sustained growth, while its innovative use of AI sets industry benchmarks, leading the way in loyalty excellence.



Huge congratulations to Clicks for maintaining leadership position in this category and for continuously demonstrating the impact loyalty has on business and customers alike! Clicks have paved the way in the industry by amplifying their Loyalty proposition using AI tools delivering smart and customised user experiences, with success clearly proven by boost in sales and engagement.

MATEBOHO MALOPE - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



In this new and exciting category, we see TFG again steering ahead, testing new tech such as AI and effectively executing POC's to help guide the wider business on a way forward. Their significant effort on developing data and tech in the retention world is highly commendable. We are looking forward to seeing how this evolves.

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

MOST INNOVATIVE USE OF TECHNOLOGY FOR LOYALTY

THE WINNER



The eBucks programme has, for the past four consecutive years, won the Most Innovative Use of Technology at the South African Loyalty Awards. FNB continues to pioneer in platform optimisation and thrives by evolving and innovating – always with its customers' needs in mind. The eBucks platform offers the richest customer functionality of any rewards programme in South Africa.

eBucks alone has had more than 310 million unique engagements during the past year, supported by the technological feat that is the FNB app. The app is strategically focused on providing carefully mapped user journeys that bring the best of eBucks features and benefits to its customers, whilst seamlessly catering to their daily banking needs.

Customers can easily grow within the eBucks ecosystem by accessing the unique functionalities designed for them to get the most out of our award-winning programme. This integration of functionalities brings the benefits directly to the customer – all via one safe, convenient and easily accessible user platform.

“*The eBucks programme is consistently leading in the innovative use of technology to deliver substantial, measurable benefits through its diverse range of offerings. This year, eBucks has continued to innovate by introducing ground-breaking client self-service reward tools creating a holistic experience for clients.*

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED

“*Loyal delivers on a growing need to deepen and widen member engagement by providing access to everyday purchases. Helping embed the Ethiopian Airlines' loyalty programme into the daily lives of members. The judges were especially impressed by the additional benefit Loyal provides to operators in driving incremental revenue back into their programmes.*



NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED

“*It was remarkable to observe the application of AI and machine learning in boosting voucher redemption rates, by tailoring vouchers to be more relevant to customers, whilst also significantly reducing the time required for operational processing.*



CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED

“*We see awesome seamless integration of the MyVodacom app with the MyVodaPay app and ease created by making both apps zero rated. This programme also caters for non-smartphone users, making it inclusive.*



ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST USE OF MULTI-CHANNEL LOYALTY COMMUNICATION

THE WINNER



TFG Rewards Coinquest: The Ultimate Game Changer

TFG, South Africa's largest omnichannel fashion and lifestyle retailer, caters to over 37.6 million members through its 26 retail brands and more than 3500 stores. The TFG Rewards programme provides choice and value, allowing members to unlock instant savings across popular brands like Jet, Sportscene, Foschini, Markham, @home, and American Swiss.

From December 1-25, 2023, the TFG Rewards Coinquest campaign offered members a share of R5 million. Members earned coins by swiping their cards in-store, posting videos at activation booths, or playing online games. The campaign featured daily prizes worth R15,000 and a grand prize of R250,000.

The campaign successfully increased the number of known shoppers by 27%, retained shoppers by 33%, and new members joining with a qualifying spend by 13%. By integrating in-store activities, social media interactions, and online games, TFG created an engaging experience, demonstrating the power of gamification in fostering loyalty, engagement and excitement.

“Continuous integration of gamification as a hook to nudge engagement across channels has yielded ongoing success for TFG. This integrated approach boosted customer engagement and demonstrated the power of gamification in fostering member engagement and excitement. TFG exemplifies the best use of gamification and how it can be leveraged to satisfy evolving customer needs while staying in tune with business requirements around product adoption and diversification. Very well done to TFG team!

MATEBOHO MALOPE - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED

The clearly articulated, multistage, personalised, integrated omnichannel onboarding journey is nothing short of impressive and has contributed to a direct increase in member engagement levels and lower lapses.



ZANDILE MANANA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED

“A truly innovative and integrated, communication campaign that utilised participation, engagement, real - time customer data and insights to deliver hyper-personalised communication and uniquely tailored journeys for each and every one of their members. In my opinion, this is the future of loyalty communications and engagement!



LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST USE OF GAMIFICATION IN LOYALTY



THE WINNER

VodaBucks' gamification strategy was simple yet created virality and continued engagement for the past 4 years. The programme offers customers instant gratification as well as personalised data, airtime and voice offers, therefore adding immense value to customers. With the YoY growth in engagement, revenue and rewards, Vodacom is learning more and more about its customers' needs every day. The gamification experience with Vodabucks thus far has proven to create a more engaging, interactive and rewarding platform that sets Vodacom apart from its competitors and delights its customers daily.



The seamless integration with the VodaPay app and USSD ensures that customers experience personalised benefits instantly, can share their benefits with others, and can convert to cash. Customers experience the thrill of unlocking greater benefits and redeeming across over 3000 partners, driving great customer engagement and retention for the brand.

