meet
techsys digital

your full technology service solutions partner

TD **TECHSYS**
DIGITAL

At **Techsys Digital** we design **products**, **services** and **experiences** that address digital engagement needs, we combine a **tech-centered** and **agile** development process, employing an innovation approach that starts with your **connected consumer**.

/ Integrated Approach

Engage

Measure

Technology
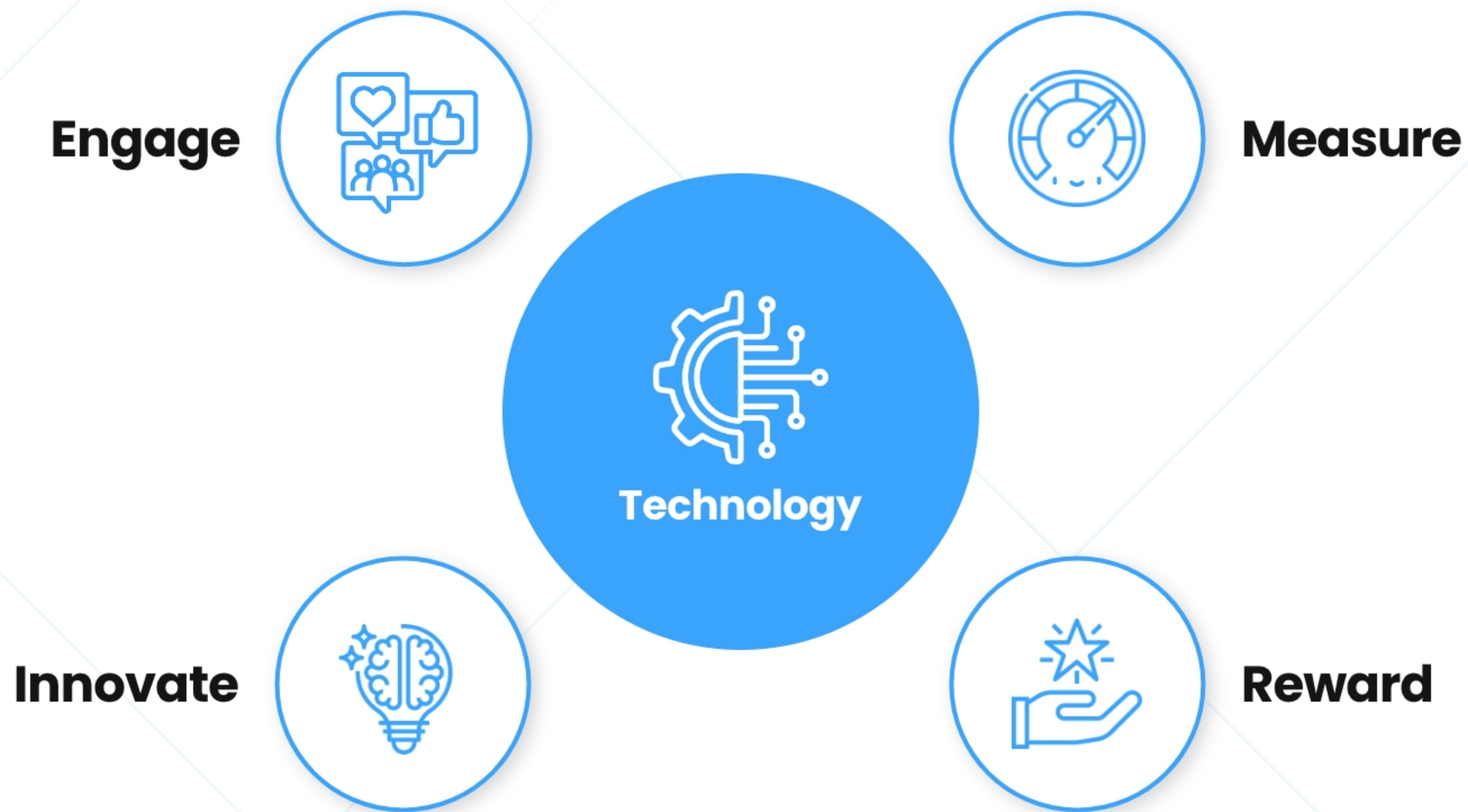
Innovate

Reward

/ Our Offering

Strategy & Innovation

Tech-Ecosystems

Mobile Apps

Web Development

Mobile Competitions

Mobile Games

WhatsApp Bots

IG & Tik Tok Applications

Activation Technology (Scan & Play)

Digital Rewards

CRM Profile & Engagement Platform

AI Powered Platforms

/ Our Capabilities

Strategy

Digital Solutions

Websites

eCommerce

Chatbots

Reporting

CRM & 1P Data

Trends & Best Practice

Innovation

Project/Account Management

Campaign development & management

Retainer Management

Finance Management

UX Wireframing & Design

Photoshop

inVision

Figma

Front End Development

HTML5

CSS

JQuery

Angular JS

Back End Development & Quality Assurance

.net

WordPress

Umbraco CMS

Java
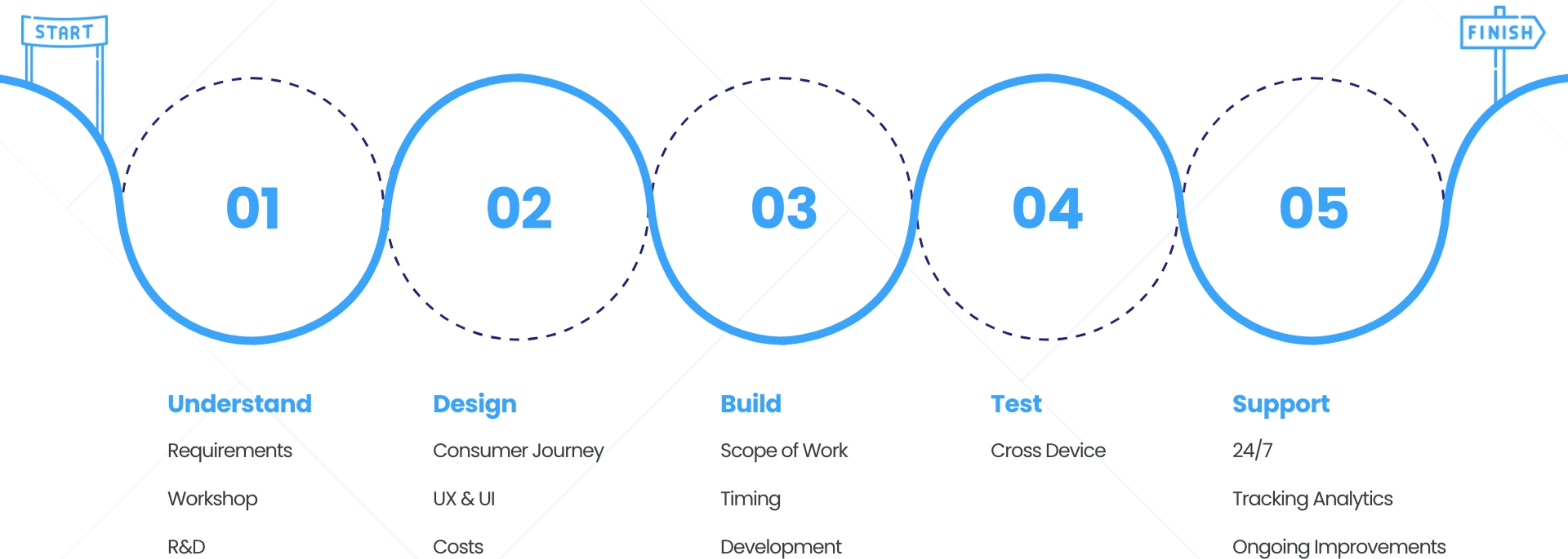
C#

C++

Digital Strategists

Digital PM/AM Hybrids

A Large Team of Digital Experts

/ Our Approach

START

FINISH

01

02

03

04

05

Understand

Requirements

Workshop

R&D

Design

Consumer Journey

UX & UI

Costs

Build

Scope of Work

Timing

Development

Test

Cross Device

Support

24/7

Tracking Analytics

Ongoing Improvements

Innovation

Case Studies

Takealot Shoppable TikTok Filter

The Challenge

Takealot loves giving their shoppers great deals and exciting ways to enhance their shopping experience. This year, for their big Blue Dot Sale, Takealot wanted to create a new fun and engaging social shopping experience.

The Result

Techsys Digital designed a shoppable Black Friday TikTok filter which reveals Takealot's best Blue Dot sale items, wrapped in blue and white wrapping. When the user holds up their hand, the flicking stops to unwrap an item and reveal an awesome Black Friday deal. Ten to fifteen deals will be showcased each day, allowing customers to unwrap their deal and then click through to shop them!
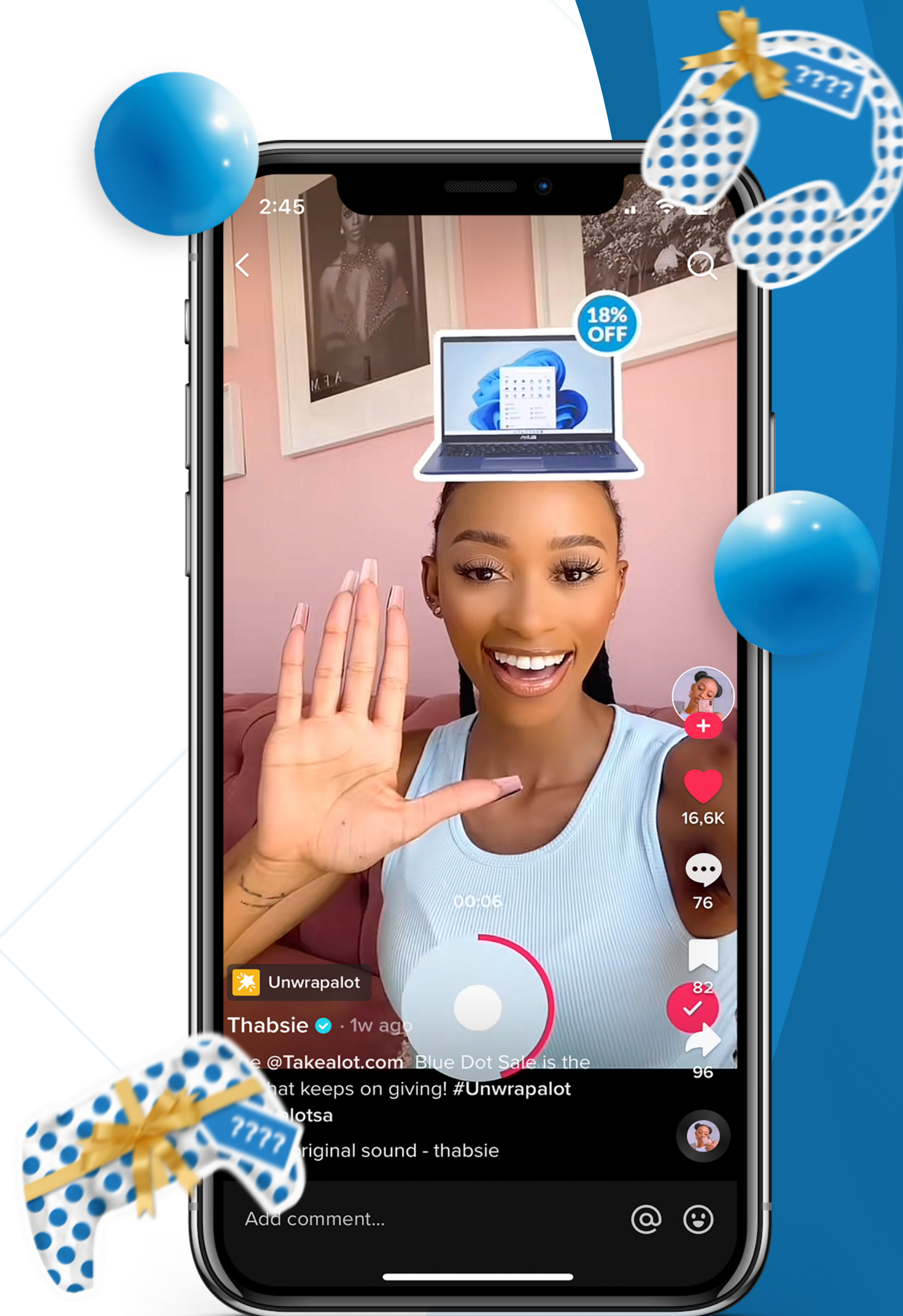
143M
filter views

1000s
of deals redeemed

100%
viral TikTok filter

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INNOVATION

Takealot Blue Dot Sale ShopLive

The Challenge

With the success of Takealot's first ShopLive, they wanted to apply the technology to their Blue Dot Sale, for Black Friday, and run 24 lives.

