



UNLEASH YOUR SUPERPOWER

Propel Customer Loyalty
into the Next Galaxy



Customer Experience

The experience accounts for over 3/4 of what drives customer engagement.

76%

Tailored Offers

Members who receive relevant offers that become more relevant over time are

8x

more likely to go out of their way to use them.

The Loyalty Report, 2020



INTRODUCTION

In 2021 brands continue to evolve, responding to changing customer expectations and new rules and regulations focused on prioritizing in-store and online safety and convenience. Consumers' accelerated desire for mobile ordering, contactless payment, curbside pickup and delivery has quickly ignited the digital transformation of many businesses.

The need to meet consumers on the new channels where they shop and purchase food has raised the level of sophistication for B2C digital marketing and communication. It's not enough to send a mass email or text message any more – brands must demonstrate knowledge of their customers to provide offers and information that add value to their lives.

Working toward ubiquitous availability challenges brands to create consistent, personalized interactions that build trust with their customers whether they connect with them in-store or through digital channels like email, social media, SMS or on a mobile app.

To be fully positioned for omnichannel success, brands also need to deliver customer-centric experiences that deepen loyal customer relationships and make them invincible to churn. Read on to learn how a strategic loyalty solution can unlock your marketing superpowers to improve the lives of your targeted customers.

“PAR Punchh has been a true partner. Their platform and expertise helped us quickly create and deliver a data-driven communications strategy that highlighted new omnichannel operations and set up our franchises for hyper-local success.”

Luis Martinez, Director of Marketing Intelligence & CRM, Denny's



AGILITY

To acquire the power of agility, marketers need a loyalty solution that works seamlessly with their brand's technology stack. Through extensive, yet easy API integrations with enrollment systems, online ordering, payment gateways, guest WiFi, gift cards and other marketing systems, a brand quickly expands their ecosystem of connectivity without a burden to their IT team.

Last year, in a blink of an eye, the pandemic created novel circumstances and disruptive changes to daily operations for many businesses. Earning the trust of consumers in a new, no-touch world quickly

drove demand for enabling contactless interactions. Marketers need to move forward rapidly and ensure contactless customer experiences are at the center of their digital strategy to continue to operate safely and profitably

The agility derived from partner integrations helps marketers optimize their efforts across every channel and act promptly to changing industry, technology, and consumer regulations and preferences.

“Over the past three years PAR Punchh has become our core digital marketing partner, helping position us to provide our customers a seamless omnichannel loyalty experience that includes the mobile convenience of digital ordering in our app through GPS informed arrival for curbside pickup.”

Andrew Rebhun, El Pollo Loco Vice President & Digital Officer



Gift Cards
(Stored Value)



POS



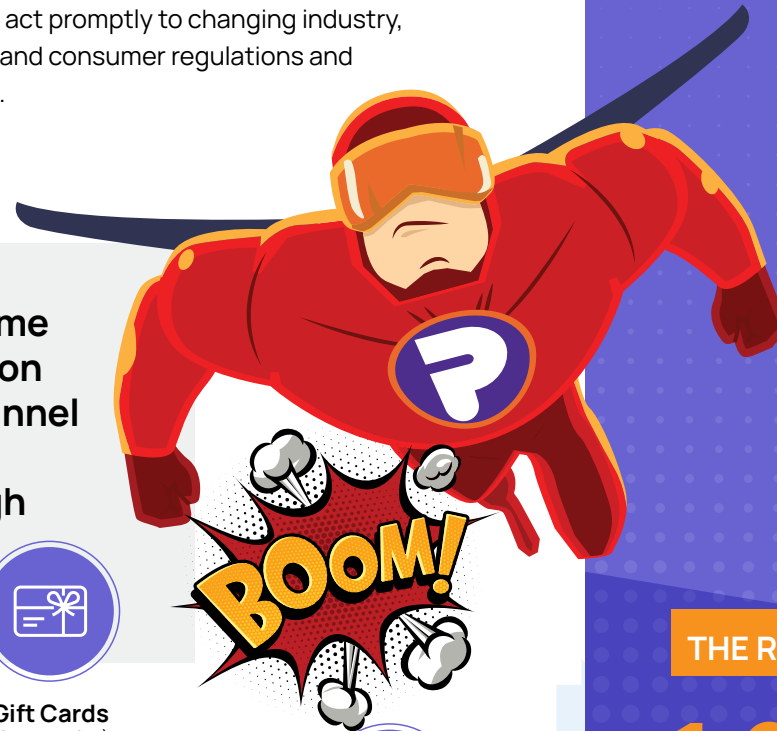
EMAIL



PAYMENT



Marketing



MISSION ACCOMPLISHED: EL POLLO LOCO



Over the past several years, El Pollo Loco made technology investments in e-commerce and a POS system. PAR Punchh integrated with all their key business systems to provide El Pollo Loco a single, robust platform to manage their loyalty and marketing initiatives and activities.

