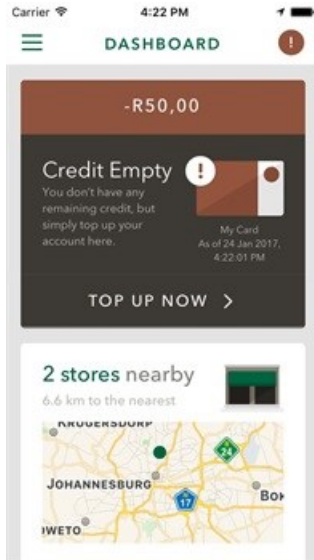


Starbucks SA launches rewards programme

By [Jessica Tennant](#)

1 Feb 2017

Starbucks South Africa launched its localised version of the global rewards programme, Starbucks Rewards at the Rosebank store on Wednesday, 1 February.



"This is a significant milestone for us as we launch this much-awaited loyalty programme in South Africa," said Carlo Gonzaga, CEO of Taste Holdings. What excites him most about the programme is the engagement it facilitates between customers and partners, and the ability to reward them both in meaningful ways. "Starbucks Rewards is a great way to thank our valued customers and at the same time, enhance the in-store experience and deliver value through an innovative digital solution."

The app also provides a hassle-free, secure payment mechanism. "Alternative payment methods to cash are on the rise, and there's not much that's more convenient than simply shaking to pay. A further benefit is never having to worry about carrying around your wallet or purse, as you pay directly from the app. Convenience and ease of use is paramount and we are confident that our app will deliver for our customers," says Gonzaga.

How it works

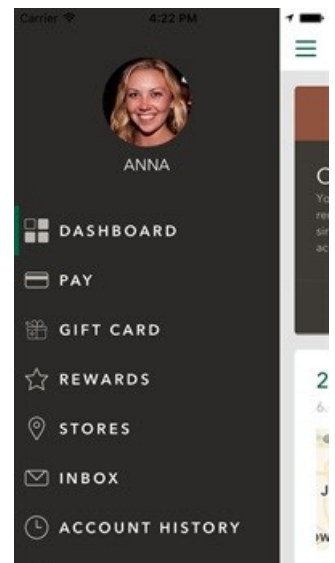
Simply download the app and use it to pay for your order to earn rewards. It's a two-tiered (green to gold), spend-based programme whereby you accumulate stars (1 for every R2 spent). For every R250 stars, you get a free drink or food item. When you sign up, you automatically get 125 stars, which makes reaching your first reward easily achievable, and double star days can further fast track your accumulation of points.

Gold starts at 750 and means you'll receive a free drink on your birthday and refills on a day-to-day basis, as well as other incentives like being invited to new products tastings and other in-store events.

There's also a third tier, but this is exclusive to Starbucks' partners (employees), who go straight to gold status and earn double the rate. They also get 20% off all in-store purchases. "We believe that if we treat our partners with dignity and respect, they'll treat our customers with dignity and respect," explains Conzaga.

Key features:

- **Earn stars:** Earn one Star for every R2 spent when paying with your registered Starbucks account.
- **Starbucks card:** Conveniently pay using the digital card with 'Shake to Pay' feature. A complete ecosystem that allows customers to top up from their credit card, selectively auto-reload, track rewards, view balances and account history.
- **Store locator:** Find and navigate to your closest Starbucks store including the trading hours, product offering and amenities offered, and even hail a cab directly from within the app.



- **E-gifting:** The perfect way to say happy birthday or congratulations. Send a voucher directly from your app and receive notifications once your gift has been delivered. The Starbucks gift card can be spent on anything at Starbucks stores.

The Starbucks mobile app is available for iOS and Android devices.

For more info or to sign up, go to rewards.starbucks.co.za.

ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. marketingnews@bizcommunity.com

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