

Case Study
Loyalty and Rewards Programs.



Grocery Loyalty

PriceChopper is a grocery chain in the northeast with a robust loyalty program that rewards customers each time they shop.

Products Used



Comprehensive
Data + Insights



Precision Payments



Embedded +
Personalized Refi



Account Switching



The Problem

PriceChopper and TCC Global were looking for new ways to engage their shoppers with their reward points program. Grounded in the wellbeing of the communities they serve, they needed redemption options that provided meaningful value while tapping into experiential and digital solutions. Knowing that student debt impacts 50% of all households in the U.S., PriceChopper wanted to enable their points to make a difference.



The Solution

With Spinwheel, PriceChopper launched the first student loan point redemption option in the Grocery market. The program allowed not only student loan borrowers to use their loyalty points to pay down their student loans, but also their loved ones – parents, relatives, etc. By earning points and redeeming them on a weekly basis, shoppers help themselves or someone they care about get out of debt years earlier while saving thousands of dollars. Student debt contributions quickly became a top redemption option in the PriceChopper Loyalty Program.

Transform how your business and your customers see, understand, and act on debt in as little as an afternoon with our industry-leading debt APIs or low code drop-in modules.

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