



CATEGORY 22

MOST INNOVATIVE USE OF TECHNOLOGY FOR LOYALTY

ENTRY FORM

SUMMARY:

This award will be awarded to the brand which delivers a loyalty initiative where technology has played a pivotal role in enhancing its overall loyalty offering for their customers. Innovation in technology for loyalty will be assessed.

Please ensure your entries address the below criteria:

1. A better customer experience within loyalty due to technology
2. An enhanced overall loyalty eco-system for brand, customers and other stakeholders (e.g. programme partners, etc.) due to technology
3. An improved value proposition for your members (i.e. increased value) due to technology
4. Any loyalty industry 'firsts' – i.e. NBDB = 'never been done before' due to technology

AGENCY SUBMISSIONS (On behalf of clients)

If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. **Please note:** We will not review your entry if we have not received a signature from your client.



WINNING PARAGRAPH (max 150 words):

(To be published should your entry receive recognition – permission must be granted in the declaration on page 2)

EXECUTIVE SUMMARY:

SAMPLE

HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:

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1. A better customer experience within loyalty due to technology:

2. An enhanced overall loyalty eco-system for brand, customers and other stakeholders (e.g. programme partners, etc.) due to technology:

3. An improved value proposition for your members (i.e. increased value) due to technology:

Empty response box for question 3.

4. Any loyalty industry 'firsts' – i.e. NBDB = 'never been done before' due to technology:

Empty response box for question 4.

HAVE ANY QUESTIONS?

Please call us on **021 715 8619** or email info@southafricanloyaltyawards.com and we will gladly assist!