The Result

Techsys used their ShopLive service that allowed Takealot to showcase multiple products and brands with great deals for customers when they submitted a respective hashtag. For the 24hour campaign, there were over 7K coupon codes distributed and an average customer engagement rate of 110%.
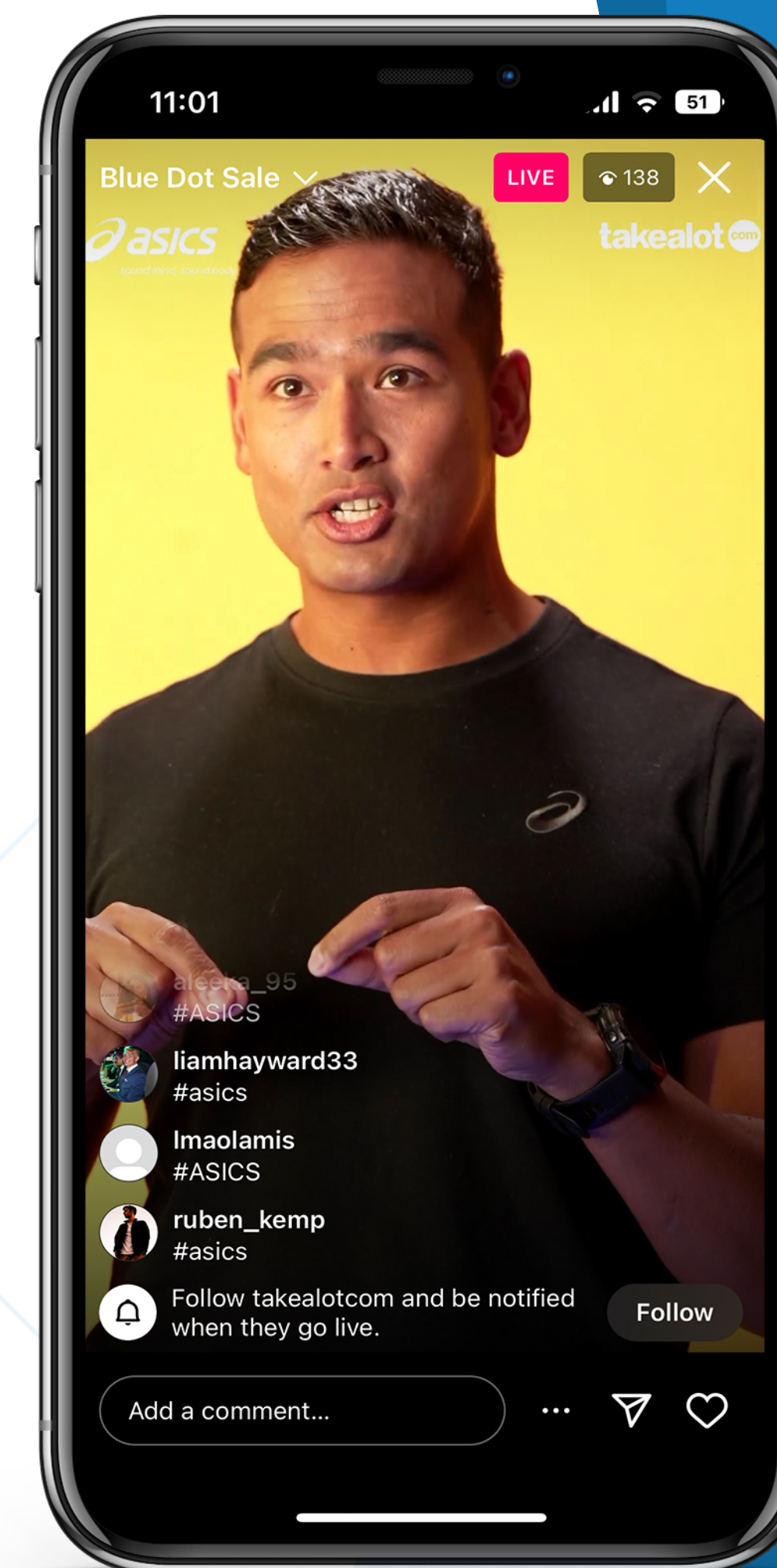
>4K

customers engaged on the 15min live

>7K

coupon codes distributed

110%

avg. customer engagement rate

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takealot.com

WhatsApp Chatbots

Case Studies

/ Digify Africa WhatsApp eLearning Bot

The Challenge

Digify wanted to educate and engage consumers throughout Africa by developing a cost effective and scalable learning WhatsApp bot.

The Result

The affordable eLearning experience racked in over 275K learners with over 150 million messages sent.

275K

learners registered

150

million messages

1.3

million topics completed

Digify nabbed the following awards: Platform Innovation; Channel Innovation; Craft; Bots Messaging and Dark Social plus a Bronze Award for Public Service & NPO Platforms

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WHATSAPP BOTS

Virgin Active WhatsApp Fitness Platform

The Challenge

Virgin Active wanted to generate awareness and reward members for achieving their fitness goals via an easily accessible platform - WhatsApp.

The Result

Techsys build the Virgin Active Quest campaign on WhatsApp – allowing users to set a series of health and fitness goals and complete them each week to earn points and unlock amazing prizes.

300K
workouts were logged in first month

>6mil
interactions on the WhatsApp platform

100K
of online exercise videos were watched

TECHSYS DIGITAL

WHATSAPP BOTS

/ Amstel ECP

The Challenge

Amstel faced the challenge of elevating its Main Market campaign to new heights and engaging a vast audience to maximize participation in their national promotion. The goal was not just to achieve a high number of entries but also to enhance the overall user

The Result

Techsys Digital tackled this challenge head-on with a dynamic, multi-layered strategy! We launched an easy-to-use USSD line, offering users a hassle-free gateway to join in. But that's not all – we spiced things up with the thrilling "Pop The Balloon" game, injecting a dose of fun and interactivity into the campaign. This powerful duo of channels crafted an irresistibly engaging and smooth journey for participants, skyrocketing our engagement levels to an astounding 1.9 million entries!

›65K
users

›1.9M
entries

132%
KPI target achievement

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SMS & USSD

Coca Cola WhatsAPP Till Slip Campaign

The Challenge

Coca Cola wants to reward their consumers who purchase participating products at McDonalds stores countrywide.

The Result

Techsys built a WhatsApp solution that allowed consumers to connect to the line, upload their till slip, and get an instant entry into the draw for 1 of 250 pairs of Stoney Bathu sneakers.
The campaign ran over a 1-week period.

697

total
consumers

1088

total
entries

565

consumer
opt-ins

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WHATSAPP BOTS

NATIONAL DRIVE-THRU WEEK

My M

Redeem the Blitzboks Big Boerie Burger Meal

on the McDonald's App and stand a chance to WIN
Limited-Edition Stoney #KwetsaKicks by Bathu

To enter take a picture of your receipt WhatsApp to
060 686 8127 and follow the prompts
Duration starts from the 24 - 30 September. T&C's Apply

V&A WhatsApp Information Hub

The Challenge

V&A Waterfront wanted to connect and create a handy little assistant that helps consumers navigate and entertain themselves while strolling.

The Result

Techsys produced an interactive line that acts as an on-going information hub. In the first few months of the campaign, there were over 41K interactions on the platform.
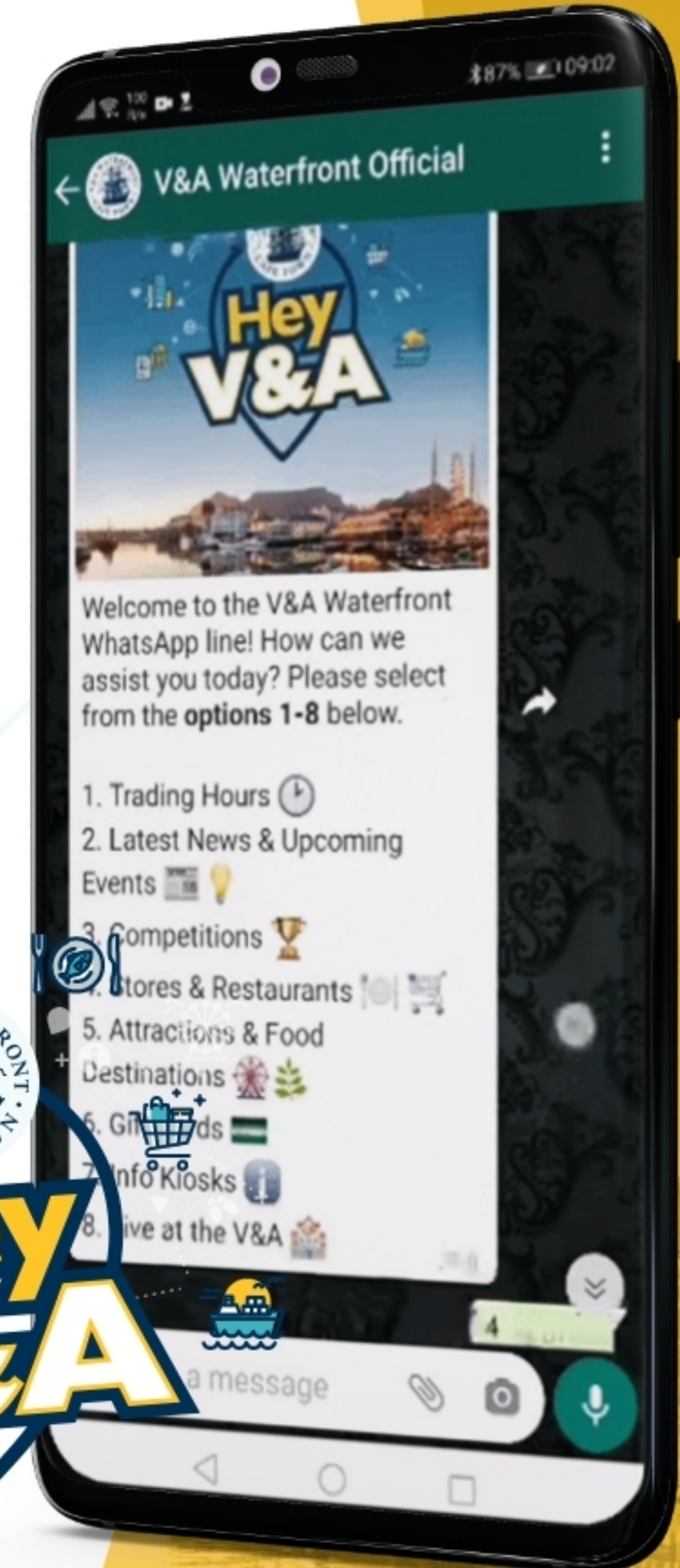
+100K
shoppers connected

800K
messages processed

45K
store lookups

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WHATSAPP BOTS

Momentum WhatsApp Conference Bot

The Challenge

Momentum has an annual online summit with over 4000 agent brokers. This year the goal was to add a digital experience that would maintain the excitement during the two-hour conference while rewarding the attendees.

The Result

Techsys Digital built a WhatsApp solution that engages with the attendees pre, during and post the online event. The platform is virtually hosted by the Momentum avatar, Max. The WhatsApp platform takes conferences to new heights with an arrange of functionalities.