Challenge

In 2020, El Pollo Loco experienced many locations operating with a closed dining room or limited capacity due to COVID-19 restrictions and changing customer behaviors.

Solution

PAR Punchh helped El Pollo Loco pivot their operations during the start of the pandemic to provide customers with drive-thrus (in some locations), take-out, delivery, online ordering and mobile GPS-informed pickup for a seamless, omnichannel customer experience.

El Pollo Loco marketers realigned their initiatives to highlight digital ordering, limited-time, free delivery through Postmates, and large family meal options. They generated demand for their new food operations and menu items by communicating to their loyal customers with personalized campaigns they created and delivered through the PAR Punchh platform via email, push and rich messaging.

THE RESULTS

1.9M million loyalty member acquisition

9% increase in digital ordering sales

6% increase in delivery

12% YOY increase in loyalty spend



K-POW



“PAR Punchh helps us build customer relationships so we can differentiate ourselves, scale, and grow profitably at an accelerated rate. With PAR Punchh, we’re rapidly reaching and converting customers in a personalized way that allows us to get TMAD in their hands seamlessly and to drive brand loyalty.”

Jodi Boyce, Teriyaki Madness VP Of Marketing

- TOTAL SPEND: \$314.28 | \$11.20/VISIT
- LOYALTY PROGRAM: 1 YR 10 MONTHS
- DEVICE: IPHONE/IOS
- RECOMMENDED OFFER: 30% OFF BREADSTICKS
- AGE: 22 | DOB: 12.05.2000
- LAST VISIT: 2 HRS 1 MIN
- VISITS/MONTH: 2 TIMES
- NOTIFICATIONS: YES

X-RAY VISION

Data and information are available everywhere, although often siloed in different systems and disparate formats – leaving it up to the marketing superhero to find the right information and make it actionable. This may seem like a tall building to leap in a single bound, however, creating a 360-degree customer view provides an understanding of customers’ past, present and even future behaviors. This allows marketers to use the right data right away to meet and exceed customer needs and expectations.

Because customers shouldn’t be expected to undertake the extra work of explaining what they want or detailing their past purchases, marketers

need the right customer data management and analytic tools to create the level of personalization that will set their brand apart. An integrated loyalty platform helps marketers fit data together in real-time to create individual customer profiles that “show” how and when to engage customers. Additionally, it signals to the marketer the right personalized offer and experience that will likely impact a customer’s perception of the brand, drive sales and increase lifetime value.

A 360-degree customer view provides marketers with X-ray vision giving them the power to create compelling campaigns informed by customer interactions and multiple data sources.





MISSION ACCOMPLISHED: **BLAZE PIZZA**

With 340 locations, Blaze Pizza has been at the forefront of not only menu innovation, but also digital innovation, working to provide guests a convenient, seamless and contactless customer experience through their modern Blaze Rewards program with PAR PAR Punchh.

Challenge

During the spring of 2020, Blaze's largest annual brand promotion, Pizza Pie Day, fell on March 14th during the beginning of the pandemic. With mandates limiting capacity and seating area closures, Blaze needed an innovative and flexible approach to redesigning their most important customer acquisition campaign.

Solution

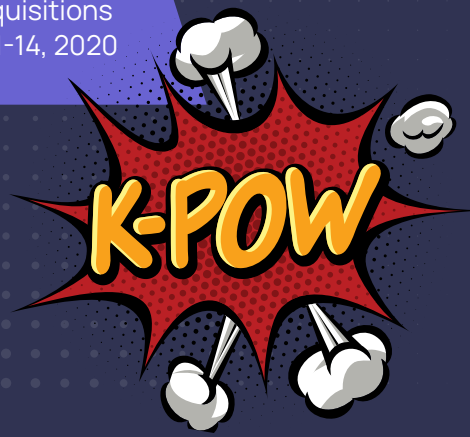
With the help of PAR Punchh, Blaze's Pizza Pi Day was quickly reconfigured from a one-day, in-store offer of a \$3.14 pizza to a year-long reward that guests could redeem anytime until the end of the year.

Starting in early March, Blaze built anticipation for the campaign pushing out a reward into all app users' accounts that was "locked" and not available for use. On the morning of March 14th Blaze "unlocked" the reward, signaling to the company's 1.8 million loyalty members that the world's largest pizza party had begun.

