



2025/6 AFRICAN
LOYALTY AWARDS
WINNERS' REPORT

A B O U T T H E A W A R D S

The African Loyalty Awards set the benchmark for excellence—measured against global standards and judged by a panel of respected local and international Loyalty and CRM experts.

2025/6 marks the inaugural year of the African Loyalty Awards, a milestone in celebrating loyalty leadership across the continent.

The Awards are proudly hosted by Truth, a global loyalty consultancy with deep African roots, and brought to Africa in collaboration with the African Loyalty

Association. With extensive experience designing award-winning loyalty strategies and experiences worldwide, Truth brings over 50 years of combined loyalty expertise to support and strengthen the African Loyalty Association.

TRUTH Loyalty

 **AFRICAN LOYALTY ASSOCIATION**

W H Y E N T E R

Industry recognition in Africa

Winning or being shortlisted positions your brand as a standout innovator in Africa's fast-evolving loyalty landscape.

Build trust & credibility

Third-party validation from respected industry judges builds trust with customers, partners, and investors; proving that your loyalty programme delivers real value and results.

Showcase innovation in Africa

It's a chance to highlight how your loyalty initiatives solve real business challenges or elevate the customer experience.

Networking opportunities across Africa

Connect you with top marketers, loyalty experts, and tech providers from across Africa. These relationships can lead to future collaborations and partnerships.

Motivate & reward your team

Boost team morale by acknowledging the hard work and creativity of your staff, and build a culture of excellence.

Benchmark performance in Africa

Competing against top brands around Africa allows you to benchmark your efforts. You gain valuable feedback on where your programme stands and how it can improve.

OUR JUDGES

We are proud to announce the judges of the 2025/6 African Loyalty Awards. The judges bring an incredible depth of experience and expertise in the industry to the table. The judging panel consists of eight seasoned loyalty and CRM professionals whose experience stems across some of Africa's leading brands across different industry sectors.



Amanda Cromhout
Truth
Judging Chair



Andrew McBarnett
Points Africa



Cécile Masson Henry
Winners



Cecilia Floridi
Datalab



Fayelizabeth Foster
Standard Bank



Mateboho Malope
Vodacom



Jakub Socha
Comarch



Helen Carter
Vivo Energy



Prital Patel
Creative Edge FCB Nairobi

2025/6 WINNERS

BEST PROGRAMME:
RETAIL

 Pick n Pay

BEST PROGRAMME:
FINANCIAL SERVICES

 (absarewards)

BEST PROGRAMME:
FUEL



BEST PROGRAMME:
TELCO

 VB vodabucks

BEST USE OF GAMIFICATION

 VB vodabucks

BEST PARTNERSHIP
PROGRAMME

 Pick n Pay



BEST LOYALTY ENABLEMENT
TECHNOLOGY VENDOR

 xoxoday

BEST LOYALTY RULES ENGINE
TECHNOLOGY VENDOR

 xoxoday

BEST LONG-TERM LOYALTY
PROGRAMME:
SOUTHERN AFRICA

 VB vodabucks

BEST OVERALL LONG-TERM
LOYALTY PROGRAMME OF THE
YEAR IN AFRICA

 VB vodabucks

REGIONAL RECOGNITION

SOUTHERN AFRICA RECOGNITION



EAST AFRICA RECOGNITION



WEST AFRICA RECOGNITION



PAN AFRICA RECOGNITION



BEST LOYALTY PROGRAMME IN AFRICA - RETAIL

THE WINNER



Smart Shopper delivered a standout year of loyalty excellence by combining commercial impact with meaningful customer value at national scale. Pick n Pay's Smart Shopper was crowned the Best Loyalty Programme of the Year in Africa, showing strong customer growth and incremental revenue.

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We can see that Smart Shopper's high member activity and strong contribution to sales highlight how well established the programme is, with innovation and partnerships helping to keep customers engaged.

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME IN AFRICA - FINANCIAL SERVICES

THE WINNER

(absarewards)

Absa Rewards has redefined loyalty by giving customers real cash back, not points – turning everyday banking into everyday value. In 2024–2025, the programme paid out over \$22.4 million in real cash to South Africans, helping families stretch their budgets while driving record engagement and customer growth. From the House of Beauty with Takealot to Checkers and Puma partnerships, Absa Rewards brought innovation beyond banking – connecting with people through culture, sport and lifestyle. Campaigns like the English

Premier League, Tyla’s Showmax concert, and the Absa Run Your City Series turned moments of passion into moments of value. Even family treats like \$1 (R16) movie tickets for the 16th birthday celebration reminded customers that Absa is part of their everyday life. Absa Rewards continues to innovate with purpose – delivering tangible impact, empowering communities, and proving that when banking gives back, it truly matters.

