



# Making rewards strategy happen for a blue-chip bank

The time was right for this South African banking giant to launch a customer rewards program. Strategy was set, but they needed an operational partner geared to deliver a complex, integrated rewards offering to a massive client base. Time to market was tight and technical expertise essential to making it happen.

## The challenge

The plan was to roll out the program to the client's entire list of 12 million retail banking clients. Scaling up and customising our technology platforms was not a problem. The bigger challenge was meeting a very tight delivery deadline.

## Our involvement

Achievement Awards Group had the people, processes and systems in place to launch a full scale rewards program in just 9 months which included:

- On-boarding and integration with 16 major grocery, retail and service rewards partners
- Design and deployment of an interactive web portal for detailed program information and member communication:
  - Secure access to personal account balance and statements
  - Tiering and rewards estimator
  - Links to Online Mall and Online Travel portal
  - Full-service travel assistance available 24/7
  - Contact and program support
- Ramping up our contact centre with dedicated inbound agents. Call volumes and e-mail enquiries were higher than expected from the start. Agent seats doubled in the first two months and have stabilised at 84
- Developing a branded, customised Online Rewards Mall and Online Travel portal. Points integration combined with cash facilities allowed for partial cash payments at both malls
  - The Online Mall features thousands of products and services at great prices. From the practical to the aspirational, everything at the Online Mall has been hand-picked to appeal to a wide range of rewards customers
  - The Online Travel portal features special destination packages plus the convenience of self-service flight booking and online check-in, hotel reservations and car hire. Customers can also submit visa applications, buy travel insurance and forex.

## The Science and Art of Business and People Performance

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## Results

From the start, participation exceeded targets. The program works on a nominal annual fee basis, so membership numbers reflect considered opt-in decisions.

Since its launch in 2013, the program has had phenomenal response:

<b>570k+</b>	active program members
<b>850k</b>	e-mail and sms communications per month
<b>220k</b>	web page visits per month
<b>1.5m+</b>	contact centre calls and email enquiries
<b>825m+</b>	points calculated and issued
<b>R 438m+</b>	points redeemed in product, travel and <b>awardscard®</b> gift cards
<b>21m</b>	web page views since 2013 launch

## Vital statistics

**Product category:**  
Proprietary Loyalty

**Number of participants:**  
570 000



achievement  
awards  
group



Loyalty Solutions & Services