



IRISH
LOYALTY & CX
AWARDS

2023 FINALISTS

To reach the finalist stage of one of the most prestigious awards programs in Ireland is a huge achievement and the Irish Loyalty Awards offer our huge congratulations to all our Finalists.

CATEGORY – 2023 Loyalty Launch of the Year

- Electric Ireland – Electric Ireland Rewards
- Go Car - Transforming hourly car and van rental through NPS
- Maxol - Maxol Loyalty App - Loyalty Rewarded
- SuperValu - New Real Rewards Launch in 2022
- WIN | WIN Group - Early Table

CATEGORY: Retail Loyalty Programme/Initiative of the Year

- Currys - Currys Perks
- Insomnia Coffee Company - Insomnia Treats
- Marks & Spencer - M&S Sparks
- SuperValu - Real Rewards
- Tesco | Dunhumby - Building long term loyalty using personalisation science to reward customers

CATEGORY: Loyalty Industry Innovation of the Year

- Dulux Paints Ireland - Dulux Trade Points
- Marks & Spencer - Scan on your phone, pay in app - M&S Scan & Shop
- SuperValu - Scan to Win SuperValu Real Rewards monthly prize draw
- Vodafone - Shake to Win
- WIN | WIN Group - Early Table

CATEGORY: Customer Experience of the Year Award

- Energia - Energia Rewards
- Insomnia Coffee Company - Insomnia Treats
- permanent tsb - Building Excellence in CX Continuous Improvement

- Sky - Sky VIP, it's the treatment you deserve
- Vodafone - Cinema Partnership

CATEGORY: Best Customer Experience in Travel & Leisure

- Europcar - Embracing NPS to transform the car and van rental experience.
- SuperValu - Getaway Breaks
- WIN | WIN Group - Early Table

CATEGORY: Technology Programme/Initiative of the Year

- KFC - KFC Rewards Arcade
- Maxol - Maxol Loyalty App - Loyalty Rewarded
- Sweete - Technology Platform
- Vodafone - Shake to Win
- WIN | WIN Group - Wow Thanks

CATEGORY: Employee Recognition of the Year Award

- Lidl - Lidl Extras
- Marks & Spencer - Delivering unique benefits to help our colleagues
- WIN | WIN Group - Wow Thanks

CATEGORY: Established (5 years+) Loyalty Programme of the Year

- Aerlingus – AerClub
- Energia - Energia Rewards
- Insomnia Coffee Company - Insomnia Treats
- SuperValu - Real Rewards
- Three Ireland - 3Plus

CATEGORY: CSR/Community/Green Loyalty Programme or Initiative of the Year

- AXA - Axa Parks – Coming Together for Action
- Bank of Ireland - Growing Loyalty and De-Mystifying Financial Literacy for Students
- Marks & Spencer - M&S donates every time a customer shops with Sparks

CATEGORY: Loyalty Programme Marketing Campaign of the Year

- Dulux Paints Ireland - Dulux Trade Points - Win the home makeover market
- permanent tsb - *Time to Move Bank? Move Better with permanent tsb*
- Sky - Sky VIP, it's the treatment you deserve
- SSE Airtricity – SSE Reward - 12 Green Rewards of Christmas
- SuperValu - New Real Rewards Marketing Campaign in 2022

CATEGORY: B2B Loyalty Programme/Initiative of the Year

- Dulux Paints Ireland - Dulux Trade Points
- Kepak - Food Alliance
- Sweete - B2B Rewarding Platform
- WIN | WIN Group - Early Table
- WIN | WIN Group - Wow Thanks

CATEGORY: Loyalty Partnership Programme/Initiative of the Year

- AXA - Axa plus
- Electric Ireland - Electric Ireland Rewards and SuperValu Real Rewards Loyalty Partnership
- Vodafone - Cinema Partnership

CATEGORY: Best Utilities Loyalty Programme/Initiative of the Year

- Electric Ireland - Electric Ireland Rewards
- Energia - Energia Rewards
- SSE Airtricity - SSE Reward – Rewards Worth Experiencing

CATEGORY: Regional CX Champions

Will be announced on the night.

CATEGORY: Loyalty All-Stars

Will be announced on the night.

CATEGORY: Loyalty Personality of the Year

Will be announced on the night.



VISA



SuperValu



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recognising achievement

the wise marketer
The global resource for loyalty marketers

Business Post