

Starbucks teams up with DSG on Starbucks Rewards

South African franchisor and Starbucks licensee, Taste Holdings, collaborated with Digital Solutions Group (DSG) to realise its digital ecosystem through its Starbucks Rewards loyalty programme in South Africa.

According to Moihlobudi Moabelo, COO of Digital Customer Experience (DCX) and member of the DSG consortium, “Starbucks Rewards was a great project to work on as it really enabled the team to delve deep into our expertise in digital and customer experience management.”



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Over the several phases, this single customer view (SCV) strategy included; building detailed customer journeys, qualification criteria, testing narratives and backlogging. From there the consortium team focused on creating a customer website interface and customer care portal, establishing a loyalty data warehouse. This was then used to build the SCV architecture, with a system that consumes, segments, enriches and can export data selections for key campaigns – a live campaign management system that also continues to be supported by DSG’s omni-channel campaign management system.

Starbucks Rewards allow customers to not only redeem rewards for their purchases but also conveniently pay at stores through the Starbucks mobile app. The Starbucks mobile app offers more than a loyalty programme – it is a complete cashless payment solution that allows customers to pay for their purchases directly from the app.

“It takes a company with real vision and leadership to successfully implement a strategy that is underpinned by the latest available technology solutions. Within the DSG consortium, we hold in-depth experience in web and mobile application development, customer experience, loyalty, data warehousing and business intelligence (BI) – and as managed services that we offer to clients spanning different sectors,” concludes Moabelo.

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