

Momentum, Pick n Pay partnership set to Multiply customer rewards

Members of Multiply, the wellness and rewards programme offered by Momentum, who are also Pick n Pay smart shopper members, can now multiply their smart shopper points by up to 10 times through a new partnership, on a monthly spend of up to R2,000 for individuals and R3,000 for families.



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Members' smart shopper points are multiplied depending on their Multiply status. Bronze members multiply their smart shopper points by 2x, Silver members by 4x, Gold members by 6x, Platinum members by 8x, and Private Club members by 10x.

"Pick n Pay offers a wide variety of goods, at very competitive prices to its customers. However, increased petrol prices, raised personal taxes, rising food prices and an economy under pressure all mean that consumers' pockets are considerably stretched," says Lianne Williams, Head of Marketing at Multiply.

"It is therefore the perfect time for both organisations to partner and help Multiply members earn even smarter shopper points, multiplying their purchasing power when they need it the most."

Nearly nine million South Africans currently belong to the smart shopper loyalty programme, making it the biggest loyalty programme in South Africa. "Our partnership with Multiply is great news for our members who belong to the Multiply programme," says Steve Hoban, GM of smart shopper.

Members who belong to smart shopper can spend their points in a number of ways, whether it is on savings for their next Pick n Pay shop, converting them to Avios for more affordable travel, switching for partner rewards or donating their points to charity. Shopping points will reflect in their smart shopper accounts within 10 days of their transaction. Cardholders can view their balances online or via the smart shopper mobile phone application.

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