

## **Win for Xtra Savings programme at SAP Quality Awards**

The Shoprite Group's Xtra Savings rewards programme was named the 2021 Grand Winner for Africa in the Business Transformation - Public Cloud Category - at the [2021 SAP Quality Awards for Customer Success](#).

This resulted in an automatic entry into the Digital Pioneer Category at the 2021 SAP Regional Awards where it competed alongside other customers from Europe, Middle East & Africa (EMEA) and finished as a top 6 finalist for the region.

These prestigious awards celebrate and recognise customers who have excelled in the implementation of software solutions using SAP's [ten quality principles](#) to effectively plan, execute and manage their implementations to deliver significant business benefits for their organisations.

[First launched in Checkers](#) in 2019, and [introduced to Shoprite in 2020](#), the Xtra Savings programme now delivers outstanding value and savings to over 23 million customers. Central to its success is the programme's relentless focus on simplicity and transparency, with personalised discounts.

These achievements build on the Group's success at the [2018 SAP Africa Quality Awards](#) where it was awarded Gold in the Business Transformation category.

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