![punchh®]

Round Table Pizza Creates Rewarding Data-driven Customer Experiences

RESTAURANT LOYALTY RESULTS

17%
loyalty
participation rate

44%
growth in
loyalty sales

45%
increase in online
ordering

Results from Q3-Q4 2020

RESTAURANT LOYALTY CHALLENGES

- Declining guest frequency
- Losing share to third-party delivery
- Inability to understand customer behaviors and preferences

RESTAURANT LOYALTY GOALS

- Engage guests through a customized, modern loyalty program
- Deliver data-driven, omnichannel offers over guests' preferred channels
- Create complex customer segmentation to drive personalized experiences

RESTAURANT LOYALTY SOLUTIONS

- Punchh Loyalty with coupons & promo codes, eClub, gift cards & surveys
- Punchh-developed mobile rewards app
- Integrations with POS and online ordering (POSNet)

Round Table Pizza, part of Global Franchise Group LLC, has an over 60 year legacy of using superior ingredients and time-honored recipes to bake hand-crafted pizzas worth sharing.
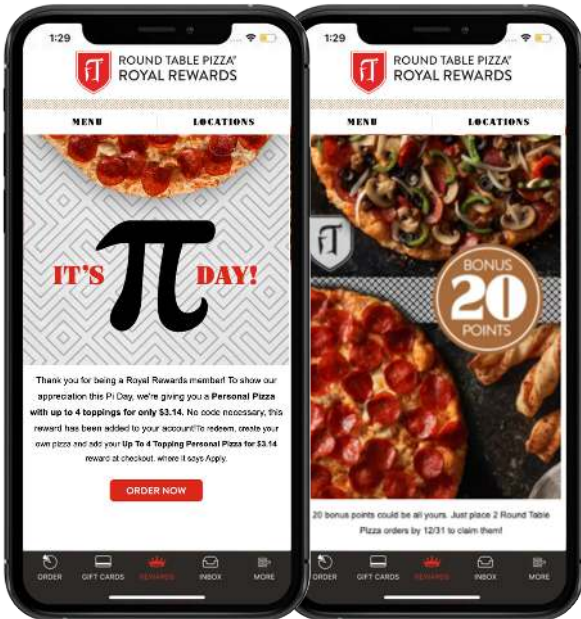
In 2019, the 427-unit pizza chain began a rebranding effort that included the redesign of its restaurants with new features such as a beer wall, signature round booths, game room and party room. The redesign also highlighted the brand's iconic black, white and red colors and a newly updated logo. The reimagined space combines medieval with modernity.

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>
> **WARWICK MCLAREN,** VP OF OMNI-CHANNEL MARKETING AT GLOBAL FRANCHISE GROUP

Then it was time to implement a modern loyalty solution that would provide their guests the ability to truly become Pizza Royalty. Round Table Pizza turned to Punchh in 2019 to launch Round Table Pizza Royal Rewards, a customized loyalty program that delivers an equally engaging experience, both in-store and online. Providing a consistent

omnichannel experience required creating seamless, contactless online ordering, curbside pickup and delivery from their website and Punchh-powered rewards app to offer convenience and choice to their diverse customer base.

"Punchh's API website integration has made it extremely easy for guests to join the rewards program, whether it's at the start or end of the ordering process, as well as apply a reward or redeemable without being in the app," said Warwick McLaren, VP of Omni-Channel Marketing at Global Franchise Group. "Our easy sign-up user experience has played a big factor in driving consistent sign-up and participation growth for our program."

Round Table Pizza now utilizes the Punchh Loyalty, Offers and Engagement Platform to unify their once-fragmented tech stack and customer data. It delivers actionable insights the brand uses to fuel their future strategies and campaigns to drive better results. In today's crowded and unpredictable marketplace, every moment with a guest matters -- from marketing to operations.

Building Profitable Customer Relationships

McLaren believes Round Table Pizza is well-positioned to capitalize on this new era in the industry. Working from the Punchh platform provides the ability to gather and analyze more guest data and insights to drive better personalized, highly-targeted strategies and also to develop content with best-in-class standards. "The era of spray and pray is over," said McLaren. "Punchh gives our marketing team the ability to run compression campaigns with personalized points and reward reminders, as well as point multiplier offers to help guests unlock more value with our brand."

With Punchh we now have the data and analytic tools to know and remarket our guests in a personalized way over their preferred channels that helps increase AOV and CLV, while building lasting brand loyalty.

WARWICK MCLAREN, VP OF OMNI-CHANNEL MARKETING AT GLOBAL FRANCHISE GROUP

The Round Table Pizza team utilizes the Punchh dashboard daily as it provides the data, tools and metrics they rely on to move guests from unknown to known and then to brand advocates through targeted customer journeys. Round Table Pizza's data-driven marketing approach has yielded positive results, including MoM growth in sign-ups, a 17% loyalty participation rate in Q4 2020, and a 44% increase in loyalty sales from Q3 to Q4 2020.

"Having meaningful conversations with our customers is important to our brand," said McLaren. "With Punchh we now have the data and analytic tools to know and remarket our guests in a personalized way over their preferred channels that helps increase AOV and CLV, while building lasting brand loyalty."