>4000

attendees onboard

Built-In

facial recognition for selfies submissions

Feedback

feature that rewards for review submissions

TECHSYS DIGITAL

WHATSAPP BOTS
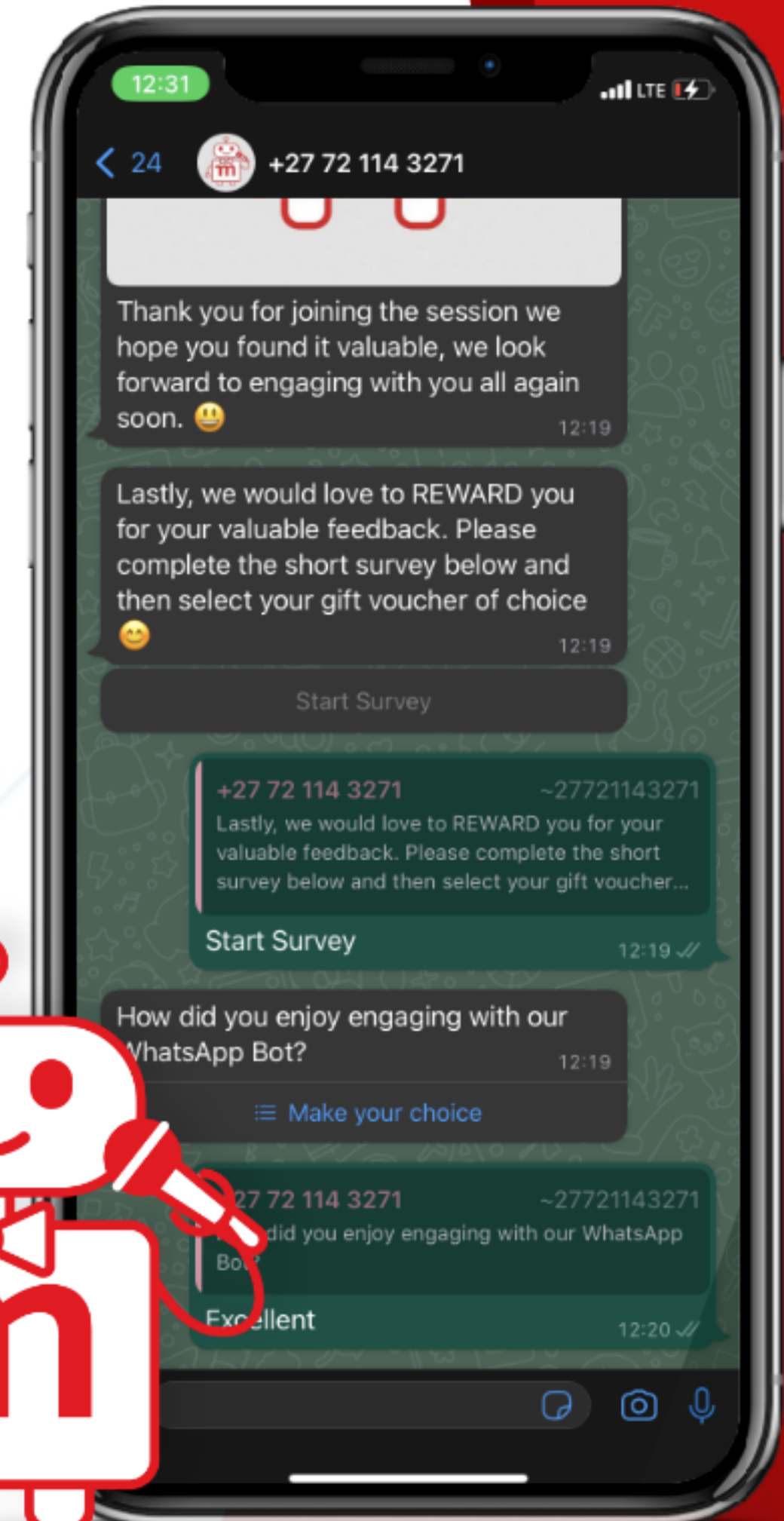
Fruitree WhatsApp Competition Bot

The Challenge

Fruitree wanted to run a summer campaign that ran throughout South Africa and its neighbouring countries.

The Result

Techsys provided a digital solution that allowed users to enter the last four digits of their barcode and stand a chance to win.

The campaign had a total of 3K entries on the line with South Africa receiving the most interactions.

3K
consumer entries

190K
messages across the line

15
times engages on Average per customer

Renault WhatsApp Loyalty Platfom

The Challenge

Renault wanted to overhaul their digital Aftersales platforms in order to easily provide the best service and rewards to its customers.

The Result

Techsys helped Renault create a WhatsApp Loyaltybot - a mobile vouchering solution to help them easily serve their loyal consumers by allowing them to redeem and view vouchers.
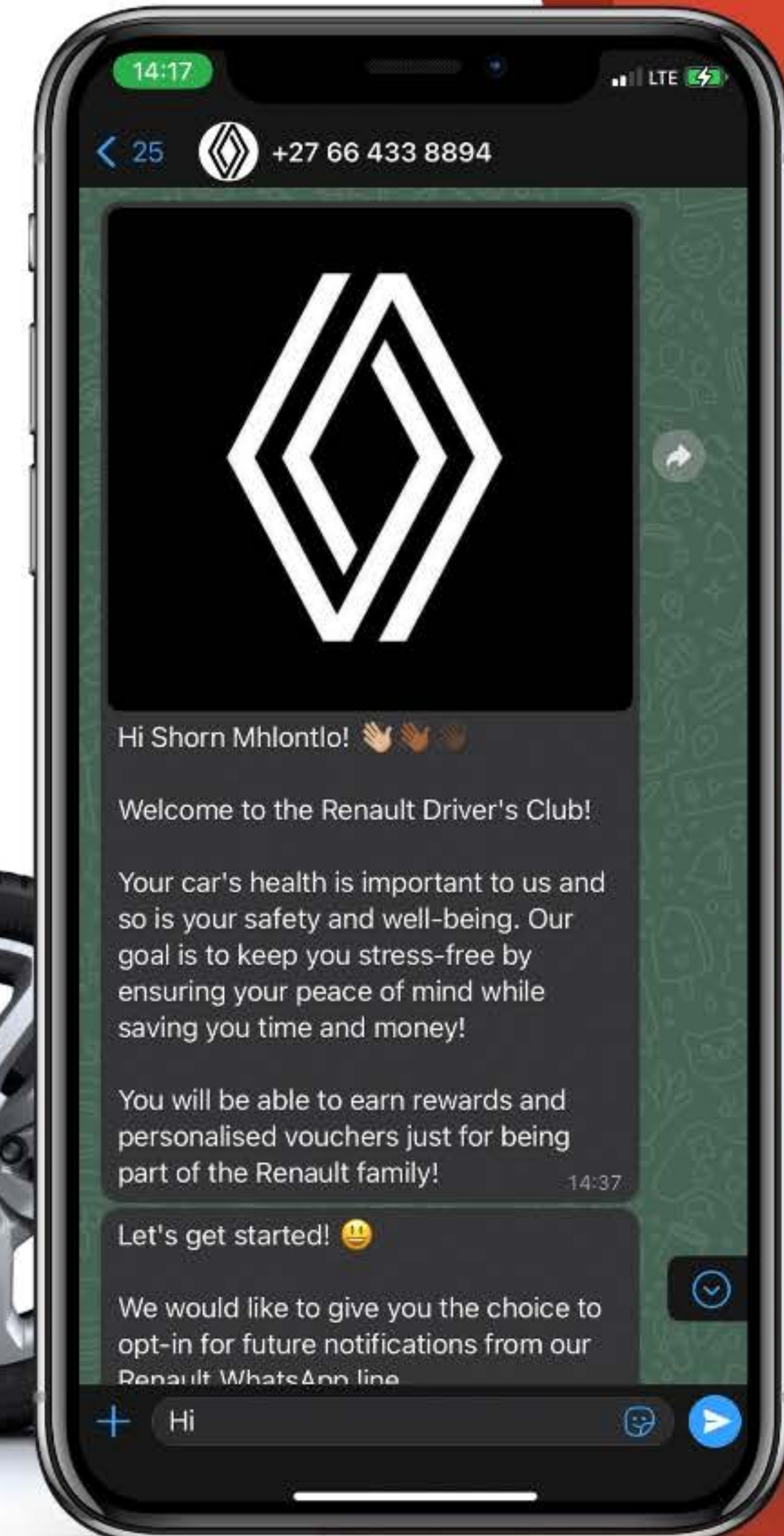
>317K

messages sent since the launch

4.5K

consumer actions completed monthly on average

2.5K

users claim their voucher monthly on average

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Heineken Returnable Bottle WhatsApp Campaign

The Challenge

In line with their commitment to sustainability, Heineken South Africa launched a new returnable glass bottle system. The brand needed to promote this eco-conscious packaging innovation while driving mass consumer adoption and encouraging responsible recycling behaviour across the country.

The Result

Techsys developed a gamified WhatsApp campaign that rewarded customers for returning bottles — turning sustainability into a rewarding, real-time experience. The campaign saw over 4 million bottles returned, 1.45 million entries logged and nearly half a million prizes awarded. With more than 150,000 opt-ins, the campaign didn't just push recycling — it brought consumers into Heineken's green mission and built a strong, engaged database for the future.
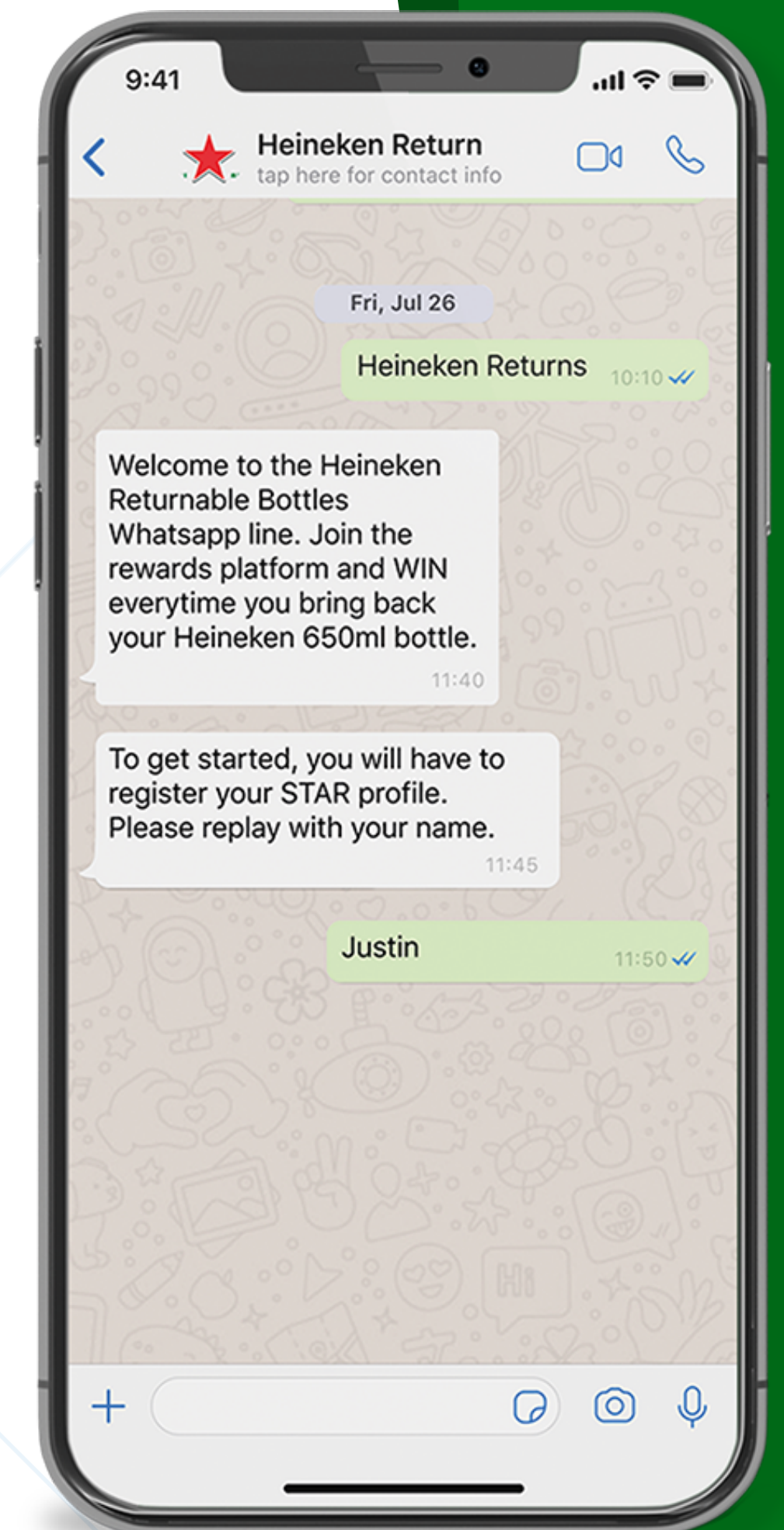
4M+
Bottles returned

1.45M
Entries

150K+
Opt-ins

TECHSYS DIGITAL

WHATSAPP BOTS

Bokomo Oats WhatsApp Campaign with SmartSlip™

BOKOMO

The Challenge

Bokomo Oats, a beloved South African breakfast brand, wanted to deepen loyalty and drive repeat purchases in a highly competitive FMCG category. They needed a campaign that was not only rewarding but also re-engaged consumers in a meaningful way — while collecting first-party data for CRM and promotions.