“Absa Rewards stood out by offering real cash back instead of points. Through strong partnerships and relevant campaigns, the programme successfully connected everyday banking with meaningful rewards. The fact that it is celebrating its 16th birthday is testament to its longevity in the market.

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME IN AFRICA - RESTAURANT / QSR

H I G H L Y C O M M E N D E D



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The Spur Family Club has built one of the most deeply embedded and commercially proven loyalty programmes in its market. It has become part of how families mark milestones and return, time and again, to the same table. Members stay longer, spend more, and bring their children, and that intergenerational loyalty is rare and powerful. Spur Family Club proves that when loyalty is built on warmth and simplicity, it doesn't just retain customers. It becomes part of who they are.

AFRICAN LOYALTY AWARDS JUDGE

C O M M E N D E D



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Spur Africa transformed restaurant loyalty by launching a single app across eight African countries, connecting customers to Spur, RocoMamas and Panarottis through seamless ordering, rewards and personalised offers. The platform successfully unified loyalty and ordering across markets, driving increased visits, basket size and engagement, while delivering a convenient omnichannel experience tailored to Africa's diverse consumers.

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME IN AFRICA - FUEL

THE WINNER



bpSA launched its own proprietary loyalty offer to respond to evolving customer needs. The rewards programme was launched in July 2024 and in the first year, bp has delivered strong performance that resulted in 7 percentage points market share gain. The innovative value proposition helped bp and its partners to build a significant customer base and generating substantial customer value with over \$7 million in cashback rewards issued to date. These meaningful cashback rewards offered through BP Rewards and strategic partners have also provided bp customers with practical savings on essential daily

expenses such as groceries, fuel and insurance. Overall, the programme launch has not only delivered on a compelling customer value proposition but also reinforced bp's commitment to delivering exceptional value and positioning the brand favourably in a competitive landscape. The launch was supported by a strong 360 degree 'Swipe-Swipe' marketing campaign that drove customers through stages of awareness to loyalty.

“bpSA's new rewards programme clearly demonstrates tangible value for customers, showing how effectively the programme converts everyday savings into meaningful loyalty.

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME IN AFRICA - TELCO

THE WINNER



The VodaBucks Rewards Programme is a digital-first loyalty platform that goes beyond traditional spend-based rewards by recognising and incentivising customer engagement across Vodacom's products and services. VodaBucks, the programme's digital currency, can be earned through interactions within the Vodacom ecosystem and seamlessly integrated with VodaPay. With its innovative, first-to-market features and gamified design, VodaBucks has redefined loyalty standards and, in 2025, achieved global recognition for its pioneering approach.

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Driving meaningful customer growth and loyalty through engaging gamification, using V-Up daily plays and challenges to encourage positive behaviors. Customers are rewarded for their participation that they can exchange for cash, creating meaningful value for both the brand and the end user. A real win-win for a loyalty programme in a highly competitive environment.

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME
IN AFRICA -
TRAVEL/HOSPITALITY

HIGHLY COMMENDED



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Kenya Airways' Asante Rewards demonstrates how culturally authentic loyalty can be both emotionally resonant and commercially impactful. The digital-first, omnichannel experience and real-time recognition create relevance far beyond traditional airline loyalty mechanics. The programme succeeds in embedding loyalty into everyday life. The next frontier lies in leveraging its rich engagement data even more strategically, translating emotional connection into measurable, long-term customer value.

BEST LOYALTY
PROGRAMME OF THE YEAR
IN AFRICA - NEWCOMER

COMMENDED



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Access Bank Ghana's 'Rewards by Access' programme is still relatively young, yet the results presented are already credible and promising. The programme appears to deliver meaningful value to customers, particularly through its flexible redemption options and the ability for clients to redeem across different geographies, which is a strong advantage from a customer perspective.

AFRICAN LOYALTY AWARDS JUDGE

BEST USE OF GAMIFICATION OF THE YEAR IN AFRICA

THE WINNER



The VodaBucks Rewards Programme launched with gamification at its core, using interactive mechanics to spark engagement and encourage repeat participation. Over the past five years, it has continuously evolved—adapting to global loyalty trends and shifting business priorities. As gamification becomes a standard feature in loyalty programmes worldwide, VodaBucks has stayed ahead by introducing behavioural goals that reward customers for completing specific actions. This innovation empowers customers with greater choice, strengthens their connection to the brand, and builds long-term loyalty. Today, the programme stands as a key driver of customer retention and engagement.

