

WINNERS

REPORT

2019



ABOUT THE AWARDS

The loyalty industry has welcomed with open arms the 2019 Loyalty Awards South Africa. We proudly received an overwhelming response to the awards from South Africa's top loyalty brands. To ensure we received a cross-section of entries and subject matters, we encouraged applications from all companies and industry sectors, irrespective of size, to submit against any of the 8 key categories.

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

Amanda Cromhout – Judging chair of the Loyalty Awards South Africa

THE JUDGES

We would like to thank our esteemed judges for their expert knowledge in the loyalty industry and for taking the time from their busy schedules to judge the Loyalty Awards South Africa.



**Angelo
Clayton**



**Andrew
Hall**



**Bridget
McCarney**



**Bronwen
Rohland**



**Candice
Goodman**



**Nicholas
Bednall**



**Simon
Hinks**



**Wendy
Knowler**



**Yunus
Patel**



**Zipho
Sikhakhane**

Our judges were carefully selected and followed a robust process. To view our judging criteria process visit: www.southafricanloyaltyawards.com.

THE 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 - Other



Best use of data analytics/CRM applications



Most innovative use of technology for loyalty



Best loyalty marketing campaign



Best loyalty programme of the year - Retail

The winner



The Clicks ClubCard programme has over 8 million active members and proudly swipes over 78% of its turnover through its loyalty programme. It has one of the richest offerings in terms of its cashback earn percentage being a minimum earn of 2%, so exceptional value for all its customers. Its most loyal customers can earn double the base value of 2%.

The judges commended Clicks for this consistently higher offering, either through cashback or through special offers in store, concluding that there is always good value for their members.

They lowered their qualification threshold meaning the Clicks ClubCard programme

allows more of its members to receive cashback more often and get value from the programme. The offering is continuously being enriched through loyalty partnerships across different brands and Clicks ClubCard was the first retail loyalty programme to offer a fuel partner benefit.

The Clicks App allows its members to get the most seamless experience through multi-channels, offering transparency and a frictionless customer experience, no matter how its members wish to interact with the Clicks brand.

Finally, the judges were impressed by the amount of 'behind the scenes' analytics which Clicks does on its transactional data, acquired through the Clicks ClubCard programme. This enables Clicks to promote targeted offers to South Africa's diverse customer base.



Highly commended

Pick n Pay Smart Shopper has an active membership base of 7.5 million customers. The Smart Shopper programme has grown year on year in terms of breadth of offering, especially through its impressive partnership network offering value to its members, especially through its partnership with BP.

The judges were particularly impressed by how Pick n Pay impressively uses its

customer data to run sophisticated algorithms to enable its customers to receive relevant and personalised offers via the Smart Shopper programme.

Smart Shopper is also available in multi-channel, especially through the Pick n Pay App, which allows for an easier and more real-time customer experience for its members.



What the judges said about the winner: **Wendy Knowler**

Clicks' ClubCard programme is extremely consumer-centric: there's a low barrier to entry, the rewards are rich and these are very clearly communicated to customers - via email, the App and at every engagement with a cashier in-store. Unsurprisingly, Clicks' loyalty representation is very high - 77% of Clicks customers are active Club Card members.

Best loyalty programme of the year - Financial Services

The winner



eBucks is the clear winner of the best Financial Services loyalty programme, although they refer to themselves as a rewards programme. In summation, eBucks successfully changes the banking behaviour of FNB/RMB's clients and assists these customers to better manage their money.

It has been in existence for 19 years and has deeply evolved since inception. Now eBucks is an ecosystem of partners to offer more value and relevance to its members. Over the years, we have seen the programme reduce its complexity and take its members on a journey to explain tiers and programme rules through ongoing and frequent communications and the engaging use of a 'minion' character to navigate the programme's website. The web and App provide a multi-platform experience within which you can track, access & spend eBucks.