The Result

Using Techsys Digital's SmartSlip™ technology, we launched a WhatsApp campaign that turned every till slip into a chance to win. The mechanic drove massive re-engagement, with over 83,000 valid entries from just under 6,000 unique consumers. Participants averaged 14 entries each, and the opt-in rate for ongoing communications was an impressive 98%. The result? A campaign that overachieved its KPI by 186%, successfully building Bokomo's digital loyalty pipeline.
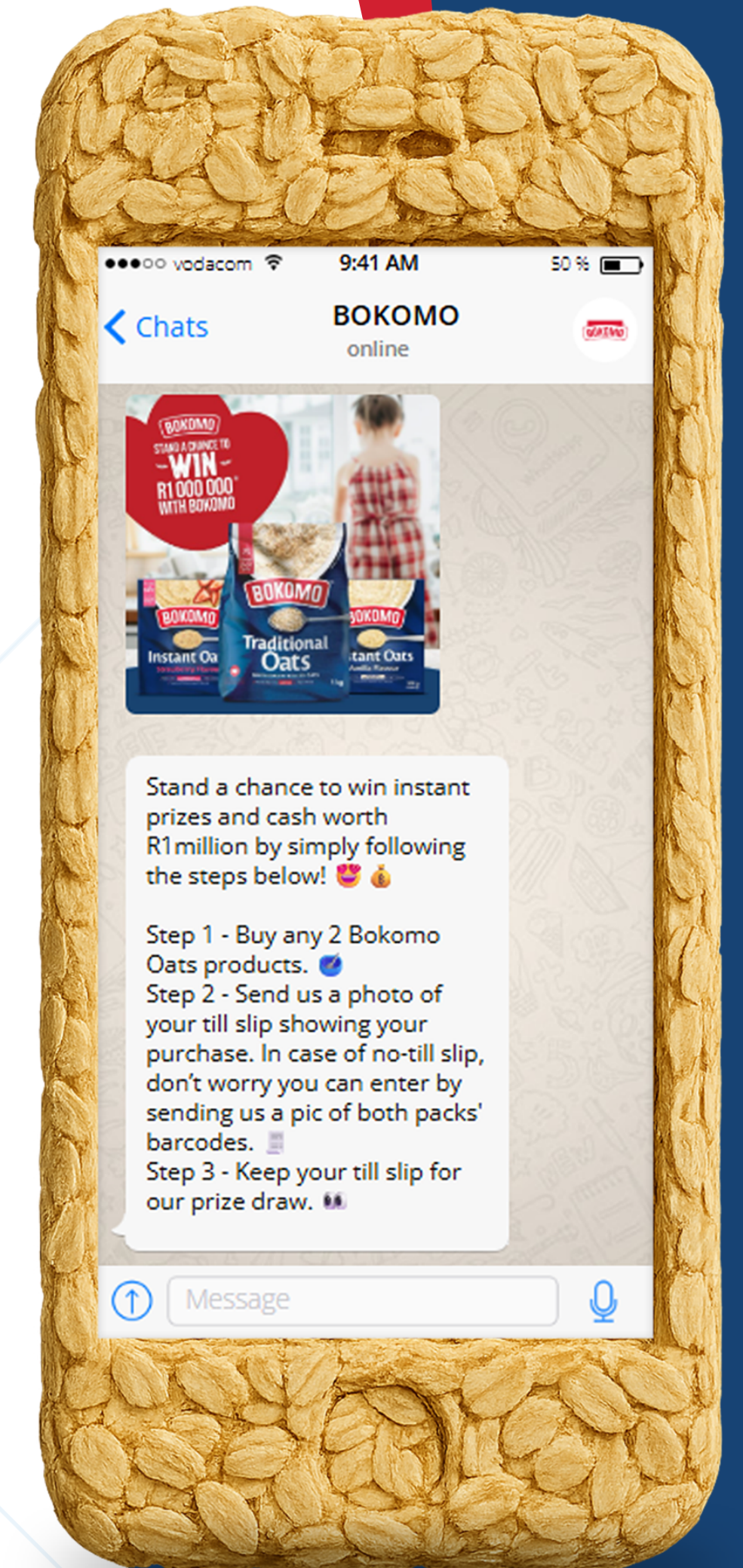
+83K
Entries

1.45M
Opt-In Rate

186%
KPI Achievement

TECHSYS DIGITAL

WHATSAPP BOTS

Takealot Retail Therapy AI WhatsApp Bot

The Challenge

Takealot wanted to elevate the online shopping experience by making it more interactive, personalised and fun — all while increasing product discovery and driving sales during key campaign periods. They were seeking a tech-forward solution that broke through the noise of conventional e-commerce.

The Result

Techsys launched the AI-powered "Retail Therapy" campaign via WhatsApp, transforming shopping into a chat-driven experience. The bot dished out personalised product recommendations and witty shopping advice, resulting in high consumer engagement and increased conversions. It proved that AI can create joy while boosting basket sizes — and solidified Takealot's position at the forefront of retail innovation.
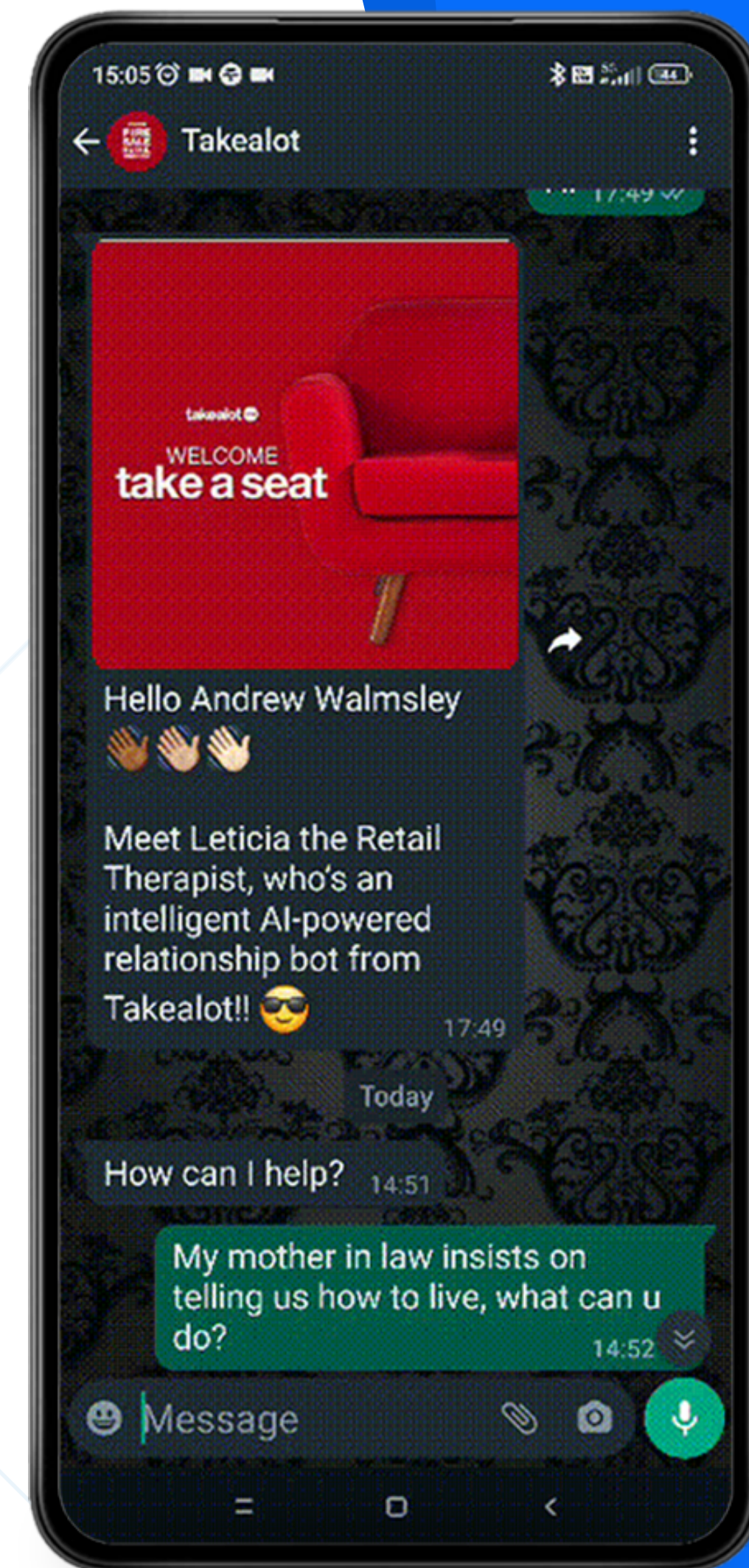
AI-Powered
commerce

Conversational
& humurous

Conversion
boosting UX

TECHSYS DIGITAL

SASKO Siyasizana WhatsApp Campaign with SmartSlip™
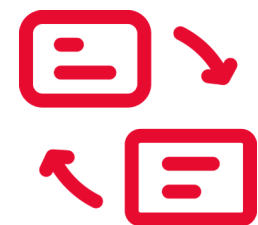
The Challenge

SASKO wanted to drive everyday sales of their core bakery products — while simultaneously delivering impact at a community level. The goal was to turn routine bread purchases into something bigger: a campaign that could uplift schools and create feel-good momentum for the brand.

The Result

Powered by Techsys Digital's SmartSlip™ technology, the Siyasizana campaign rewarded shoppers who bought SASKO loaves, buns or rolls — and let them nominate schools to receive playground upgrades. With nearly 47,000 valid entries and over 1.2 million WhatsApp messages exchanged, the campaign reached 160% of its unique user KPI and built a powerful emotional connection between brand, customer and community.
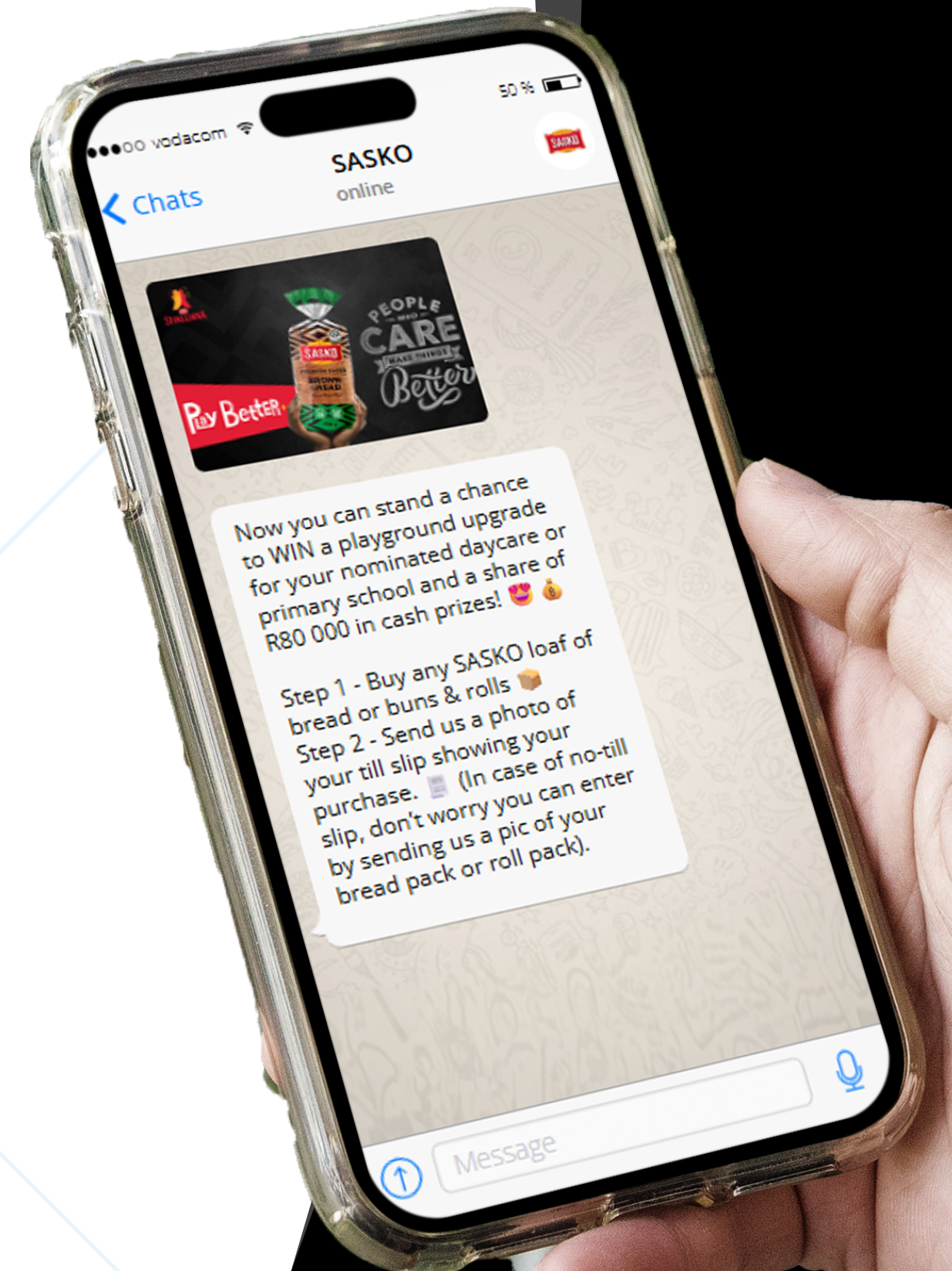
Community
Uplift

47K
Entires

160% KPI
Achievement

TECHSYS DIGITAL

WHATSAPP BOTS

WCED AI Chatbot for Education Access

The Challenge

The Western Cape Education Department (WCED) needed a smarter, faster way to respond to thousands of education-related queries every day. Their website housed tens of thousands of documents, yet parents and learners often struggled to find clear, immediate answers — especially after hours.

