

SA's top loyalty programme revealed

Pick n Pay's Smart Shopper has been named South Africa's top loyalty programme by Sunday Times 2018 Top Brands Awards for the sixth consecutive year.

Launched in March 2011 to reward loyal customers, the programme today has over seven million active customers. John Bradshaw, head of marketing at Pick n Pay, says that Smart Shopper's priority has and always will be to offer real benefits and value in an ever-changing retail and economic environment.

"Everything we do is based on customer feedback. Customers have told us they love the innovations we've introduced over time and we will continue to improve and innovate the programme based on their input," says Bradshaw.

Alongside keen pricing and focused promotions, Pick n Pay's Smart Shopper programme provided greater personalised value for customers with the introduction of Just for You discounts last year.

"Customers told us they were seeking more immediate help to balance their household budgets. So, over the last six months we have offered R2.4 billion in personalised discounts, and the number of customer redemptions has more than doubled." This is over and above the points customers earn on their purchases.

The programme has also improved its accessibility to make it easier, simpler and faster for customers to maximise their rewards.

Customers can now switch and spend their points at the till without using the in-store kiosks or PnP mobile app. Cashiers will prompt customers who have accumulated more than R5 if they'd like to use their points to pay towards their purchase, although customers can pay with any amount they have on their registered Smart Shopper card.

"Since this was launched yesterday we've already seen a 400% increase in customers switching their points if we compare to this time last year. This is something customers really wanted from our programme and based on the overwhelming response, customers are already experiencing the value of this enhancement."



Other modernisations included enabling customers to load their discounts directly onto their Smart Shopper card via the app or their email. Card-less Swipe was also introduced so that customers no longer need to carry their Smart Shopper card with them. Customers who forgot their card at home, or choose to go card-less, can now simply scan the QR code from the Pick n Pay mobile app at the till point.

Smart Shopper also extends well beyond the doors of Pick n Pay stores. "We've partnered with some of South Africa's best brands to bring customers even more benefits, such as discounts and points

boosts," says Bradshaw.

Soon Smart Shoppers will also be able to earn points when they refuel at BP service stations. This is expected to launch later this year.

"Customers increasingly want more convenience and greater value. We believe we have used our insights and listened to our customers carefully to modernise the programme so that it continues to offer them great value.

"We will keep working hard to make the programme better and simpler so that we continue to be South Africa's favourite loyalty programme," concludes Bradshaw.

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Elana Afrika-Brendenkamp, brand ambassador and momtrepreneur, says: "Having used Happy Event with both my pregnancies, I can whole-heartedly recommend Happy Event."



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