



Competitive Guide:

Why Every Day Is Better with PAR Punchh Over Paytronix

with **Irene Chao**
A Loyalty Strategy and Program Expert



Meet Irene Chao: A Loyalty Strategy and Program Expert

Irene is the Senior Manager of Digital Marketing at Robeks, a leading Quick Service brand. With years of experience leading loyalty strategies and creating memorable customer experiences at brands like Ike's Love and Sandwiches, Veggie Grill, and The Coffee Bean, Irene knows exactly how to leverage the right tools to turn customer loyalty into measurable, impactful growth.

Having worked with Paytronix in the past, Irene now relies on PAR Punchh to drive the entire loyalty strategy at Robeks. Unlike Paytronix, which often left her navigating complex processes, PAR Punchh gives Irene the tools and flexibility to shape a loyalty experience that truly aligns with Robeks' brand, creating personalized customer journeys that strengthen engagement and drive long-term growth.

What really sets PAR Punchh apart is how it enables Irene to drive results faster, whether she's adapting campaigns on the fly or scaling loyalty initiatives across multiple locations. As Irene puts it...

“

PAR Punchh gives me the speed and control I need to make things happen. It's so much easier to get things done, and I can see the impact right away.”

Here's how Irene uses PAR Punchh to drive growth and stay ahead of the competition.



MORNING



Making Campaigns Work for You - Faster, Smarter, and More Efficient with PAR Punchh

Irene starts her day by launching a targeted campaign to engage Robeks' loyal customers. With PAR Punchh, she leverages data from robust integrations within the platform to send coordinated, multi-channel campaigns across email and more. The AI-powered platform drives customer segmentation and automates key processes, such as scheduling messages, so Irene can focus on strategy instead of getting bogged down in manual tasks.

In the past, setting up similar campaigns with Paytronix was more complicated, requiring multiple manual steps to ensure consistency across channels and resulting in delays. With PAR Punchh, the entire setup is streamlined, and Irene can move from concept to execution without the usual roadblocks.



With PAR Punchh

Campaign setup is fast and seamless. Irene can pull customer data from all channels in one place, creating a unified campaign that runs smoothly across all touchpoints.



With Paytronix

Campaign setup was time-consuming and manual. Ensuring consistency across channels often caused delays, making it difficult to achieve the impact Irene needed.



Key Differentiator

PAR Punchh enables Irene to build and scale campaigns effortlessly, turning creative ideas into impactful campaigns without any roadblocks. While Paytronix often left Irene tangled in complex setups, requiring constant tweaks and manual intervention, PAR Punchh streamlines the entire process. With PAR Punchh, everything from data integration to campaign deployment is smooth and intuitive. This simplicity allows Irene to move quickly and efficiently, so she can focus on what truly matters, delivering exceptional customer experiences and driving growth, without being held back by a system that demands more time and effort than it should.

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“I love how quickly I can go from idea to execution with PAR Punchh. The speed and control make all the difference.”

Irene Chao
Sr Digital Marketing Manager, Robeks

MID-DAY



Make Every Decision Count - PAR Punchh's Instant Insights Drive Performance

After Irene wraps up her morning campaign launch, she takes a moment to review the performance of her ongoing campaigns using PAR Punchh's dashboards. The platform's live data analysis give her a clear picture of how things are going, allowing her to quickly spot trends, adjust, and ensure her strategies are on track. With everything she needs in one place, Irene doesn't have to waste time digging through spreadsheets or piecing together data from different sources, something she had to do when she was using Paytronix.



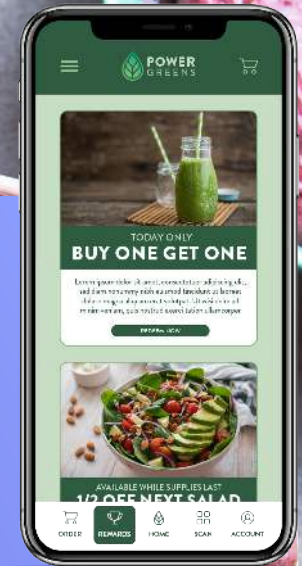
With PAR Punchh

Irene can quickly access up-to-the-minute reporting that gives her a clear picture of how her campaigns are performing. The platform's easy-to-read dashboards highlight important trends, allowing her to adjust strategies right away. This helps the brand manage its discount rates effectively, a key concern for franchisees. PAR Punchh's detailed reporting and analytics dashboards have allowed Irene to monitor discount rates closely, ensuring that Robeks maintains profitability without over-relying on deep discounts.



With Paytronix

On the other hand, Paytronix's reporting tools were frustratingly slow and often required piecing together data from different places. The reports weren't always clear, and Irene spent more time figuring out what the numbers meant than actually using them to improve her campaigns. It made adjusting strategies on the fly a lot harder and less effective.