PIETER TWINE - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Clicks demonstrated that their 'Playing to Win' festive campaign could boost customer engagement, increase sales, and alter customer behaviour in the short term while sustaining these benefits post-campaign.

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



DStv Rewards demonstrated a clever use of always-on and always-evolving gamification in its loyalty programme. A strategy for 'play' that not only rewards members for non-transactional behaviour but truly connected and activated Springbok fans on a deep, emotional level around large scale content like the Rugby World Cup.

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



TFG looked to gamification to get the Gen Z and millennials more engaged. They can earn vouchers through not spending in the retail giant's many stores, but watching education videos, doing brand surveys and playing games, resulting in enhanced customer engagement increased voucher redemptions.

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY CSI OR ENVIRONMENTAL INITIATIVE / CAMPAIGN

THE WINNER



**ACHIEVEMENT
AWARDS GROUP**

Engage. Motivate. Reward.

The Bansela Responsible Trading (RT) campaign, part of Heineken Beverages' Brew a Better World Strategy, fosters responsible alcohol trading among tavern owners. Recognising the crucial role taverns play in community dynamics, the initiative prioritises customer safety and business profitability. Key objectives include educating tavern owners, empowering them to maintain safe environments, ensuring regulatory compliance, and promoting low or no-alcohol alternatives and food options. Targeting taverns in diverse markets, the campaign uses a multifaceted strategy and strengthens community well-being.

“

A brilliant example of a drinks brand which truly understands how it can use its brand horsepower, to drive responsible behaviour change by leveraging its loyalty programme to connect and help business owners succeed, and communities thrive.

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

SOUTH AFRICAN LOYALTY INDUSTRY PERSONALITY OF THE YEAR

FIONNA RONNIE – HEAD OF CUSTOMER AND LOYALTY AT THE FOSCHINI GROUP



“

Congratulations to Fionna Ronnie who has been voted South African “Industry Personality of the Year”. This category aims to recognise an individual who has made the most significant contribution to the loyalty industry in the past 12 months.

Fionna is an industry veteran and a regular and well recognised speaker both at local and international loyalty events. In 2022, Fionna joined The Foschini Group as their ‘Head of Customer and Loyalty’. Through a relentless focus on data, analytics and AI she has been able to grow the programme and its value to TFG as evidenced in metrics like programme membership, loyalty linked turnover and customer retention. Leveraging shopper data of close to 38 million programme members, TFG today is able to create tailored and more relevant offerings to its customer base. Importantly, Fionna has also been able to articulate the value that the programme and its data create for TFG and through her leadership has managed to gain strong executive level and also board level support and sponsorship. TFG Rewards now is one of the pillars in TFG’s Group strategic initiatives.

Fionna – you are definitely a worthy recipient of this year’s “Industry Personality of the Year” award. Congratulations on your amazing achievements and congratulations on the award!

URSULA KUNI - SOUTH AFRICAN LOYALTY AWARDS JUDGE

SOUTH AFRICAN LOYALTY INDUSTRY TEAM OF THE YEAR



“ The Discovery Vitality brand not only leads the charge in the South African loyalty landscape but is recognised globally as a loyalty / rewards brand which significantly drives behavioural change.

It is not a traditional loyalty programme, and that reflects in how it doesn't necessarily feature in some of the categories in the South African Loyalty Awards. However, the South African Loyalty Awards judging panel absolutely wishes to celebrate its successes in creating a shared-value model of over 40 million members, across over 40 countries.

It is a testament to a focused team of behavioural-change professionals and absolutely worthy of recognition of driving loyalty leadership in South Africa and the rest of the world.

AMANDA CROMHOUT - JUDGING CHAIR OF THE SOUTH AFRICAN LOYALTY AWARDS

LOYALTY INDUSTRY TALENT OF THE YEAR

The South African Loyalty Awards judging panel wishes to recognise talent in our industry. Congratulations to the nominated loyalty talent for 2024.

Dr Nceba Hene - Africanbank

Michael Levinsohn - Legacy Lifestyle

Zama Ngubane - eBucks

Carla Cloete - Old Mutual

Clinton Aarons - Spur

Darren Levy - Vida

Monica Sithole - Shell

Frans Maluleke - Sasol

Ros Netto - Virgin Active

Kelly Goldsworthy - Capitec

Natasha Talbot - Spar

Fayelizabeth Foster - Standard Bank

Dharmesh Bhana - Nedbank

KEY DATES 2025

| | |
|------------------|---|
| 17th February | Loyalty Awards 2025 opens Open for entries |
| 16th May | Loyalty Awards 2025 closes Closed for early bird entries |
| 30th May | Loyalty Awards late entries 2025 closes Late entries closed |
| August | Loyalty Awards 2025 judging Judging commences |
| September | Announcement of winners at International 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 2025!

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Truth is the owner and operator of the South African Loyalty Awards and its website located at www.southafricanloyaltyawards.com

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