

Shoprite and Checkers win top award at the 2023 SA Loyalty Awards

The Shoprite Group has scooped the most coveted award at the 2023 [South African Loyalty Awards](#), winning Best Programme of the Year in the retail sector for its unmatched [Xtra Savings](#) rewards programme.

It is the third year in a row that Xtra Savings has clinched the top accolade for its no-frills, customer-focused programme that offers instant cash rewards. The Group was also Highly Commended for its Strategic Use of Data Analytics and CRM Applications.

Launched in 2019, Xtra Savings is now the biggest rewards programme in South Africa, with over 27.8 million members who saved a combined R13.5 billion on their grocery bills at Shoprite and Checkers supermarkets during the past financial year.

In keeping with the programme's simplicity and transparency, additional features include personalised savings on customers' favourite items, exclusive in-app and online promotions, integration with the Shoprite Money Market Account, hyper-personalised emails, and now Xtra Savings Plus – the first monthly subscription service from a South African retailer.

“The Shoprite Group has truly set a new standard for excellence in customer loyalty with its exceptional loyalty programme, earning it the well-deserved title of Best Loyalty Programme of the Year – Retail. The innovative approach demonstrated by the Group reflects a deep understanding of customer preferences and needs, seamlessly integrating technology and personalisation,” said Papi Rapolai, South African Loyalty Awards judge.

END

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