Key Differentiator

PAR Punchh offers Irene the ability to make quick, data-driven decisions with actionable data that is clear and actionable. The platform's intuitive dashboards provide a streamlined view of campaign performance, allowing her to adjust strategies immediately and stay ahead of trends. PAR Punchh simplifies this process, letting Irene focus on driving results instead of wasting time managing complicated reporting systems.

AFTERNOON



Tailoring Every Customer Experience for Maximum Impact

By the afternoon, Irene has a clear sense of how her campaigns are performing. With timely metrics from PAR Punchh, she can adjust her strategy on the fly, optimizing every aspect to keep her campaigns aligned with business goals and driving stronger results. Irene is able to quickly adjust rewards, offers, and promotions to make sure they're hitting the right mark with each customer group. It's all about keeping her campaigns relevant and personalized, ensuring they have the biggest impact.

With Paytronix, this kind of customization was a lot more challenging. With limited control, campaign creation often required additional costs, leaving the brand at the mercy of an inflexible system. These limitations hindered Robeks' ability to strategize and execute campaigns efficiently. It slowed her down and made it hard to deliver the same kind of precision she gets with PAR Punchh.

Now, with the power to adjust on the fly, Irene can keep her customers engaged and loyal, all while staying ahead of the competition. With Paytronix, she had to deal with more complexity, less flexibility, and more frustration.



With PAR Punchh

Irene has instant access to clear, actionable insights that allow her to create highly targeted, personalized campaigns at scale. She uses this data to craft experiences that resonate with each customer, fostering stronger connections and loyalty without the hassle.



With Paytronix

On the other hand, Paytronix's fragmented segmentation process made personalization a challenge. It required constant manual tweaks and workarounds, creating unnecessary complexity and slowing Irene down. This outdated approach made it hard to deliver personalized, high-impact experiences at scale.



















Key Differentiator

With PAR Punchh, Irene has everything she needs in one place. Data-driven reports allow her to quickly adjust and personalize campaigns on the fly. Paytronix forced Irene to deal with fragmented data and constant manual workarounds. The process was slow, complicated, and made personalization a challenge. PAR Punchh streamlines everything, giving Irene the speed and clarity she needs to make an impact right away.



Why PAR Punchh Stands Out

Features	 Punchh®	Paytronix
 Campaign Setup Speed	 Setup campaigns in minutes with an intuitive, automation-focused interface	 Requires multiple manual steps, often taking hours to configure campaigns
 Instant Performance Analytics	 Instant access to dashboards with actionable performance trends and metrics	 Reports are delayed and require manual compilation from fragmented systems
 Advanced Personalization	 Dynamic segmentation and real-time data deliver highly tailored experiences	 Limited segmentation tools often require manual intervention
 Platform Flexibility	 Highly adaptable platform that easily accommodates different loyalty strategies and business models	 Rigid structure that struggles to accommodate diverse business needs
 Ease of Data Management	 Centralized, easily accessible customer data that integrates seamlessly into all campaign tools.	 Disparate systems requiring manual data transfers and causing delays.

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I’ve worked with several loyalty platforms, but PAR Punchh is on a completely different level. It’s not just the tech, it’s having a partner who understands my goals and helps me get there. With Paytronix, I was always dealing with obstacles and delays. With PAR Punchh, everything just clicks.”

Irene Chao
Sr Digital Marketing Manager, Robeks



You Deserve a Loyalty Platform That Works as Hard as You Do

Irene's experience is a wake-up call for any restaurant leader feeling constrained by Paytronix. PAR Punchh allows you to take control of your loyalty strategy, connect with customers more deeply, and see real results without the headaches.

It's time to stop settling for limitations. With PAR Punchh, you'll have the tools to elevate your brand and drive the growth you've been waiting for. Don't let outdated systems hold you back, make the switch today and start seeing the difference.

[CONTACT US](#)



About PAR Punchh

PAR Punchh is the secret ingredient powering the most creative and effective restaurant loyalty programs in 89,000 locations, offering a robust platform with the industry's widest variety of tools. PAR Punchh empowers brands to craft engagement strategies as unique as their flavor, going beyond the basics to deliver personalized experiences that keep customers coming back for more. Supported by a team of industry experts, PAR Punchh helps brands solve today's challenges while building loyalty programs that grow and evolve alongside their business. With over 200 partners and compatibility with 45+ POS systems, PAR Punchh has the integration capabilities for restaurants to collect data across all customer touchpoints and make it actionable. The largest global brands trust PAR Punchh to help them increase customer frequency, spend, and lifetime value, one tailored offer at a time.