The judges found that their customer offering is most attractive, plus their programme rules were customer-friendly: i.e. no expiry of points, free to join and no monthly membership fee. In addition, 'behind the scenes', eBucks offers segment-specific programme offerings which means eBucks is relevant for all FNB/RMB's clients, regardless of income. Over and above the usual eBucks points earning and broad redemption offering, eBucks offers base-line 'always-on' rewards from Wimpy, Kauai and SLOW lounge access, to name a few.

The high redemption rate, at 90%, shows how its members enjoy the eBucks programme. This statistic towers over industry averages and is a clear indicator of an engaged customer base.

The judges were impressed by the statistics provided by eBucks regarding how their engaged eBucks members bank differently to non-engaged members, with indicators such as credit behaviour, adequate insurance holding and better savings behaviours.



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What the judges said about the winner: **Bronwen Rohland**

eBucks has a real richness to its programme. The programme has multi-layered reward levels and is easy to use; it speaks to real value for its customers. Multi-segments can also extract value through USSD functionality. eBucks is truly one of the best loyalty and rewards programmes out there.

Best loyalty programme of the year - Restaurants/QSR

The winner



Kauai was the only brand to win its category unanimously, with every judge voting it number one. The new loyalty programme from Kauai has shown how programmes evolve over time. From their original smoothie sticker stamp cards to a new App, serving its customers beyond just loyalty.

The new Kauai App combines loyalty / rewards with better customer service functionality, like order ahead and payment within the App. The judges were excited to see such integrated technology of the main service offering of a brand, with its loyalty proposition.

The new loyalty offering is competitive and of value to its customers at a 2% cash back at a base level, and more generous rewards as you tier up from green to gold to black.

All customers receive birthday rewards. The in-App functionality for messaging is allowing Kauai to deliver 'covert' in-App promotions as an additional incentive.

The judges positively assessed the results which Kauai has achieved since launch and the incremental purchasing / usage behaviours of the App users versus non-App / non-loyalty members.

The overall frictionless customer experience has been recognised as a key success factor for Kauai as they offer a solid loyalty offering, combined with innovative in-App solutions, such as in-App pay, order ahead and a simple download process.

“

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What the judges said about the winner: **Bridget McCarney**

Kauai was a stand out winner in this category, showing excellent understanding of the needs and behaviour of their target audience. Combining a solid history of loyalty with new initiatives such as advanced ordering via the App. The commercial results are excellent and the programme is superbly communicated, with a world class look and feel throughout.

Best loyalty programme of the year - Other

The winner



MySchool MyVillage MyPlanet Programme celebrates 22 years of making a sustainable difference in South Africa via its 'loyalty' offering. It is seen as a forerunner in 'Community Loyalty' in South Africa and most likely the world. It prides itself on being one of the first programmes in South Africa to focus on the triple bottom line approach (financial, social and environmental).

The judges are impressed that it continues to gain strength year on year; it initially raised R1m per month in 2005, to currently achieving over R7m per month for its beneficiaries.

To date, more than R650m has been paid out to these beneficiaries and there are over 8,000 beneficiaries (schools, charities & environmental causes).

The judges commended this programme for its incremental performance results which are delivered because of the MySchool MyVillage MyPlanet loyalty proposition, which outstripped other programme results in terms of ROI performance, retention statistics and NPS measurements.

Not only does the MySchool MyVillage MyPlanet programme yield impressive loyalty performance results, but it proves that companies can embrace its customers' spirit to care deeply about something and join its customers to deliver towards this, whether that be their children's education, wild animals or saving the planet.



Highly commended

The Legacy Hotels & Resorts rewards programme is a well-established rewards programme which has over 230,000 members and successfully serves the Legacy Group's hotels. It is operated by Legacy Lifestyle and offers cashback rewards and best available rates, when staying at a Legacy hotel. As a tier-based programme, the higher the tier, the better the cashback rewards.

