



THE BEST OF THE BEST

The South African Loyalty Awards 2022 reward excellence across the industry. Judging panel chair and Truth CEO **AMANDA CROMHOUT** gives the rundown on this year's awards

The South African Loyalty Awards recently announced the results from its fourth year of recognising loyalty brilliance in South Africa. The awards were established by Truth, a South African-based loyalty consultancy specialising in loyalty and customer relationship management (CRM) across all industries.

Truth does not judge these awards – the winners are chosen via a robust judging process involving 12 independent judges from a background of loyalty experiences. There are 11 different categories in which judges have chosen standout loyalty excellence over the past 12 months or longer.

The overarching theme for two of the main categories – best loyalty programme in retail and best loyalty programme in financial services – is how broader mass-market brands have triumphed, highlighting the need for loyalty programmes for every market segment and customer income bracket. The Shoprite Group, with its Xtra Savings programme in Checkers and Shoprite, won the retail category, while Capitec's Live Better rewards programme won the financial services category as a newcomer to the loyalty world.

In last year's awards, Checkers won best retail loyalty programme and Shoprite won best



WINNERS WHOSE PROGRAMMES HAVE STOOD THE TEST OF TIME

Spur wins the best restaurant category and is recognised for the breadth of its loyalty offering, extending through to its clever proposition rewarding kids for their loyalty to the iconic South African steak ranch brand. For the fourth year running, MySchool MyVillage MyPlanet wins the "open" category, which recognises loyalty brands that cannot easily be recognised as only retail or financial services. It is absolutely outstanding that MySchool MyVillage MyPlanet remains the only brand to successfully win in a "best

newcomer, both with the Xtra Savings loyalty offering, so the Shoprite Group has continued its winning streak with its impressive execution across store and online via its sixty60 app offering.

Capitec is a newcomer, having launched Live Better as its rewards proposition in 2021. However, it has made an explosive entry into the loyalty marketplace with a compelling, rewarding yet simple proposition for its clients. The differentiation between Capitec Live Better and other competitive retail banks lies in its simplicity of loyalty offering.





THIS YEAR, THE AWARDS CELEBRATE NEIL SCHREUDER, CHIEF STRATEGY OFFICER OF THE SHOPRITE GROUP AND MANAGING DIRECTOR OF SHOPRITE X, AS LOYALTY PERSONALITY OF THE YEAR 2022.



programme” category for the fourth year running; it has, after all, just celebrated its 25th anniversary, that in its own right is worth celebrating!

The South African Loyalty Awards introduced a new category for 2022 to recognise the brands that have truly served the South African consumer over the long term, with FNB eBucks the overarching winner of the best long-term loyalty programme. Worth noting is Clicks Clubcard, which the judges recognised as Highly Commended in the best long-term programme as a close second place. Both have been in the South African market for well over 20 years. MySchool MyVillage MyPlanet and Old Mutual Rewards were also commended by the judges in this category.

OTHER CATEGORY WINNERS

The awards are also in place to recognise brands that deliver excellence in their application of loyalty and CRM or for the supporting companies/ vendors in the marketplace. Here is the list of remaining category winners:

- Best loyalty data agency: Omnisent;
- Best short-term loyalty campaign: Clicks Clubcard;
- Best strategic use of data analytics: The Shoprite Group;
- Most innovative use of technology: FNB eBucks;
- Best use of multichannel loyalty engagement: Clicks Clubcard; and
- Best community/environmental campaign: MySchool MyVillage MyPlanet.

CAPTAINS OF INDUSTRY

Every year the judges acknowledge key professionals in the loyalty industry who are making a difference either via the programmes they lead or the approach to supporting the growth of the loyalty and CRM industry.

In 2019, the award’s first year, the loyalty personality of the year was eBucks CEO John Moolman. In 2020, the judges acknowledged VodaBucks Rewards Programme executive head Mateboho Malope as the South African emerging loyalty professional. Last year, the MySchool MyVillage MyPlanet team was recognised as the loyalty team of the year. This year, the awards celebrate Neil Schreuder, chief strategy officer of the Shoprite Group and managing director of ShopriteX, as loyalty personality of the year 2022 for leading the Xtra Savings charge in the South African market.

WISE WORDS FROM THE JUDGES

I recently interviewed two of the founding judges, Bronwen Rohland (head of retail and consumer packaged goods at Tata Consulting Services South Africa) and Nic Bednall (CCO at MoyaApp) on the Let’s Talk Loyalty podcast show.

In this interview, Rohland spoke about the way brands can keep ahead of the game in terms of evolving their loyalty propositions through a constant focus on customer experience and relevance, using insight to drive a more personalised programme experience. Rohland also referenced the way brands embrace the need to do the right thing in terms of enabling consumers to be part of social and environmental activities from within their loyalty programme. For example, allowing them to redeem their points to donate to a charitable cause, or rewarding them for beach clean-up activities or recycling previously worn clothing.

Bednall talked about the fascinating use of data within the winning loyalty brands. He highlighted the irony facing retail and financial services. Retail organisations have had to work extra hard to acquire customer data via their loyalty programmes while financial services firms already have so much more information acquired through customer onboarding. So while financial services

firms have all the data, retailers are becoming experts at using it! Bednall also talked through some of the common key performance indicators (KPIs) across leading loyalty brands. Most boast a more than 90 per cent redemption rate of points into rewards. Other KPIs include more than 80 per cent sales contribution through the loyalty memberships and even up to an additional 5 per cent turnover attributed to loyalty programme success. ■

SOUTH AFRICAN LOYALTY AWARDS 2023

The South African Loyalty Awards will open for 2023 entries on 1 March 2023, and the closing date is 30 June 2023. The South African Loyalty Awards are brought to the industry by Truth, Africa’s leading loyalty consultancy: Please email amanda@truth.co.za for more details about the awards or Truth.



SOUTH AFRICAN LOYALTY AWARDS



ABOUT TRUTH