

Fill up at BP and earn Smart Shopper points

By  Evan-Lee Courie

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Pick n Pay in partnership with BP service stations will now allow existing and new Smart Shopper members to earn points when refuelling.

Both existing and new members of Pick n Pay's loyalty programme, Smart Shopper, can use their BP fuel purchases to pump up their Smart Shopper points.

This follows an announcement made in October that the two brands would expand their partnership to give customers even more value at a time they need it most, and what better way to earn extra points leading up to the holiday season.



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Smart Shopper members will earn 20 points per litre of fuel purchased at over 500 BP service station countrywide, only until 31 March 2019. Thereafter members will earn 10 points per litre.

Speaking about the launch, John Bradshaw, Pick n Pay's head of marketing, said, "We always look for ways to give our customers the best value we can through their everyday spend. We've finally found a way to deliver rewards for fuel purchases and we're really excited about this new partnership."



L to R: Thandi Orleyn (BP SA), Raymond Ackerman (Pick n Pay), Priscillah Mabelane (BP SA) and Gareth Ackerman (PhP)

Customers will be able to spend their fuel points at any Pick n Pay store countrywide, directly at the till point. However, points are not redeemable for fuel purchases, just yet, but plans are underway.

BP Southern Africa head of marketing, Tebogo Mekoa says that BP is always looking for exciting ways to keep their customers rewarded when they fill up.

“Offering our customers the opportunity to earn Smart Shopper points just for filling up at BP is a great way for us to say thank you, and we are looking forward to giving our customers a good experience when they visit our service stations. In keeping with our customer-centric approach, the points will be available real-time - meaning they become immediately available for redemption at Pick n Pay stores,” says Mekoa.



Raymond Ackerman, founder of Pick n Pay

Mekoa adds: “This partnership will deliver a compelling customer value proposition, especially in an increasingly challenging market environment. We are rewarding our customers for their everyday basics such as refuelling their cars or buying groceries.”

“We are enormously grateful to our customers for voting us their favourite loyalty programme for the sixth consecutive year. We will keep finding ways to make Smart Shopper simpler and better and continue to put customers at the heart of the programme,” concludes Bradshaw.

ABOUT EVAN-LEE COURIE

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