

Checkers finally has a rewards programme

Checkers has launched a rewards programme called Xtra Savings. There are no points, no tiers and no levels, just instant cash savings on more than 1,000 products every month.



To use the Checkers Xtra Savings Programme, customers swipe their rewards card at the till and save automatically. Discounts are clearly marked in store, and every saving automatically reflects on the till slip.

Other features include:

- Cash savings on specially marked products every week
- Personalised offers on products you buy and love
- Birthday surprises and special perks
- VIP previews of upcoming offers and promotions such as Black Friday
- Automatic entries into store competitions and a chance to win free shopping every time you swipe
- Checkers will donate to beneficiary organisations that fight hunger

“We are obsessed about our customers and giving them more ways to save,” explains Neil Schreuder, chief of strategy and innovation for the Group. “This is proof.”

“The success of the Xtra Savings Programme will be in its simplicity,” continues Schreuder. “Loyalty cards with slow-earning points are everywhere. Consumers know the game. They want transparent incentives. They want meaningful gratification. And that’s what we’re giving them.”



Effective loyalty programmes have these 5 things in common

14 Mar 2019



Checkers has enlisted famous master magician Dynamo to headline its launch campaign. His aim is to highlight the simplicity of the campaign and the absence of smoke and mirrors common in loyalty programmes. In Dynamo’s words “If you’re going to pick a card, don’t pick just any card”.

How to sign up

Customers can sign up quickly for Xtra Savings for free in-store or by using any of the paperless channels too:

- Add Checkers (+27-87-240-5385) as a WhatsApp contact and say “Hi!”
- Scan the QR code on the back of your Xtra Savings card (available in store) and sign up online
- Dial *134*835*CARDNUMBER# and follow the prompts
- Download the Checkers app from your app store.

Cards can be picked up from any Checkers, Checkers Hyper or Checkers Liquorshop.

For more, visit: <https://www.bizcommunity.com>