In addition, it is an open loop programme offering rewards at over 250 selected partners. It provides the company with real-time data about guest purchases, which the judges assessed positively. The guest experience whilst interacting with the rewards programme is simple and seamless, in the hotels and also at partners, where the loyalty identifier is the member's cellphone number at the credit card POS terminal.



What the judges said about the winner: **Candice Goodman**

My School My Village My Planet has set the bar in how to use a loyalty programme for CSI: continuing to raise funds for schools and charities totalling R7m per month. With its regular personalised updates and mobile App, it continues, with good practice techniques, to put the power in the consumer's hands and deliver on its mandate to show us how 'Doing Good is Good Business'.

Best use of data analytics/CRM applications

The winner



The Sanlam Reality programme empowers its members to make responsible financial choices. The programme uses client insights in designing and optimising offers on Sanlam Group products to prospective and active members, resulting in improved client acquisition, growth in share of wallet, and lower attrition.

Through targeted CRM campaigns, Sanlam Reality was able to offer segments of its membership base special offers on savings,

personal loans, life insurance and health cover. In addition to leveraging demographics and portfolio data, Sanlam Reality segments its client base on programme variables like tier status and level of engagement and they have seen extraordinary results from its approach. The judges were particularly impressed by the campaign's longer term effectiveness driving customer centricity within the Sanlam Group.

For this category, results are commercially sensitive so we are unable to offer a breakdown for the readers of the Loyalty Awards results. However, suffice to say that the performances recorded against the campaigns offered in this integrated approach yielded double-digit uplifts across numerous indicators.



Highly commended

The TFG group has over 20+ retail brands covering fashion and lifestyle sectors. Within their business they have a long, established credit and loyalty database which span the different market segments of South Africa. The TFG loyalty proposition aims to achieve greater customer loyalty, better value for its brands and more powerful data collection to use for insights.

After 7 months of rigorous testing of advanced personalisation, TFG achieved significant incremental performance results across indicators such as incremental sales uplift, cross selling to new retail brands and ROI.

The TFG seasonal campaigns achieved short-term positive campaign results, as well as, positive results towards longer-term customer centricity.

What the judges said about the winner: **Nicholas Bednall**



What made this award category so interesting, was the requirement to prove ROI and customer segmentation data driving results.

Sanlam Reality achieved this exceptionally well, which is most worthy of its winning position, given it operates in an essentially grudge purchase business segment. TFG, in a hyper competitive fashion retailing environment, achieved this commendably also.

Most innovative use of technology for loyalty

The winner



As the winner of the overall financial services loyalty programme, eBucks is the only brand to win two categories at this year's Loyalty Awards. Their overall offering is outlined in category 2, and the judges felt that their programme is backed by innovative technology, offering a frictionless customer experience. Their technology experience encourages members to get better value from the eBucks programme, with features such as 'earn more eBucks' or 'maximise your rewards'.

The eBucks dashboard brings to life the members eBucks statement, with the friendly

eBucks minion guiding the member to earn more or learn more about their tier status. Industry 'firsts' delivered through eBucks highlight that members can book flight rewards in the FNB/RMB App with flexible payment from eBucks or an FNB card or both. It's a multi-airline travel offering to members and members' families, with search history recognition for a more seamless overall experience. Other 'firsts' include the eBucks shop via the App, with over 1 million visits to the eBucks Rewards tab every month.

Our judges particularly like how the online channels offer members rewards analysis tools via the eBucks dashboard or via App functionality; these tools encourage members to maximise their rewards across eBucks and within its partnership network.

Highly commended



The new loyalty programme from Kauai has shown how programmes evolve over time. The technology is provided by wiGroup's new Brand Loyalty Solution.

The technology solution enables real-time rewards, offering real value to the Kauai customer base in the form of digital cash. This cash solution, combined with instant gratification rewards enables customers

to combine short-term rewards with longer term accrual of a bigger reward.

Behind the scenes, the wiGroup technology solution allows Kauai to differentiate between frequent and infrequent customers, creating a tiered offering. Other 'covert' segments are created and used against tiers, location, purchase behaviours & partner engagement. Overall the new Kauai App allows its customers to combine order ahead, in-App payment and loyalty all in one solution from wiGroup.

