

# New shopping cash back app for South Africa

Issued by [Bluegrass Digital](#)

21 Jul 2015

Bluegrass Digital was selected to develop the HTML5 Android and iOS mobile app for SNAPnSAVE. This innovative shopping app allows South Africans to earn cash back when shopping, easily and for free.

With SNAPnSAVE there are no plastic loyalty cards or cardboard coupons that can be easily lost or forgotten, the solution is accessible on your smartphone. Unlike regular loyalty and coupon apps, SNAPnSAVE allows its users cash back, to be redeemed at any Dischem store across South Africa and a variety of leading retailers to be added soon. With offers of up to 87% cash back on certain items, savings add up quickly. It's as easy as snapping a photo of your till slip.

Lists of discounted items are displayed on the app, with something for everyone. Items include everyday groceries and toiletries. Current offers include Cadbury's bubbly chocolate, Lays potato chips, Nutella chocolate spread, All Gold tomato sauce and Five Roses quality tea to name but a few. Users can see store-specific specials, book discounted offers and then redeem cash into the wallet section of their app once they've uploaded the photo of their till slip. This cash can then be used on any items at any Dischem store across South Africa via a wiCode presented to the teller.

*"We needed to build and integrate our product across multiple platforms. Bluegrass played an instrumental role in delivering the mobile solutions for our service. Their expertise, strategy and execution ensured a great end product."* - Mark Bradshaw, CEO of SNAPnSAVE.

## About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With offices in London, Cape Town, Johannesburg and Lagos, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

[www.bluegrassdigital.com](http://www.bluegrassdigital.com)

## For press enquiries contact:

Caitlin Dawes  
Bluegrass Digital  
[caitlin@bluegrassdigital.com](mailto:caitlin@bluegrassdigital.com)

° **Why Umbraco CMS continues to rise as an enterprise CMS leader** 26 Apr 2024

° **Welcome to the era of the AI co-pilot** 11 Apr 2024

° **5 dos and don'ts to secure customer loyalty** 12 Mar 2024

° **Bluegrass successfully transforms Kenya Airways website** 22 Nov 2023

° **A roadmap for marketing personalisation success** 16 Nov 2023

## Bluegrass Digital



bluegrass digital

We help businesses transform and succeed in a digital world through insight-led customer experience, innovation and technology built to scale.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>