



UK: BP, Esso shake up customer loyalty market

Both BP and Esso will be changing their loyalty programmes in the UK next year. Esso is moving from Tesco Clubcard to Nectar, while BP is dropping Nectar to create its own customer loyalty offer.

From June 2019, Esso will launch a new loyalty offering with Nectar allowing customers to collect Nectar points on purchases at Esso service stations. Nectar is the UK's leading loyalty programme with nearly 20 million members.

"Our customers are our number one priority, so we're very excited to be launching the Esso Nectar partnership, which will allow us to increase the ways in which we can reward their trips to Esso sites," comments David Chilton, Esso Global Loyalty Strategy Manager.

James Moir, Managing Director of Nectar, added: "We're pleased to be welcoming Esso on board the Nectar scheme as of next year. Nectar cardholders will be able to turn their fuel into money off their weekly shop, as well as enjoying hundreds of other rewards that Nectar has to offer."

BP's new programme will offer customers the opportunity to personalise their benefits with rewards on the wide range of products and services available at BP's 1,200-strong network of retail sites.

"We've listened to what our customers have been telling us. For the last 12 months, we've been working on how we can bring a compelling and rewarding offer that is personalised and reflects BP's unique combination of convenience retail and high-quality fuels and lubricants. We will be launching the new platform in 2019," said Nikki Grady-Smith, BP's head of UK retail.

BP is a founding member of Nectar and customers can continue to collect points at BP until further notice.