



CATEGORY 21

BEST USE OF AI TO IMPROVE LOYALTY EXPERIENCE/PERFORMANCE

ENTRY FORM

SUMMARY:

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

Please ensure your entries address the below criteria:

1. Increase customer experience in the loyalty programme offering due to AI
2. Automate with use of AI to make loyalty-related interactions more proactive, effortless and personalised
3. Incremental commercial results from enhanced personalisation due to AI
4. An enhanced overall loyalty eco-system for brand, customers and other stakeholders (i.e. programme partners) due to AI
5. Any loyalty industry 'firsts' – i.e. NBDB = 'never been done before' due to AI

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:

1. Increase customer experience in the loyalty programme offering due to AI
2. Automate with use of AI to make loyalty-related interactions more proactive, effortless and personalised
3. Incremental commercial results from enhanced personalisation due to AI
4. An enhanced overall loyalty eco-system for brand, customers and other stakeholders (i.e. programme partners) due to AI
5. Any loyalty industry 'firsts' – i.e. NBDB = 'never been done before' due to AI

1. Increase customer experience in the loyalty programme offering due to AI:

2. Automate with use of AI to make loyalty-related interactions more proactive, effortless and personalised:

3. Incremental commercial results from enhanced personalisation due to AI:

4. An enhanced overall loyalty eco-system for brand, customers and other stakeholders (i.e. programme partners) due to AI:

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

SAMPLE

HAVE ANY QUESTIONS?

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