

Client case study: SBSA

Program Type: Proprietary Loyalty

Industry: Financial Services

Participants: 938 000+

Budget: R60 000 000

THE SUCCESSFUL EVOLUTION OF A **BANKING LOYALTY** PROGRAM

Relevance is fundamental to customer loyalty. We helped our banking client launch a rewards program that has steadily and successfully evolved from transactional to personalised and focused on nurturing relationships. Customers have enthusiastically embraced the diverse, relevant reward opportunities.

The challenge

Our relationship with this client began as a technical and logistical challenge. The brief was to build a scalable loyalty platform and deliver an integrated rewards program to 3 million retail clients in 9 months.



The solution

The deliverables were extensive, but we could easily gear up staff and infrastructure to meet the brief. It was the timing that was the real challenge. That's where our long experience and extensive expertise made the difference to a successful launch and the smooth evolution of the program.

We launched with a solid foundation for growth, which has been significant over the years as member numbers have climbed and member benefits have expanded.

The program comprised:

- Initial development work and deliverables:
 - Onboarding and systems integration with 16 major grocery, retail and service rewards partners
 - Secure interactive web portal for program account management including a tiering and rewards estimator and 24/7 support
 - Branded, customised online rewards mall and self-service travel mall with facilities for integrated points and cash payments
 - Inbound contact centre
- Ongoing enhancements since launch:
 - Expanded points redemption options include deposits into members' savings, investment and online share trading accounts held at the bank
 - Added a variety of retail partners since launch, plus a wide range of online vouchers
 - Self-selected points categories so members can choose how their points will be earned and allocated
 - Points-based mobile phone contracts
- Launched a separate program for business banking customers

→ RESULTS

- 938 000+ active members
- 55 retail partners
- 4 billion+ points calculated and issued
- 12-month YTD contact centre stats:
 - 600 000 inbound calls resolved
 - 70 000 email queries resolved
 - 25 500 000 SMSs sent
 - 12 000 000 emails sent



We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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