

New Smart Shopper benefits - points for petrol, cardless functionality and more

Pick n Pay has announced a host of enhancements to its popular rewards programme, including a partnership with BP service stations that allows Smart Shopper members to earn points when refueling.



Expected to launch later this year, the extended partnership between Pick n Pay and BP kicks in at an appropriate time as consumers feel the pressure of recent fuel hikes.

"We are always looking to improve the Smart Shopper programme to make it more accessible and valuable. Our customers have told us they want more opportunities to earn points through their everyday spend, so we were excited to extend our partnership with BP to offer them this value," says John Bradshaw, Pick n Pay's head of marketing.

The Pick n Pay and BP relationship dates back to 2008 when two small-format franchise stores were piloted. This strategic partnership has now grown to 133 franchise 24-hour Pick n Pay Express stores on BP forecourts across the country, with an expected 30 new stores to open in 2018 and 40 in 2019. Originally opened to satisfy an immediate top-up shop or a quick meal solution for customers, the Pick and Pay Express stores have expanded their product ranges to meet customers' ever-changing shopping habits.

Ongoing innovation

Smart Shoppers will also soon be able to use their points directly at till points, without first having to switch their points to cash at the Smart Shopper kiosk or online. Pick n Pay 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.

Other enhancements to the programme include the introduction of the Card-less Swipe functionality. Customers who have forgotten their Smart Shopper card at home, or choose to go card-less, can now scan the QR code from the Pick n Pay mobile app at the till point.

Pick n Pay has also launched a Pet, Baby and Wine Club which offer further discounts and points for customers with a specific interest in these categories. Members are also invited to attend exclusive events as part of their Club membership.

The retailer says that the weekly Just for You personalised discounts, which can now be loaded directly from emails, remains popular with customers. During the last six months, the programme's seven million Smart Shoppers were offered R2.4-billion in personalised discounts, and redemption of personalised vouchers grew by 15%.

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