



Ahold Delhaize USA Loyalty Upgrade Strengthens Customer Experience Across Brands

July 21, 2026



A major loyalty platform upgrade is now complete across Giant Food, Stop & Shop and The GIANT Company, strengthening a critical system that supports how customers earn and redeem rewards across stores, digital channels and e-commerce.

Last month, #OneTech and business teams completed one of the largest and most complex loyalty platform upgrades within Ahold Delhaize USA's technology environment. The work touched numerous integrated and downstream systems and was completed with minimal impact to customers, associates and operations.

Copient AMS plays a critical role in supporting loyalty experiences across in-store, digital and e-commerce channels. The upgrade modernized infrastructure by replacing more than 50 legacy servers, strengthened data protection and delivered measurable performance gains, including reducing average API response times by about 400 milliseconds. It also improved platform stability, security, performance and long-term support, enabling enhanced offer capabilities and more real-time loyalty experiences for customers.

"This is exactly the kind of work that shows how technology can deliver meaningful value for our brands and customers," said CIO Ann Dozier. "The team modernized a highly complex environment while keeping the business running, and that takes thoughtful planning, strong partnership and disciplined execution across every step."

The successful deployment was the result of extensive coordination across #OneTech, brand partners, Customer Care, e-commerce and supporting business functions. The effort was led by key #OneTech partners including IT Solutions Engineering Manager Cory Drabenstadt, Applications Development Director Eric Corser, Product Management Director Carrie Brewster and Product Manager Janice Cullivan, along with the broader AMS, LoyaltyOne and cross-functional teams who helped bring the work across the finish line.

This project strengthened a foundational loyalty platform and positions Ahold Delhaize USA to continue improving the rewards and offers that matter to customers.