Roadmap to Revenue: 5 Steps to Revitalize Your Loyalty Program

It's easy, right? You just launch a basic customer loyalty program, sit back and repeat business skyrockets along with check lift, sales and satisfaction.

If only it was that easy. A successful restaurant loyalty strategy needs to focus on a wide-range of priorities to deliver both relevant rewards and ROI. Today's modern customers expect personalized experiences that provide value, convenience and safety—on-premise and off-premise.

Essential for marketers is a single, scalable platform to execute their loyalty strategy and program with ease. By engaging customers with integrated technology that offers meaningful interactions, brands capture and own the right customer data that matters the most to their guests and to be a better bottom line.

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5 Ways to Improve Your Restaurant's Customer Loyalty

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Customize Your Customer Loyalty Program Structure to Your Brand

There are multiple ways to keep customers happy. Brands need to determine the best program structure to meet their customer experience KPIs and business goals. With the right level of flexibility you program can be customized and layered based on a number of different structures:

- **Spend- & Visit-Based:** Incent customers with points for every visit, reward them for completing a defined number of visits, or offer bonus points for certain interactions or events.

- **Spend Unlocks Redeemables:** Convert customer visits into points and set-up offers with customizable rewards and membership levels, for progressive redemption

- **Tiered Membership:** Encourage customers to earn more attractive rewards and achieve higher membership levels with each visit

- **Surprise & Delight:** Delight customers with unexpected rewards for every visit they make through offers and gamification

- **Stacked Rewards:** Customers earn loyalty points from in-person visits and online actions. These points can be stacked and used for various redemption opportunities

Gather, Own & Make Actionable Your Customer Data with Seamless Systems Integrations

Loyalty programs that seamlessly integrate with a brand's existing tools and technologies provide a 360-degree view of the customer that drives visit frequency, reduces the risk of lapsed customers, and leads to higher spend. An extensive set of APIs for a wide-range of systems offers the quickest time to value for a brand and maximizes their investment by reducing the need for multiple vendors to round out the tech stack.

Create Digital Marketing Campaigns & Personalized Loyalty Offers

Organizations often have lean marketing teams that have multiple responsibilities. They need the ability to easily develop and manage campaigns from a single platform to provide a regular cadence of messages that remind customers of their program and provide offers to participate. Campaign delivery should be available through email, Push and SMS. Loyalty platform campaign capabilities should include:

- The import and management of marketing lists via file uploads, 3rd party integrations, and online forms
- Real-time updated customer profiles to create segments with multiple customer attributes
- An extensive library of built-in marketing campaigns—event-based, sign-up, gift-bearing, referral, winback, and more—that can be run manually or scheduled to run automatically
- Ability to run local store marketing campaigns from the corporate office or grant local store-level permissions to run offers for specific locations
- Ability to define integrated, omnichannel offers based on specific rules and which are redeemable and trackable to the specific customer and in real-time

Drive Data Unification & Accessibility to Track Trends

A single platform that unifies data from multiple systems and utilizes a dashboard to display daily metrics gives restaurants the best method for tracking trends and delivering real-time actionable insights. Programs that have moved beyond end-of-the-day batch reporting, now deliver a better customer experience as guests receive updated point totals in real-time. Performance data yields results at the store, program, campaign, offer, SKU and customer levels to provide brands with a comprehensive view of their loyalty strategy.

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Lean Into Support & Services

The value of a loyalty program is not just in its tech and tools, but also the strategy, implementation and post launch services that are provided to support a brand every step of the way. Marketers recognize that in order to excel at earning restaurant customer loyalty, they need:

- Customized training guides to be used for in-store associates to help them better understand the loyalty program & reward app

- Initial platform training and continuing on-demand product education through a recognized certification program

- A dedicated account team to provide ongoing business reviews of loyalty program performance & goal setting

- Access to optional managed services for marketing strategy, campaign creation, best practices, and program execution

- Optional guest services to help directly manage their loyalty guest requests for help with in-app sign-ups, offer redemptions and point management

Marketer Next Steps

To learn more about how PAR Punchh delivers the benefits you and your customers need the most, visit our PAR Punchh Loyalty, Engagement & Offers Platform. If you're looking to launch or revamp a loyalty program for your brand, or just want to talk with a loyalty expert, contact us today.
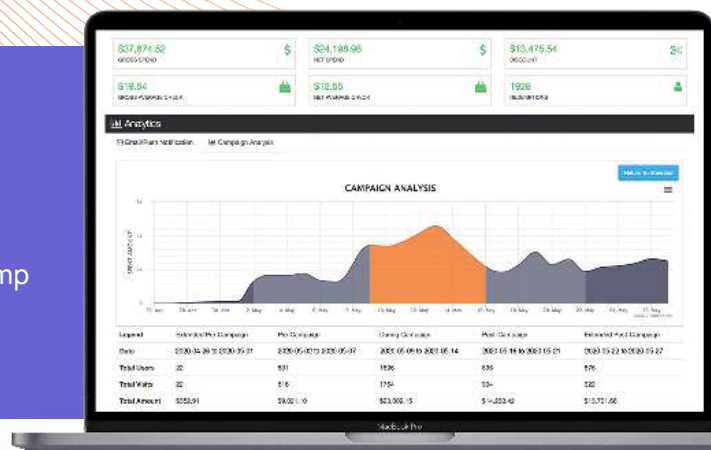
PAR Punchh is the leading loyalty, offers, and engagement platform for restaurants, groceries, retailers, and convenience stores. PAR Punchh helps the world's favorite brands create data-driven, modern loyalty experiences that empower physical retailers to turn anonymous buyers into brand superfans. PAR Punchh solutions build meaningful relationships and dramatically increase customer lifetime value through AI-driven, one-to-one marketing campaigns and offers.

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