The Result

We built an AI-powered web chatbot that uses advanced natural language processing to understand and respond to public queries — instantly, and without human intervention. Integrated directly into the WCED site, the bot now answers up to 10,000 questions daily, improving accessibility, reducing support strain and transforming the way citizens engage with public education services.
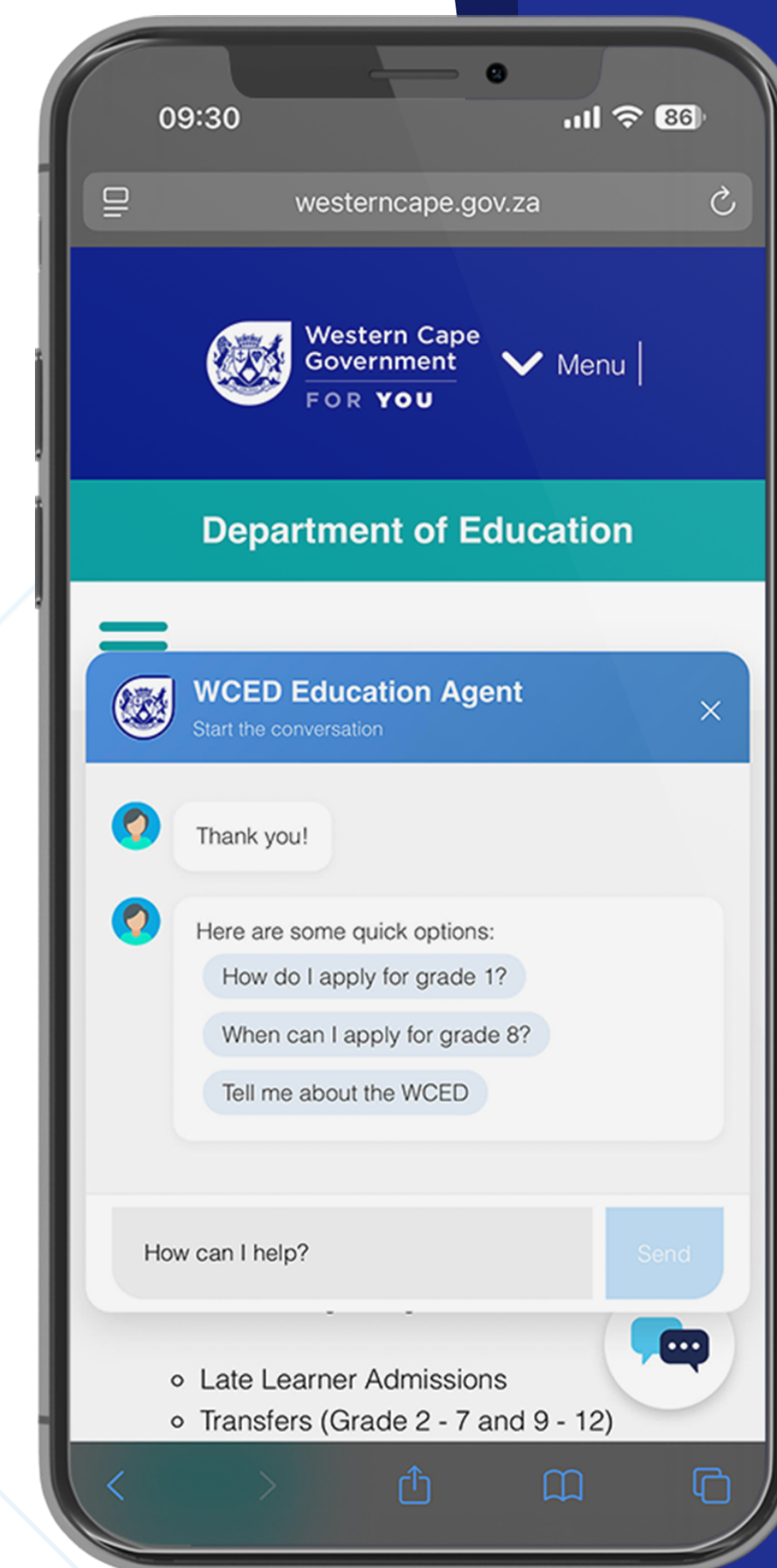
10,000 Questions
Answered Daily

Smart Document
Search

24/7 WCED
Support

TECHSYS DIGITAL

WHATSAPP BOTS

Activation Machines

Case Studies

Windhoek Beer Detector Machine

The Challenge

Windhoek has reached out to Techsys Digital to develop a beer unit that would support a game that speaks to the intrinsic value of Windhoek beer. They wanted to drive their quality credentials and solidify Windhoek's presence in the premium beer landscape and achieved this by a 100% scan rate so far!

The Result

Techsys created these beer units to allow a consumer to engage with a game highlighting the pure beer positioning of Windhoek and creating awareness.

100%
of scans were successful

581
of unique users entered the campaign

1.2K
prizes were awarded

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TFG Facial Recognition Platform

The Challenge

TFG wanted to add a new spin to their Black Friday promotion by going digital. The group wanted to reward their customers in a fun way that gets them amped up.

The Result

Techsys conceptualised the ida - "Show us how amped up you are for Black Friday and be rewarded by Rewards & More!" in which our emotion API would analyse uploaded selfies and award users a score based on their happiness levels, and be rewarded with a voucher - valid both inshore and online on Black Friday.
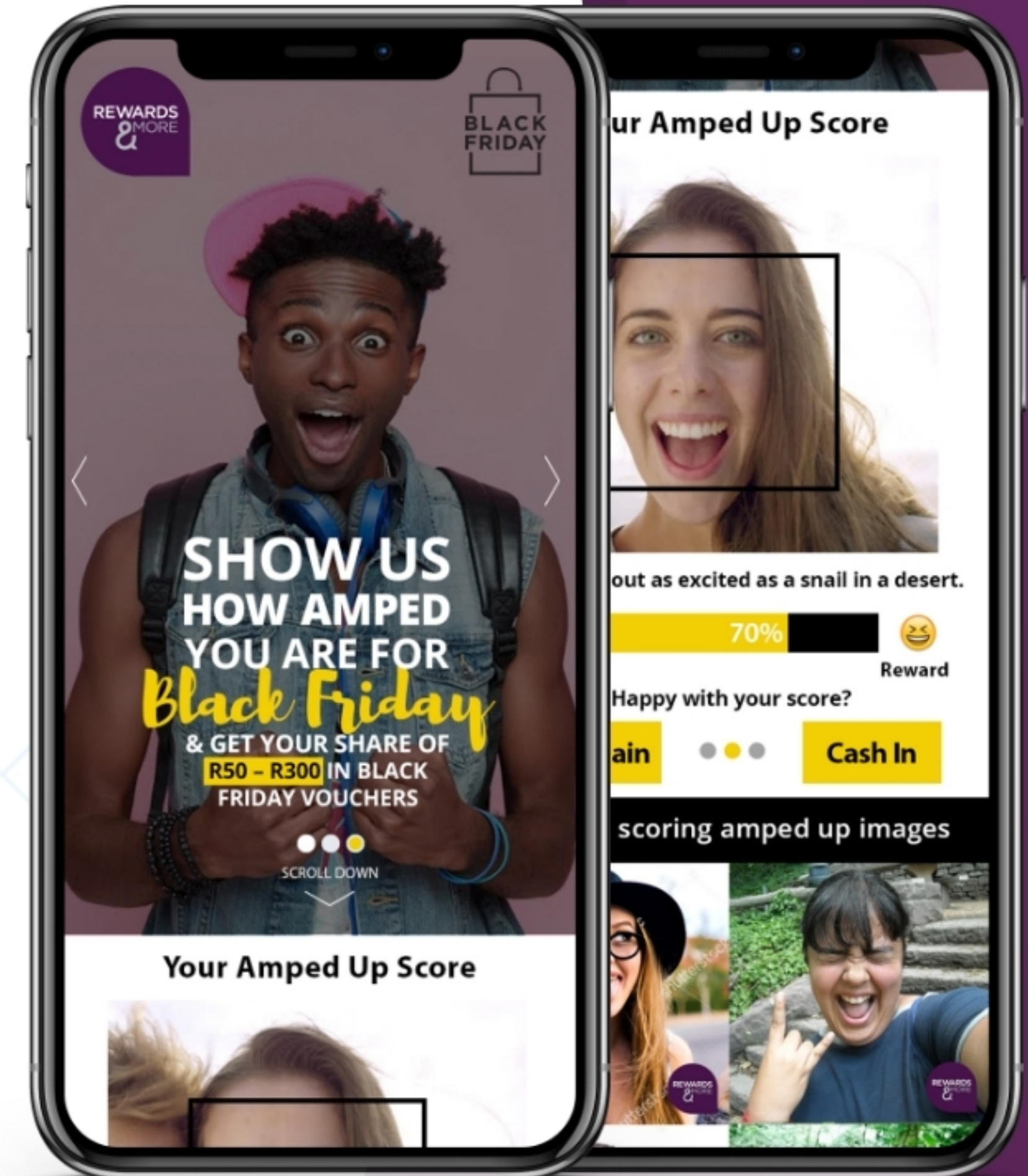
7+
emotions
detections

20K
entries

231K
page views

Amstel Beer Detector Machine

The Challenge

Amstel has reached out to Techsys Digital to develop beer scanner machine units for their Q1 Intrinsic Campaign where they want to further land the "SLOW BREWED. EXTRA MATURED" proposition. They wanted to drive their quality credentials and solidify Amstel's presence in the premium beer landscape.

The Result

Techsys helped Amstel by creating promoter-run activations in premium and regular taverns through the interactive beer machines. Over 9K prizes were awarded in an ongoing campaign.
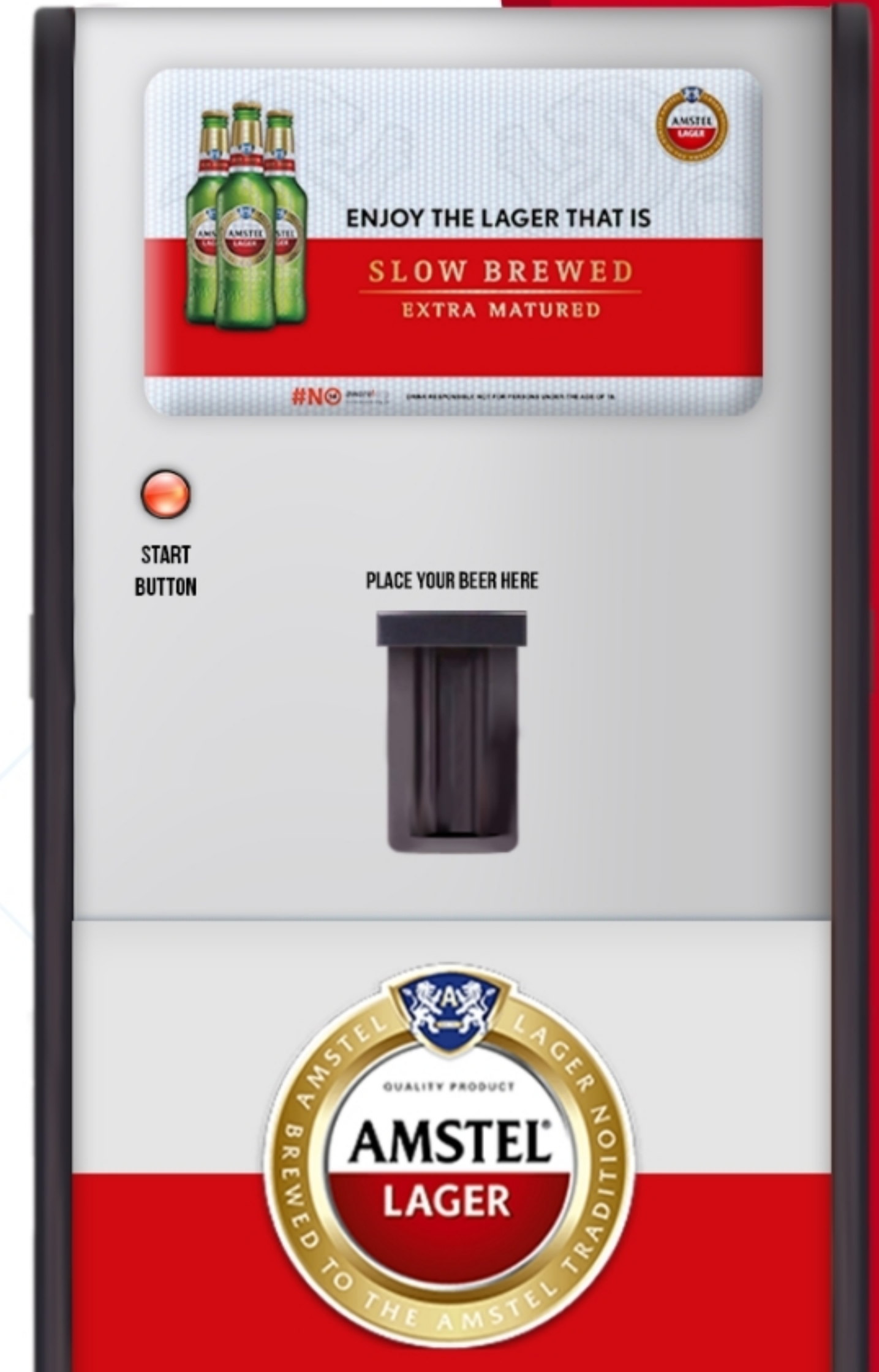
78.45%
of scans were successful

458
of unique users entered the campaign

1K
prizes were rewarded

TECHSYS DIGITAL

ACTIVATIONS

Momentum #SheOwnsHerSuccess AI CV Generator

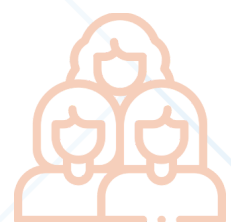**The Challenge**

Recognizing the significance of women's contributions to the socio-economic fabric of the country, Momentum aimed to create a campaign that not only acknowledged their pivotal role but actively worked towards bridging the gap in opportunities. The goal was to empower women by providing them with a tool that could enhance their professional journeys.

