



# punchh® TOP 5 CUSTOMER EXPERIENCE PREDICTIONS FOR 2022

1

## Faster, Safer and Frictionless Customer Interactions Will be Critical to Drive Sales

Adding adjacent technologies that work in-store, online and within a branded app need loyalty program integration to deliver true customer satisfaction.



“Customers want the flexibility to interact with a brand how, when and where they want to, along with the ability to use rewards anywhere, anytime and on any device.”

2

## Maximizing Customer Touchpoints Will Require Data-Driven Personalization

Brands will move beyond just having data exist somewhere, to making it available with minimal or no reliance on IT to create a 100% digital plan with real-time decision-making on the fly.

What kind of data will tailor and personalize the experiences that ultimately set your brand apart?



**82%** of customers feel more positive about a brand after engaging with personalized content (Demand Metric)

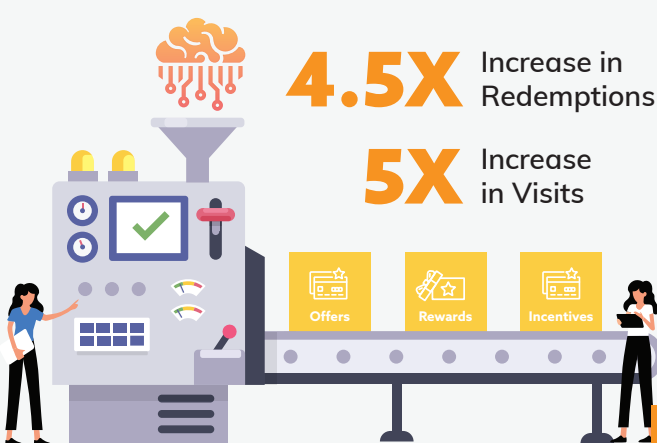


3

## AI Optimization Will Grow Loyalty and Lifetime Value

Leaner teams looking to extend their reach will turn to AI to unlock the value of their customer data, which will continually learn, tune and adapt to their business.

### AI-Generated Campaigns (Punchh)



4

## Loyalty Solutions Will be Embraced to Drive Better Crew Engagement

Brands will look to customize their rewards platform for help with attracting and retaining staff by delivering perks through campaigns, coupons and gift cards.

**75%** of operators plan to devote more resources to recruiting and retaining employees in 2022 (NRA)

**60%** of respondents say that benefits and perks are vital in deciding whether to accept a job offer (Glassdoor)



**70%** of operators across all major segments say their restaurant currently does not have enough employees to support customer demand (NRA)

5

## Brands Will Utilize One Platform with Customer-facing and Backend Integrations for Consolidation, Agility and Scalability

To make front of house, back of house, marketing and loyalty operations easier, brands will seek technology solutions that transcend omnichannel shopping to deliver sought-after cross channel insights.

How does a unified commerce platform give you what it takes to deliver holistic, seamless customer experiences?



**Reduces** time & resources spent managing numerous providers



**Develops** a unified view of the customer



**Centralizes** online, mobile & POS payments



**Tracks** performance across channels and locations

**87%** of CIOs believe the top skills needed to support digital transformation are technology integration and implementation (Deloitte)

Let's Make More Loyal Customers  
punchh.com

**punchh®**

REQUEST A DEMO