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Gamification enhances a loyalty programme by making engagement interactive, rewarding, and habit-forming. Utilising V-Up daily plays and challenges to give rewards to customers and build the behaviours needed demonstrated a real value to customers and how the use of gamification increased customer stickiness and brand loyalty.

AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED

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Smart Hopper gamifies loyalty by turning shopping into a fun, rewarding experience. It drove a 22% spend uplift, proving that entertainment can deliver real-world value and measurable customer impact.

AFRICAN LOYALTY AWARDS JUDGE

BEST PARTNERSHIP PROGRAMME OF THE YEAR IN AFRICA

THE WINNER



The bpSA and Pick n Pay Smart Shopper partnership redefined loyalty in South Africa by launching the country's first dual fuel-grocer rewards programme in 2018. In 2024, bpSA elevated this collaboration with the launch of BP Rewards, a proprietary programme that tripled customer value in fuel rewards through the innovative "Swipe-Swipe" mechanic. The programme's success lies in its

frictionless experience, emotional engagement, and strong data-driven campaigns including Collectable Cars 2.0 and Mini Cooper giveaways. Together, bpSA and Pick n Pay have created a loyalty ecosystem that delivers real savings, deeper brand affinity, and sustainable commercial growth. Delivering strong returns to bpSA, Pick n Pay and their customers.

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The bpSA and Pick n Pay Smart Shopper partnership sets a new standard in loyalty. Through innovative programmes like BP Rewards, it delivered exceptional customer value, strong engagement, and significant market growth. The partnership combines seamless experiences, data-driven campaigns, and emotional engagement to create a loyalty ecosystem that drives real savings, stronger brand affinity, and sustainable commercial returns.

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY
ENABLEMENT TECHNOLOGY
VENDOR OF THE YEAR IN
AFRICA

THE WINNER



Xoxoday Loyalife is a software platform that helps companies create and run loyalty and rewards programmes for customers, employees, or partners, giving businesses the tools to encourage engagement and reward behaviour such as purchases, referrals, or other interactions with a brand. The platform includes a built-in rewards marketplace where users can redeem points for things like gift cards, vouchers, travel, merchandise, or other digital rewards.

Businesses can launch promotions, gamified challenges, or referral campaigns across channels such as WhatsApp, email, SMS, apps, and websites. Loyalife connects with systems like CRM, e-commerce platforms, or payment systems so rewards and points can be issued automatically, while providing analytics and AI tools to help companies understand customer behaviour, measure engagement, and improve campaign performance.

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Xoxoday turns loyalty strategy into fast, scalable engagement. Its no-code platform enables multi-channel journeys with gamification, wallets, and referrals, connecting seamlessly to enterprise systems—allowing brands to launch in eight weeks and scale safely across multiple programmes

AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



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A novel approach to enabling loyalty technology solutions, offering an alternative to traditional off-the-shelf platforms through a bespoke build tailored to an organisation's unique environment. The approach prioritises incremental customer value, evidenced by measurable improvements across key metrics for retailers in Africa where solutions have been implemented. It is a technology-agnostic, cloud-based solution with a focus on AI, emphasising flexibility and scalability.

AFRICAN LOYALTY AWARDS JUDGE

C O M M E N D E D



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Ordev impressed the judges with a scalable, future-ready platform combining robust technology with advanced loyalty capabilities. Backed by a strong client credential and execution maturity, the solution demonstrates both technical depth and practical applicability. The judges look forward to seeing Ordev expand its footprint across industries and continue driving innovation in the loyalty ecosystem.

AFRICAN LOYALTY AWARDS JUDGE



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The right choice of loyalty technology is critical to the success of any programme and Hailr demonstrated how its tool can drive customer engagement and ultimately value with impressive, gamified experiences, smart targeting, and data-led insights. Supporting the brands it is working with to have deeper relationships, increase retention, and create measurable value for both the business and its customers. One to watch!

AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY RULES ENGINE TECHNOLOGY VENDOR OF THE YEAR

THE WINNER



Xoxoday is the technology solution that turns loyalty strategy into live engagement that is fast to launch, easy to optimise, and ready for enterprise scale. Teams design journeys in minutes with a no code builder that runs across WhatsApp, email, SMS, app, web push, and QR. Referrals, gamification, wallets, and an embedded marketplace drive instant earn and seamless redeem. Open APIs connect to CRM, POS, ecommerce, and payments, while maker checker approvals, version history, and audit trails keep change

safe. Brands go live in eight weeks and scale to multiple programmes on cloud or on premise. Xoxoday was also awarded as the Best GEN AI Loyalty and Reward solution for BFSI segment in Africa earlier this year.