The Result

Teaming up with Momentum, we launched the Womentum #SheOwnsHerSuccess campaign. A CV generator tool that utilizes artificial intelligence (AI) to address the above challenge directly. The tool demonstrated its effectiveness by enhancing and improving CVs in seconds. The meticulous analysis provided women with valuable insights, highlighting their strengths and suggesting improvements. This strategic use of technology aimed to increase the chances of women securing job interviews and positions.
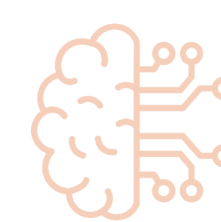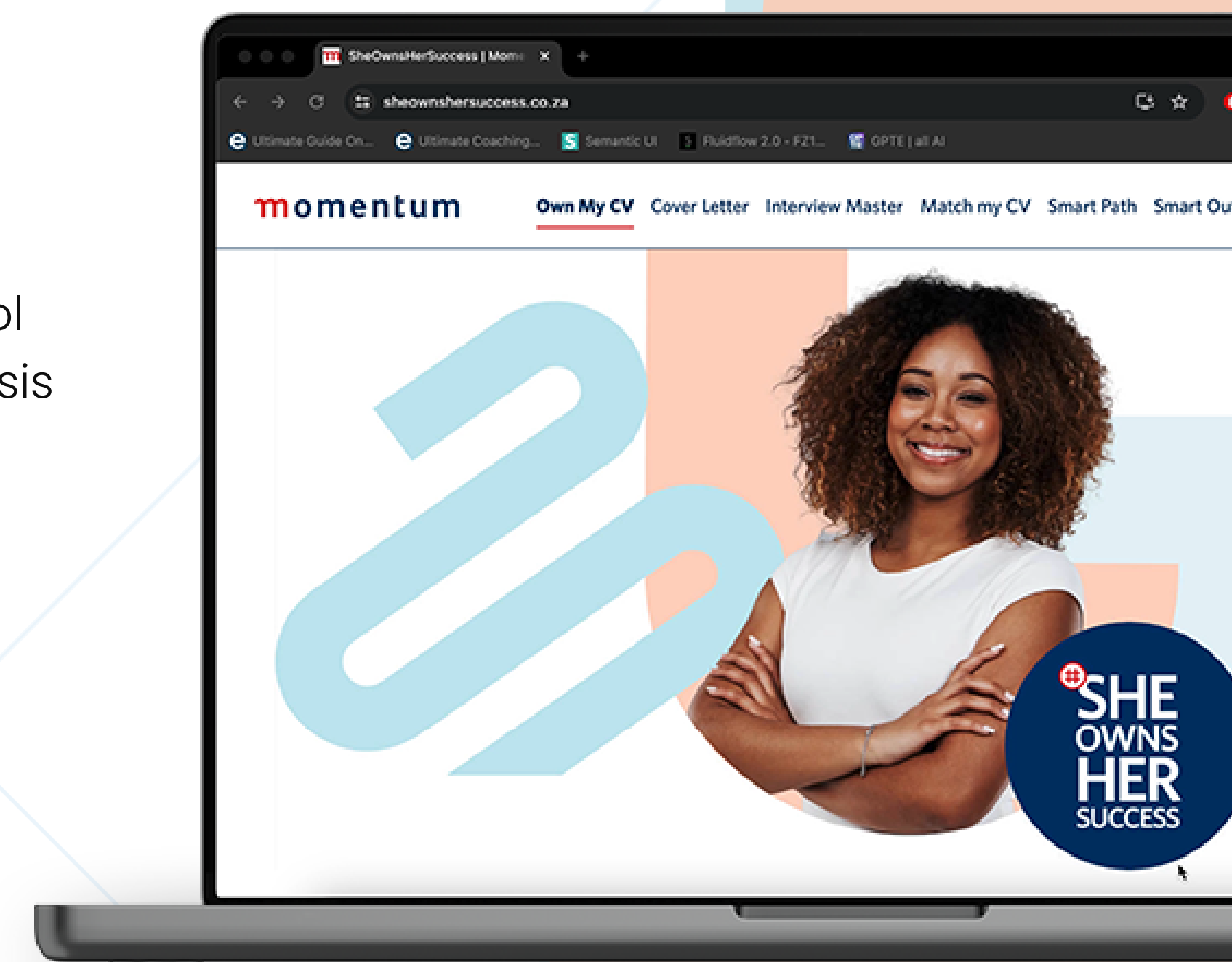
>5K
women engaging
with the platform monthly

1000's
of CVs being
enhanced monthly

AI
powered

TECHSYS DIGITAL

INNOVATION

Gamification

Case Studies

Ceres Game Catch & Win

The Challenge

Techsys built a fun online game for learners as they head back to school. The game required learners (Assisted by the parent/guardian) to catch all the wholesome items in their lunchbox and avoid the unhealthy.

The Result

The higher their score the greater their chance of winning weekly prizes. There was a total of 17 282 entries on the line with 31 005 plays on the line.

31K
plays were completed

01:31
average session duration

17.2K
entrants on the line

/ Otees Game Boat Ride

The Challenge

Techsys developed a boat-race-themed game called Otees Rush Boat Ride, in which players speed upstream through a river of milk while avoiding enemies and blasting through obstacles.

The Result

Techsys developed a boat-race-themed game called OTEES Rush Boat Ride, in which players speed upstream through a river of milk while avoiding enemies and blasting through obstacles to earn points and win big.

5.3k
downloads since launch

TOP10
ranking on the Play Store games for weeks

28
ratings

Takealot Game Arcade

The Challenge

Takealot wanted to find a way to reward their fans in a fun, engaging way. Everyone loves simple arcade-style games, so Takealot approached Techsys Digital to come up with a gamification concept that would get online shoppers buzzing.

The Result

Techsys built a game in which players had to line up three or more products to score points. Although the game was live for only 13 days, it was played almost 75,000 times!

+/- 75K

plays

7

minutes average playtime

4500

shopping vouchers used

TECHSYS DIGITAL

GAMIFICATION

Websites & Microsites

Case Studies

/ MrD AI Customer Care Bot

The Challenge

With over hundreds of queries coming through daily via their support platform, MrD wanted to give consumers another avenue to communicate with them for support.

The Result

Techsys worked with 1Stream (TAL's consumer management agency) to set up an AI data processing solution that integrated with the WhatsApp bot that was managed by 1Stream. Our AI Data Processing solution searches all the FAQ documentation to send the relevant reply to the consumer's question. Alternatively, the customer can also request to speak to an agent.

AI Support
customer care

AI Processor
Data

AI Integration
with WhatsApp

Mazda SA Brand Website

The Challenge

In 2018 Mazda globally launched a brand-new template for their website, to ensure a cutting-edge experience for consumers. Mazda SA enlisted Techsys to take the platform into the future with a complete upgrade.

The Result

The result is a website that adheres to the state-of-the-art global Mazda template, with localized content that ensures the site is relevant to South African consumers.
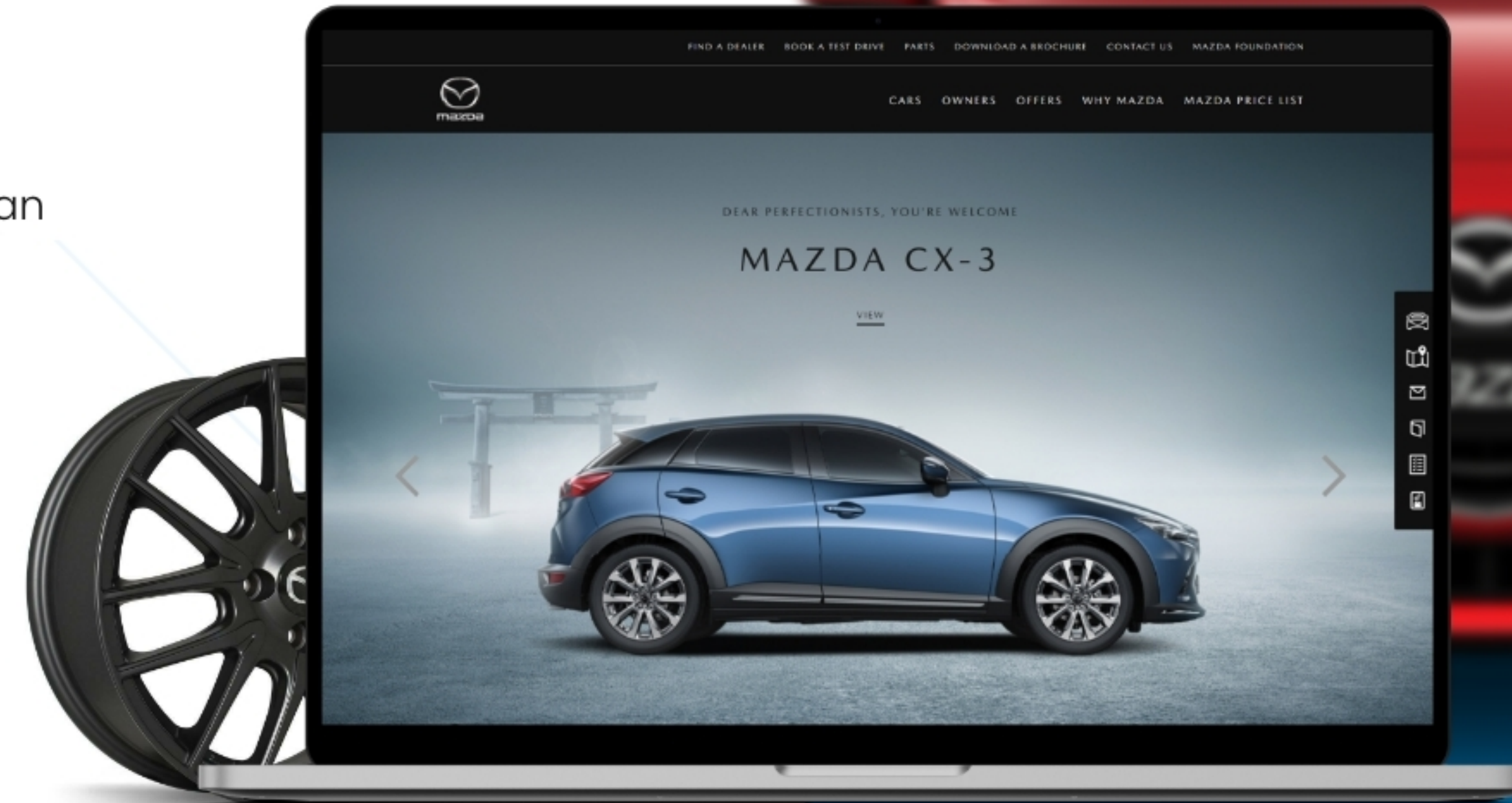
31.5K
average monthly users

02:43
average monthly session duration

45.7K
average monthly sessions

TECHSYS DIGITAL

WEBSITES & MICROSITES

John Dory's Brand Website

The Challenge

When popular seafood restaurant John Dory's approached Techsys Digital to create their new website, the brief was to serve their consumers a site as fresh as their food.

