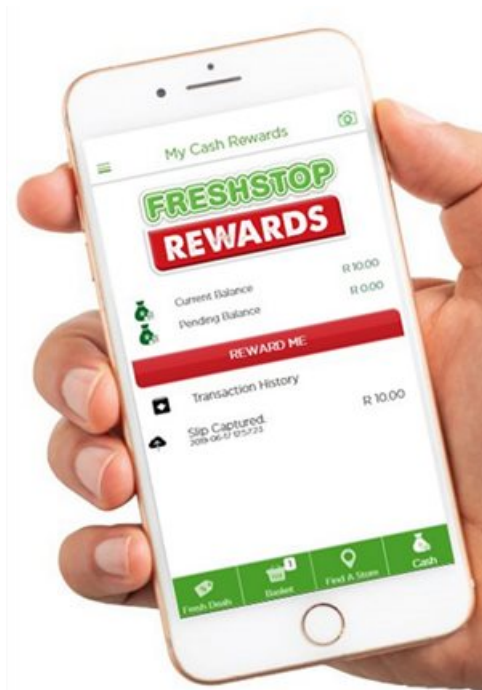


FreshStop rolls out cashback rewards programme

FreshStop, South Africa's largest convenience store retailer, has launched a rewards app that lets customers earn cashback whenever they shop at one of its stores around the country.



The new FreshStop Rewards App gives customers money back into their bank accounts when they purchase items at one of the more than 300 FreshStop at Caltex stores in SA.

To use the app, customers need to:

1. Download the FreshStop Rewards App (it's free)
2. Reserve their shopping items as advertised on the Fresh Deals page
3. Use the Store Locator feature to find their nearest FreshStop at Caltex store
4. Once in-store, view reserved shopping items on the Basket page
5. Purchase the shopping items and capture the till slip via the App using a phone's camera and click submit
6. The cash rewards earned will be reflected in the Rewards Wallet
7. You can request cashback via the App and it will be paid directly into your bank account.

According to Joe Boyle, director at FreshStop, customers are looking for technologies that will enhance their shopping experience. "Convenience stores in the US are already offering shoppers mobile apps that offer customers

digital rewards, fuel discounts and mobile payments; and artificial intelligence (AI) has started shaping the shopping experience through the building of smart shopping baskets for customers.

"Everyone is promoting loyalty programmes but these programmes need to be simplified. As the first forecourt convenience retail brand in the country to launch a rewards programme, we are engaging with our customers by offering them great products at great prices resulting in them getting cashback in their pockets. They will also be among the first to get to know about our special promotions and take advantage of them. We know it's not price alone that keeps customers loyal. Simplicity, recognition and a smile are still the best incentives," says Boyle.

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