THE RESULTS

Drove

200,000 app user acquisitions from March 1-14, 2020



“Having the PAR Punchh dashboard at our fingertips helps us dig into the metrics and better understand our customers’ behaviors and preferences,” said Shen. “We’re able to innovate and have the flexibility to create really engaging campaigns that drive repeat visits and customer lifetime value.”

Jerry Shen, Blaze's Director of Digital Growth



FLEXIBILITY

Many marketers remain challenged to define customer loyalty beyond its ability to deliver transactions. Loyalty has evolved into much more than simply a static program that creates basic member habits, which often aren't even optimal to maximizing brand affinity. Marketers need the ability to define where a customer is on their brand journey and how they're going to market specifically to that customer.

Brands that focus on the customer and create a loyalty solution alongside transaction-based software like POS systems, payment providers and even mobile ordering have the flexibility to meet customers' expectations for safety, value and personalized experiences across all channels - earning transaction volume as a result.

A customized program transforms the offer and rewards process to deliver customer lifecycle loyalty. It helps marketers spot anonymous consumers starting their initial journeys, while also acknowledging other customers that already view them as fan favorites. With the power to address varying needs, brands can identify a consumer and then utilize purchase behaviors, such as SKUs, day of week, and day part along with channel preference, such as mobile, email or SMS to provide the right context to personalize and nurture the relationship.

Marketers develop seamless 1:1 connections through their ability to truly understand and segment customers, acknowledging their preferences at a given moment and yet also making adjustments as those preferences change over time.

TELEPATHY

To unlock loyalty at scale, marketers must know virtually everything about their customers. With the power of artificial intelligence, brands can quickly generate meaningful customer insights that can be optimized in real-time. This gives marketers the ability to deliver intelligent offers, over customers' preferred channels and at preferred times to drive engagement and higher lifetime value.

Marketers working on leaner teams and dealing with changing customer behaviors and changing market conditions can experience the power of replacing all the spreadsheets and reports that often take days, weeks and months to review with real-time marketing intelligence – all automated and driven by AI.

This strategy allows more immediate results and metrics to be communicated, including accurately predicting CLV at the individual level up to several months out, which can be leveraged to drive better results. With AI assistance, marketers are in a better position to understand performance in real-time and recognize what is happening and why.



“PAR Punchh is exciting because they’re constantly pushing the boundaries of how retailers can leverage AI to enhance every step of the customer journey, from new customer acquisition to loyalist activation and beyond.”

Art Sebastian, Casey's VP of Digital Experience

Age: 39
Birthday: Nov 26
Loyalty Prg: 1 Yr
Most Purchased: Pizza
Offer: 50% Breadsticks
Children: Yes
Total Spend: \$325
Visits: 2x Month
Status: Silver



TRUSTY SIDEKICK

To keep up with increasingly connected and empowered consumers, today's marketers need to acquire a wide range of superpowers. It takes technology and teamwork to deliver meaningful loyalty experiences that drive customer engagement and higher lifetime value.

PAR Punchh helps brands activate their marketing superpowers. Working from a single, data-driven loyalty, offers, and engagement platform, marketers gain control of the data and analytics to make quicker, smarter decisions that deliver the type of customer personalization that drives game-changing loyalty. While PAR Punchh is enterprise-scalable it's also

SMB-flexible. And because every great superhero needs a trusty sidekick, marketers can utilize PAR Punchh Managed Services to help with the creation and delivery of their campaigns. Customers gain access to best-in-class practices and resources to drive their marketing efforts and grow the acquisition and retention of their rewards members.

Brands need to unleash their superpowers to build loyal, lasting customer relationships that can withstand increased competition, changing consumer behaviors and even a pandemic.



ABOUT PAR PUNCHH

PAR Punchh is the leading loyalty, offers, and engagement platform for restaurants, groceries, retailers, and convenience stores. For over a decade, PAR Punchh has helped the world's favorite brands create data-driven, modern loyalty experiences that empower physical retailers to turn anonymous buyers into brand superfans. PAR Punchh solutions build meaningful relationships and dramatically increase customer lifetime value through AI-driven, one-to-one marketing campaigns and offers. Over 200 global enterprises in 20 countries, including Yum! Brands, Denny's, TGI Friday's, and Casey's General Stores, rely on PAR Punchh to drive revenue through cutting-edge customer loyalty programs.



See how PAR Punchh can Supercharge your loyalty. Request a personalized demo today!




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