



Helping Pick 'n Pay cut costs, save time and increase customer engagement with their Smart Shopper Loyalty Programme.

REQUIREMENT

Pick 'n Pay spent many hours a month trying to manage and coordinate their Smart Shopper loyalty programme data and communication. Not only was it an expensive and cumbersome process, but because loyalty customers would only receive their first communication a week after registration, the user experience was poor and engagement rates low. What they needed was a way to automate their loyalty base communications in near real-time.

SOLUTION

With the assistance from Grapevine, they successfully integrated their SAP CRM with Grapevine's Marketing Automation orchestration platform, Acoustic Campaign.

Grapevine designed, built and implemented this triggered based communications solution, which automatically sends personalised messages to customers via SMS and Email as primary channels.

Now, once registered, loyalty members are automatically added to a 6-week nurture journey, driving engagement and helping Pick 'n Pay build meaningful and personal relationships with their customers.



CUT COSTS



SAVE TIME



INCREASE CUSTOMER ENGAGEMENT

RESULTS

Pick 'n Pay now has a fully automated marketing communication solution, saving them over 35 hours per month on internal resource time, and cementing them as a market leader in the retail space.