

# SA's best loyalty programmes for 2019

The winners of the [2019 South African Loyalty Awards](#) were announced in Cape Town this week. Initiated by South African loyalty and CRM consultancy Truth, the inaugural event was developed specifically to celebrate loyalty excellence and innovation in the country.



In total, eight categories were identified and entries were evaluated through a robust judging process by a well-established judging committee, made up of loyalty and CRM professionals from across the globe.

The headline awards 'Best programme of the year' were awarded to four major industry sector leaders across retail, financial services, restaurant/QSR and 'other' for running the best programme in their sector with outstanding performance results and overall customer loyalty experience.



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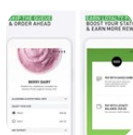
The big winners were:

Best loyalty programme of the year: Retail – **Clicks ClubCard**

Best loyalty programme of the year: Financial Services – **eBucks**

Best loyalty programme of the year: Restaurant/QSR – **Kauai**

Best loyalty programme of the year: Other – **MySchool My Village My Planet**



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23 Apr 2019



In addition, three distinct loyalty awards were also presented to recognise loyalty excellence across analytics/CRM, innovation in technology and best loyalty marketing campaign. **Sanlam Reality** won 'Best use of data analytics/CRM applications' for their targeted CRM campaigns, offering world-class segmentation of its membership base.

**eBucks** claimed its second award for the evening, for 'Most innovative use of technology for loyalty' for pioneering efforts to constantly offer frictionless experiences for their customers and being at the forefront of many industry firsts delivered through the eBucks multichannel platform.

**Vodacom** won 'Best loyalty marketing campaign' for its Summer Campaign which has successfully run since 2017.

One of the highlights this year included the 'Loyalty personality of the year' award, which went to eBucks CEO, **Johan Moolman**, for his ongoing contribution to the loyalty industry driving continuous innovation in the industry.



These are SA's favourite loyalty programmes

2 Nov 2018



According to Truth consultancy, the 2019 South African Loyalty Awards highlighted that the South African loyalty industry is thriving in world-class innovation and excellence, competing on the same, if not higher, playing field of our global peers.

The 2020 Loyalty Awards dates have been set with entries opening on 1 February 2020 and closing 30 May 2020. Winners to be announced in September 2020.