The Result

A premium aesthetic was developed and rolled out in every sphere of the site to powerfully communicate the quality that the brand stands for.
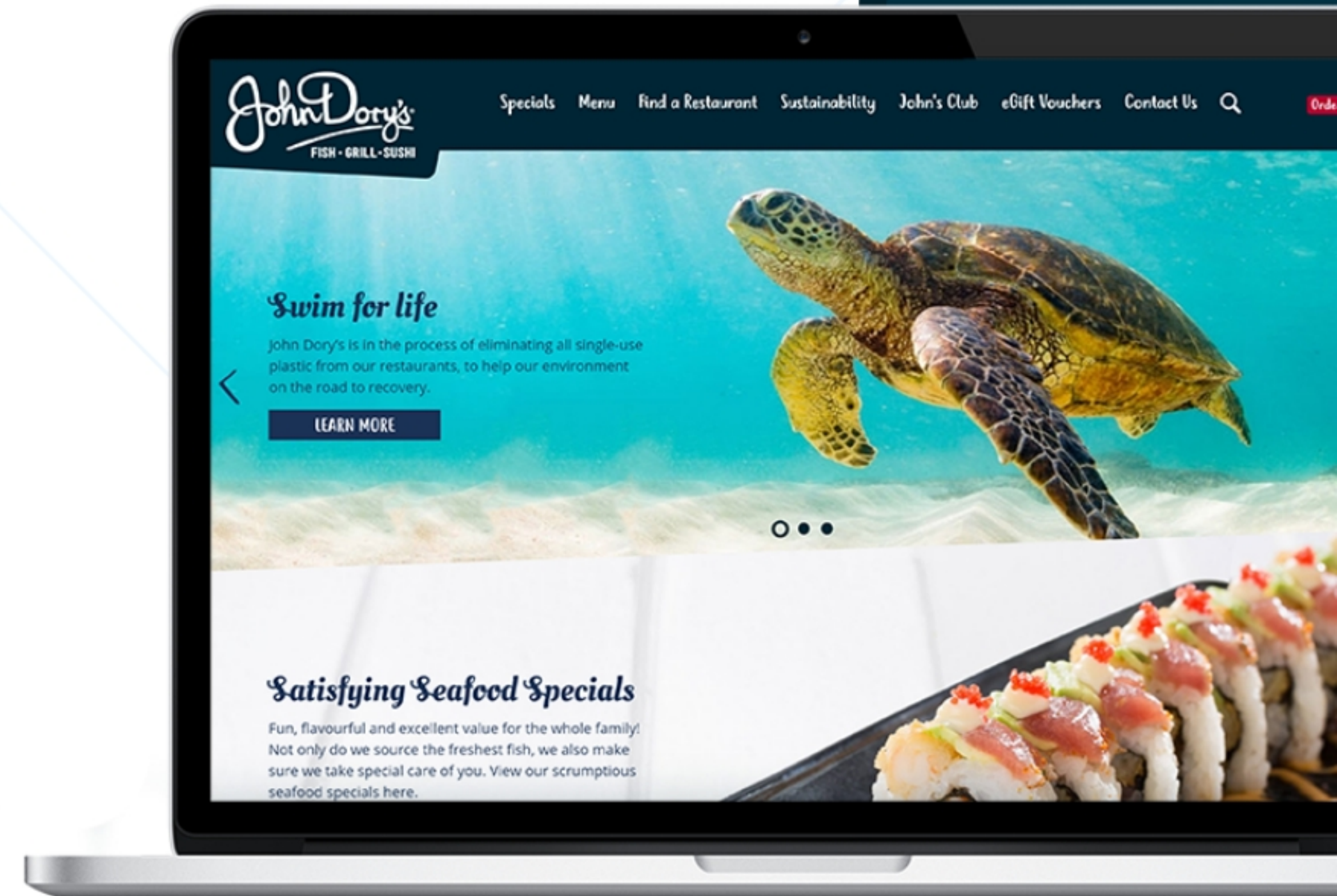
250
restaurants listed

4000
online orders

+150K
visitors

TECHSYS DIGITAL

WEBSITE & MICROSITES

/ Ceres Brand Website

The Challenge

Iconic South African brand Ceres wanted a website to communicate the expertise and origin of the much-loved brand.

The challenge was how to achieve this while crafting a site that could be multinational, multilingual and support regional content variation.

The Result

Techsys delivered with a new site that saw over 96% new users!

96.3%
of monthly users
are new users

191.7K
unique users to
the site in the past year

219.2K
page views on the
site in the past year

Ceres
The perfect place to grow juice

TECHSYS DIGITAL

WEBSITE & MICROSITES

BOKOMO Brand Website

The Challenge

Bokomo wanted to recreate its online web space to be more engaging, drive more awareness and create a dedicated space for each of its sub-brands.

The Result

Techsys created a sleek new site that is more engaging, optimised and runs smoothly.
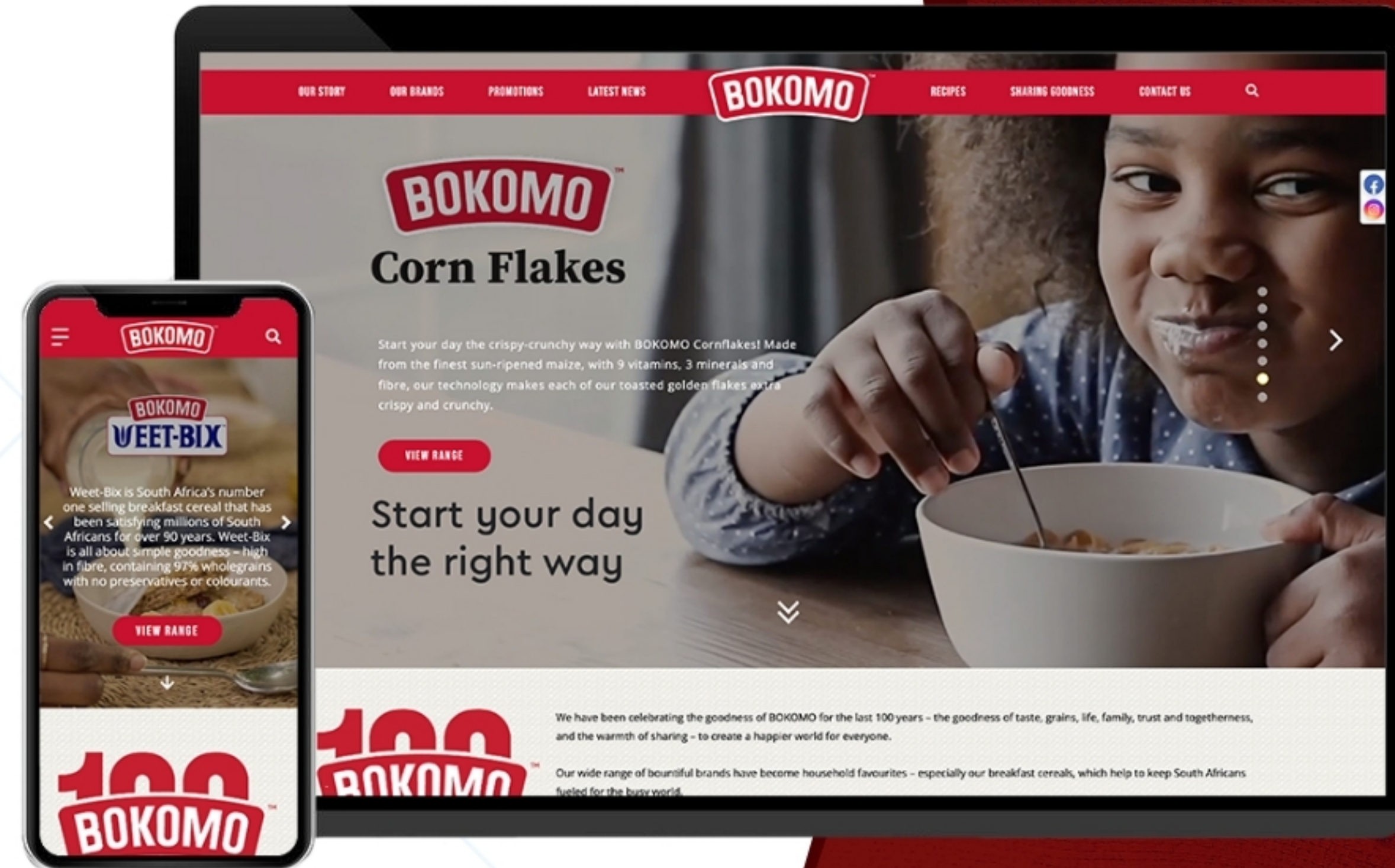
20K
average montly users

2min
increase in average duration since launch

30%
of monthly users are returing users

WEBSITE & MICROSITES

Takealot Blue Dot Sale AR Game Filter

The Challenge

Making a comeback based on last year's AR Blue Dot Sale filter success, Takealot wanted to create a new interactive and memorable AR experience that would resonate on both TikTok and Instagram platforms. The challenge was to design a campaign that not only showcased the products on sale but also incorporated a gaming element to elevate user engagement and encourage social sharing.

The Result

We love a good innovative challenge, so we created and deployed the Takealot "Catch A Deal" AR gaming filter on both TikTok and Instagram platforms. The AR filter incorporated a gaming element where users could catch wrapped products and avoid black dots within a set time frame. The engagement was further incentivized by encouraging users to share their gameplay on their feeds using the hashtag #BlueBeatsBlack for a chance to win prizes. In just one week, the campaign demonstrated the powerful synergy of social media and augmented reality, garnering over 270K views.
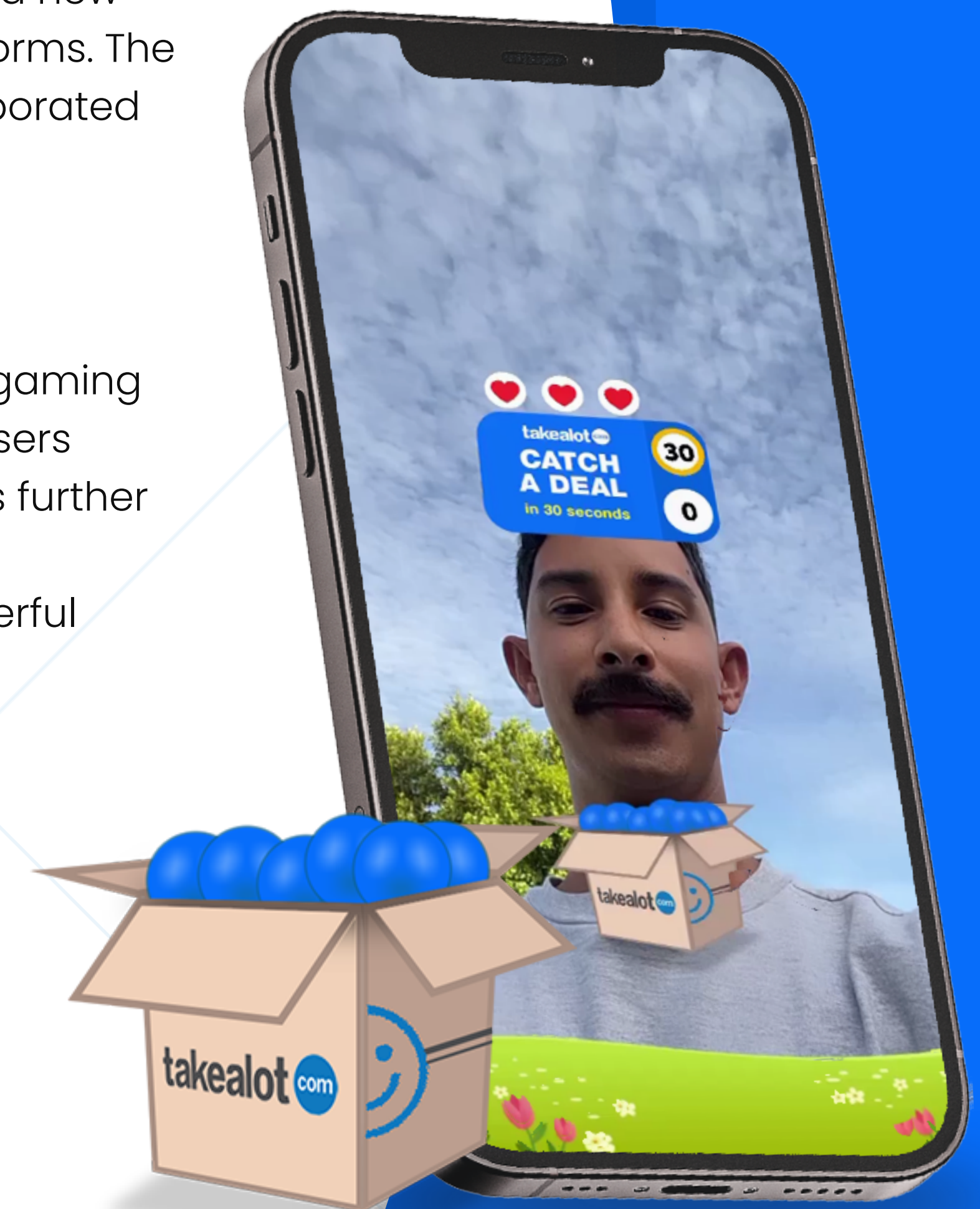
270K
AR filter views
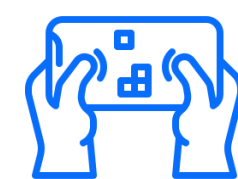
30sec
gameplay time

1000s
of shares

TECHSYS DIGITAL

INNOVATION

Burger King Microsite #Swopper

The Challenge

Burger King came up with the awesome idea of 'swhopping' an image of your less amazing meal for the chance of winning a Burger King Whopper voucher – how swhopping cool is that?