What the judges said about the winner: **Andrew Hall**



eBucks ticks all the boxes in this category. This loyalty programme has great depth, detail and is excellently thought through.

eBucks has pioneered many of South Africa's 'firsts' in the rewards landscape using multi-channel use in technology. They are definitively the most rewarding and multi-partner programme, using technology as its backbone, offering outstanding value and customer experience.

Best loyalty marketing campaign

The winner



Vodacom Summer Campaign started off as a seasonal campaign in 2017, but has been so successful that it continues to run to date. Customers receive 1 free shake a day to win awesome prizes.

With over 24 million uniquely engaged customers subscribing to the campaign, the quantum of prizes given away is in the millions in volume and value.

Prizes include voice/data/SMS/social media bundles, plus rewards in electronics & gaming, entertainment, food vouchers, shopping discounts and travel.

In early 2019, Vodacom successfully monetised the campaign by charging customers R1 per shake. More significantly, this process allowed Vodacom to offer more relevant prizes and vouchers to their most engaged customers.



Highly commended

Similar to the successful recognition of TFG in the 'Best use of analytics' category, TFG are equally commended for this work in the 'Best loyalty marketing campaign'.

The TFG group has over 20+ retail brands covering fashion and lifestyle sectors. Within their business they have a long, established credit and loyalty database which span the different market segments of South Africa. The TFG loyalty proposition aims to achieve greater customer loyalty, better value

for its brands and more powerful data collection to use for insights. After 7 months of rigorous testing of advanced personalisation, TFG achieved significant incremental performance results across indicators such as incremental sales uplift, cross selling to new retail brands and ROI.

The TFG seasonal campaigns achieved short-term positive campaign results, as well as positive results towards longer-term customer centricity.



What the judges said about the winner: **Yunus Patel**

Vodacom's Summer Campaign is a great innovative marketing campaign with high levels of consumer engagement.

Loyalty personality of the year: Johan Moolman

We believe it's important to acknowledge leaders in the loyalty industry so as to inspire others and to recognise innovation, customer value and strategic return for a brand.

Our judges unanimously voted for Johan Moolman as an individual who openly exudes passion and has made a significant contribution to the loyalty industry.

About Johan

Johan Moolman is CEO of eBucks Rewards, the leading rewards programme from FNB and RMB. We say leading programme, with confidence, based on the fact that they are the only brand to win two categories in this year's Loyalty Awards South Africa and they are the highest ranking retail banking rewards programme in the Truth BrandMapp annual loyalty whitepaper.

His vision is to ensure that eBucks remains at the forefront of the South African and global loyalty world. However, more importantly, he is focused on eBucks breaking new ground and offering the most collaborative and rewarding ecosystem for its members, its rewards partners and the bank.



Johan's career at FNB spans more than a decade and he has been recognised for his innovative approach to drive customer satisfaction and profitability at the bank.

For the loyalty industry at large, Johan speaks openly and frequently about key issues to industry stakeholders and the press. His drive to reach 100% redemption at eBucks is a much reported key issue and an illustration of Johan's openness to improve the loyalty metrics for eBucks. Other loyalty companies will strive to follow in his footsteps to overall improve the loyalty offering in South Africa.

On discussing the success of eBucks, Johan always puts his team at the forefront of the discussion, thanking them for the hard work and focused delivery which takes eBucks to its number one spot.

Away from the bank, Johan is an avid sportsman, with a special love for golf!

KEY DATES 2020

Important dates to diarise:

1 st Feb	Loyalty Awards 2020 opens Open for entries
30 th May	Loyalty Awards 2020 closes Closed for entries
Mid June	Loyalty Awards 2020 judging Judging commences
Mid Aug	Shortlist announced
End Sept	Announcement of winners at Loyalty Leaders 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 2020!

For any queries, please contact:
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