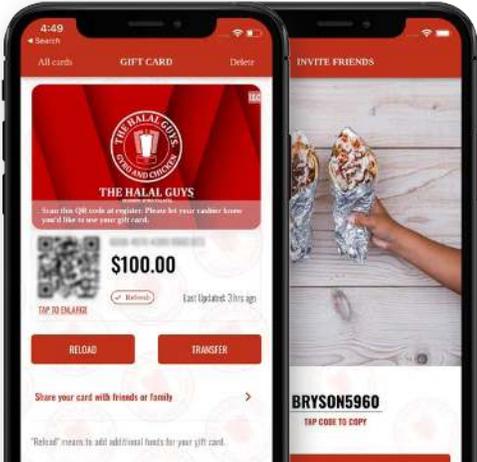


THE HALAL GUYS & PUNCHH PARTNER TO DELIVER REWARDING CUSTOMER EXPERIENCES & INSPIRE BRAND LOYALTY



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ANDREW ECK, VP OF MARKETING, THE HALAL GUYS



RESTAURANT LOYALTY PROGRAM

Moving from Paytronix, The Halal Guys launched their Punchh customized loyalty program and mobile rewards app in 2019.

RESTAURANT PARTNER INTEGRATIONS

Punchh Loyalty Solution with POS (Revel) and online ordering (Olo) integrations

RESTAURANT LOYALTY PROGRAM CHALLENGE

Create a rewarding digital experience that leverages the loyalty program platform and marketing tools.

RESTAURANT LOYALTY RESULTS

12%

Increase in Loyalty Visits YOY

24%

Increase in Loyalty Sales YOY

36%

Increase in Participation Rate YOY

With a loyal fan base as diverse as its flavor palate, The Halal Guys is a global enterprise that currently operates nearly 100 locations across the globe. Extensive growth through a partnership with Fransmart is expected to expand its operations to 400 locations in the next several years. The Halal Guys is the original creator of American Halal Food, which began by offering the quintessential New York City street cart food experience.

Wanting to continue expanding on the ultimate customer experience, The Halal Guys tapped Punchh to design and develop an engaging rewards app to deliver an enhanced digital presence in the market. With the ability to seamlessly order from the rewards app, receive and activate personalized offers, and easily earn and redeem points for purchases, The Halal Guys is quickly expanding its fan base.

“Our loyalty program is paramount to the success of our brand,” said Andrew Eck, VP of Marketing for The Halal Guys. “With Punchh, we have the ability to increase customer acquisition and participation and drive traffic to all our current and future locations.”

That’s why Eck is also making the loyalty program a central component of every new store’s grand opening marketing plan. Through the loyalty program, franchisees are learning to create opportunities to drive experiential loyalty. For example, they offer reward members an exclusive pre-open first look at new locations, which drives value and results without discounting.

With the right loyalty partner and mobile rewards app in place, The Halal Guys have actionable data and marketing tools to deliver rewarding customer campaigns and experiences. This gives them the ability to build strong 1:1 customer relationships, which Eck believes is the foundation for growing the brand and lasting customer loyalty.

Learn more about how to increase your loyalty participation at punchh.com.