The Result

The campaign was a whopper of a success with 1000s of entries received over the two days! Now that's what we call a swhoppalicious campaign!
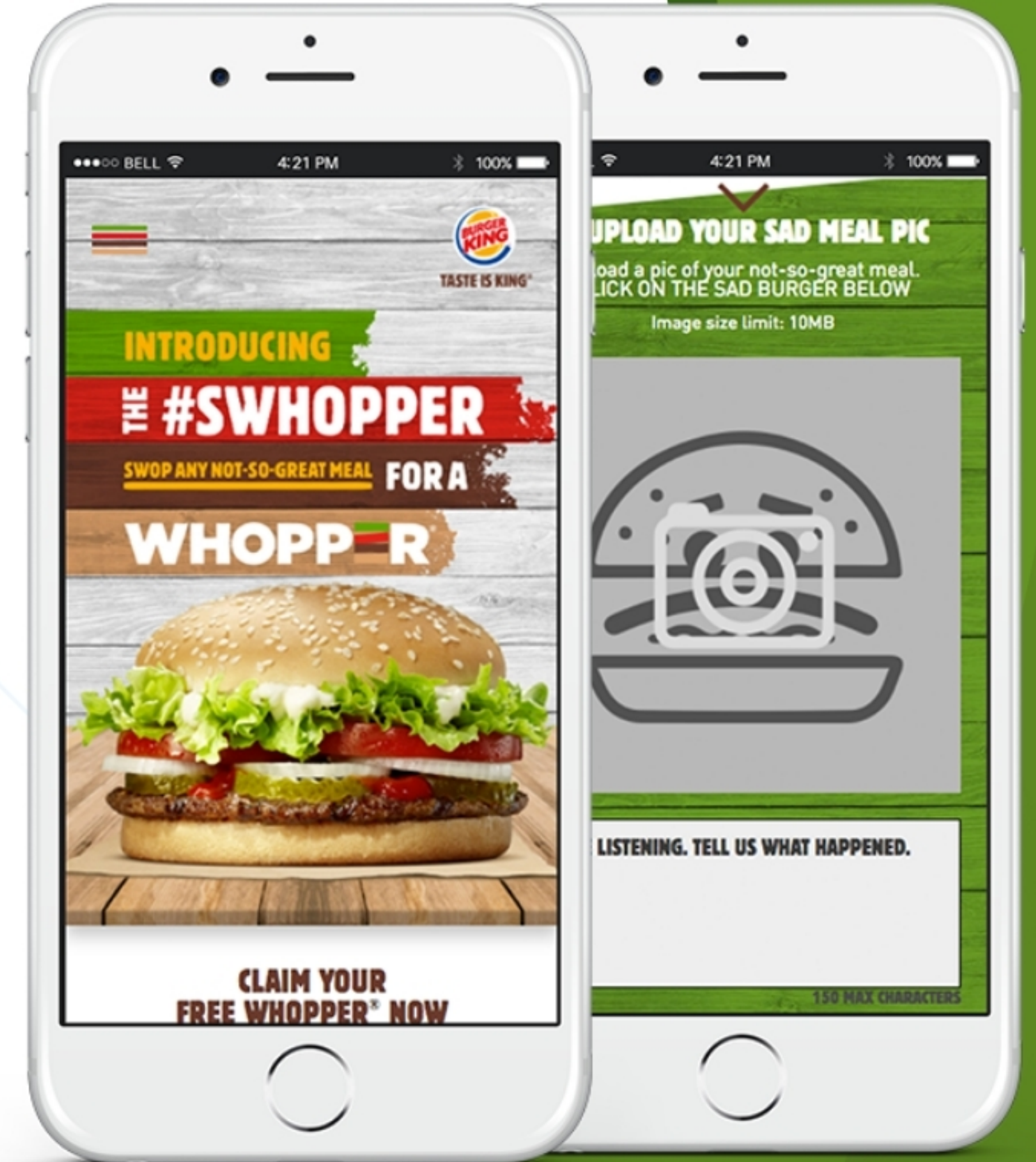
10 000
customer entries

+4000
Whoppers given away

3
day uplift campaign

WEBSITE & MICROSITES

/ Heineken Website Waiter Incentive

The Challenge

Heineken partnered with Techsys to develop an on-trade incentive platform for waiters and consumers to register and be rewarded for supporting Heineken.

The Result

Techsys developed a core technology via a QR Code mechanic that takes users to a web application where they register and stand a chance to win.

This innovative solution used waiters as the main source of consumer engagement by incentivising them to drive consumer registrations and brand purchases - the campaign saw over 1K waiters registered with 34K consumer purchases!

>1000
waiters
registered

34K
consumer
purchases

3K
prizes were
awarded

TECHSYS DIGITAL

WEBSITE & MICROSITES

/ Burger King Microsite #FamilyYourWay

The Challenge

Everyone loves a family meal box to share with their family – especially if it's stuffed full of delicious Burger King goodness! But every family is different, so as consumers we often have to compromise to get a family box meal that's only kind of what we really want. Living up to their brand promise "Have it your way", Burger King decided to solve this problem by allowing customers to craft exactly the family sharing box they wanted!

The Result

Techsys Digital created an interactive microsite that allowed customers to design their own #FamilyYourWay box on the site and share it to social media! Customers were also invited to shake their unique digital box to unlock a voucher for their next trip to Burger King, using motion detection technology.

+4K
entries
over 2 days

40%
voucher
redemption rate

+30K
platform
visits

TECHSYS DIGITAL

WEBSITE & MICROSITES

SMS & USSD

Case Studies

/ SASKO USSD Flour Promo Campaign

The Challenge

SASKO ran a USSD Campaign for their Flour and Bake Mix where users are able to buy any Flour or Bake mix and enter by submitting the last four digits of their barcode and their name and region.

The Result

Techsys helped SASKO develop a USSD campaign where over 17.1K people stood to win prizes.

10 000+
customers
signed up

17.1K
total interactions

9
times average
interactions

TECHSYS DIGITAL

Burger King Roadshow WA Campaign

The Challenge

Burger King partnered with Techsys Digital to address the challenge of increasing foot traffic to their activation stores and driving sales through an interactive and engaging competition. The primary objectives were to prompt consumer participation, encourage spending in stores, and create awareness around the promotion.

The Result

Techsys successfully executed Burger King's Roadshow campaign, utilizing our SmartSlip WhatsApp technology to drive engagement and competition entries. The campaign not only achieved its objectives but exceeded expectations. The WhatsApp line recorded engagement from over 37K customers and achieved over 38K entries, indicating a substantial reach and interest among customers.
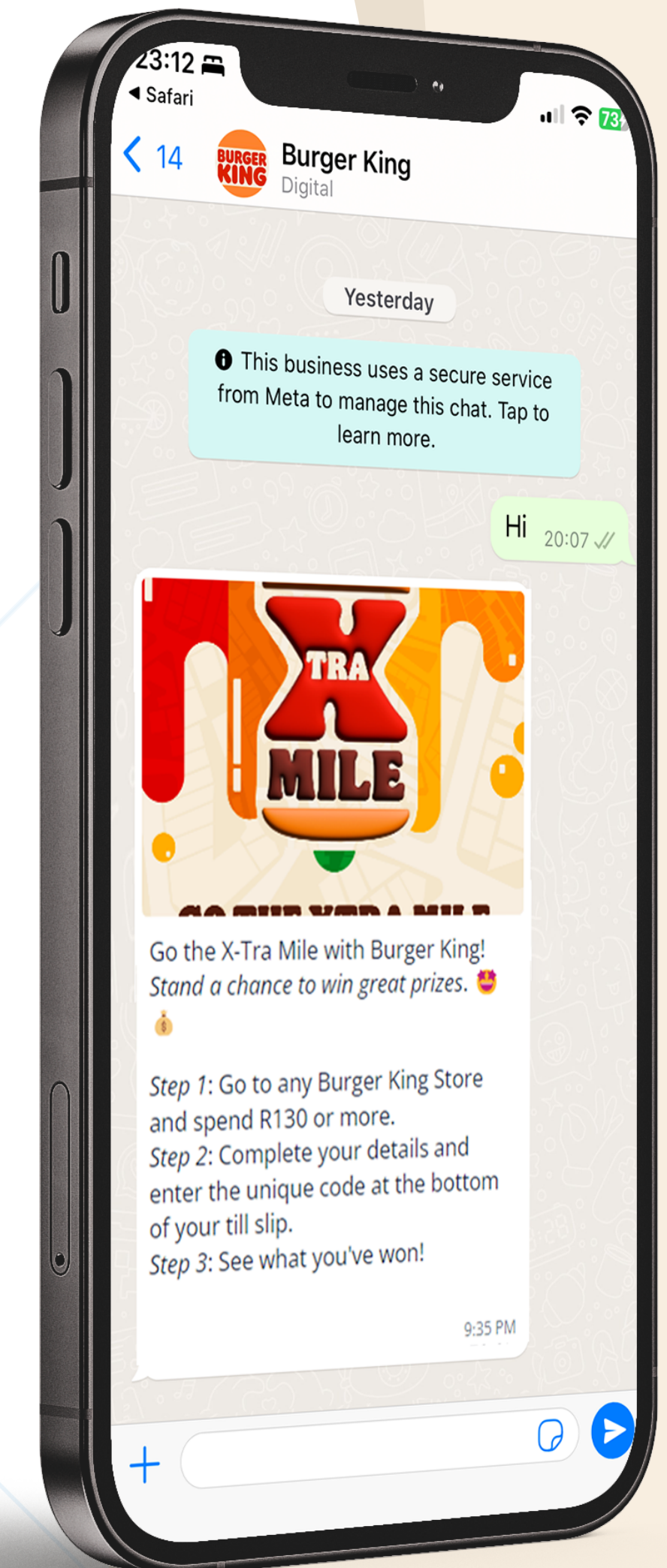
>37K
customers interacted

>38K
entries

Fridays
Most engaged day

TECHSYS DIGITAL

WHATSAPP BOTS

/ NBL SMS NCP Campaign

The Challenge

Leading beverage manufacturing company in Namibia, Namibia Breweries Limited (NBL) approached Techsys to run their first-ever portfolio NCP racking in 3.2 million entries in the 2-month campaign period.

The Result

NBL was on the lookout for a campaign that would host 5 brands with 1 common goal - drive volume and increase sales.

Techsys helped them achieve this by developing an SMS mechanic that issued instant rewards.

3.2M
entries
submitted

289%
of recruitment
target exceeded

180 000
average
entries a day

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SMS & USSD

Tafel Radler SMS Promo Campaign

The Challenge

Tafel Radler Namibia has asked Techsys Digital to work with them on delivering a 2-way SMS Line, to drive volume for their upcoming promotion.

The Result

Users were incentivized to SMS their underliner code for a chance to win instant airtime.

44.3K
entries

5
times average interactions per user

88.75%
of target reached

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/ Some Super Cool Awards We Have Won

BOOKMARKS AWARDS
Digify Africa

Platform
Innovation

Chat Bots

NEW GENERATION AWARD
TFG Amped Up

Most Viral
Campaign by Agency

Facial Recognition
Mobi Site

BOOKMARKS AWARDS
Takealot

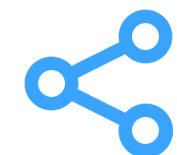**Artificial Intelligence**
Campaign

Chat Bots
Campaign

BOOKMARKS AWARDS
Takealot

Social Media Innovation

Chat Bots
WhatsApp AI-Powered

/ Our Clients

We would be nothing without these amazing brands and businesses that we have joined forces with. From conceptualizing to building digital excellence, this is our client family!

and many more...

TD

Let's start talking

✉️

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