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A feature-rich technology offering that balances core product capabilities with innovative functionality, backed by a track record of successful implementations and streamlined time-to-market, delivering measurable improvements across key loyalty and rewards KPIs. A key strength is the ability to deploy either cloud-based solutions, focusing on agility and scale or on-premise solutions prioritising control and compliance. The technology is further distinguished by a clear, forward-looking roadmap that includes both technical and product innovations that align with emerging market trends.

AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



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Ordev.io has built a loyalty rules engine engineered for the real complexity of operating across Africa. Its cloud-native, offline-first architecture ensures uninterrupted performance even where connectivity is unreliable – a genuine African-market differentiator. For clients navigating the diversity and dynamism of African markets, Ordev.io delivers the infrastructure confidence to focus on loyalty strategy rather than technology limitations.

AFRICAN LOYALTY AWARDS JUDGE

BEST LONG-TERM LOYALTY
PROGRAMME OF THE YEAR -
EAST AFRICA

COMMENDED



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Kenya Airways' Asante Rewards has delivered strong growth driven by a compelling proposition and effective member targeting and segmentation. There is clear strategic thought behind enrolment and customer journey touchpoints, alongside positive use of member feedback to enhance services and routes, utilising feedback to demonstrate a real customer first mindset.

AFRICAN LOYALTY AWARDS JUDGE

BEST LONG-TERM LOYALTY PROGRAMME OF THE YEAR - SOUTHERN AFRICA

THE WINNER



Vodacom's VodaBucks Rewards Programme has redefined how lasting customer loyalty is built. By rewarding engagement across its digital ecosystem, the programme strengthens long-term customer relationships while accelerating digital adoption. Prepaid, contract, and hybrid customers earn VodaBucks through everyday actions such as airtime and data recharges, bill payments, upgrades, and engagement with the VodaPay app. By recognising these everyday interactions, Vodacom delivers a seamless and engaging loyalty experience that provides consistent value and encourages sustained participation.

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Driving meaningful customer growth and loyalty through engaging gamification, using V-Up daily plays and challenges to encourage positive behaviors. Customers are rewarded for their participation that they can exchange for cash, creating meaningful value for both the brand and the end user. A real win-win for a loyalty programme in a highly competitive environment.

AFRICAN LOYALTY AWARDS JUDGE

H I G H L Y C O M M E N D E D

(absarewards)

“ Absa Rewards turns everyday banking into real value. With partnerships and campaigns across retail, sport, and lifestyle, it engages customers meaningfully while making a tangible impact on communities.

AFRICAN LOYALTY AWARDS JUDGE



“ BP Rewards stands out for its clear strategic vision, courageous execution, and operational excellence at scale. The judges particularly commended the “Swipe-Swipe” initiative, which transformed a potential customer friction point into an engaging and differentiating feature. By seamlessly blending convenience with innovation, BP Rewards proves that loyalty can enhance both experience and commercial performance.

AFRICAN LOYALTY AWARDS JUDGE

Pick n Pay

“ Over 15 years, Smart Shopper has demonstrated exceptional scale and longevity, returning more than \$1 billion in value to South Africans. The continued growth in membership and strong uplift in on-demand sales in 2025 highlight how the programme remains highly relevant, successfully evolving into a powerful omnichannel loyalty ecosystem.

AFRICAN LOYALTY AWARDS JUDGE

C O M M E N D E D



“ The Spur Family Club is a strong example of a loyalty programme that aligns closely with the brand’s family-focused proposition, demonstrating how a simple, generous rewards structure can create meaningful emotional connections with customers.

AFRICAN LOYALTY AWARDS JUDGE

BEST OVERALL LONG-TERM LOYALTY PROGRAMME OF THE YEAR IN AFRICA

THE WINNER



By combining innovation, accessibility, and meaningful everyday value, the VodaBucks Rewards Programme has set a new standard for loyalty within the telecommunications industry. The programme continues to evolve to ensure customers receive not only tangible rewards, but also a deeper, more engaging connection with the broader Vodacom ecosystem.

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With the VodaBucks Rewards programme scoring the highest out of all entries in the awards, they are deserving of this accolade. The African Loyalty Awards judges are proud to announce Vodacom's VodaBucks Rewards Programme as African loyalty programme of the year.

AFRICAN LOYALTY AWARDS JUDGE

The African Loyalty Awards are proudly brought to the African Continent by:



in association with



IMPORTANT DATES FOR 2026/7:

Open: 01 July 2026

Early bird: 12 Nov 2026

Final close: 19 Nov 2026

Winners announcement: March 2027

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