punchh ®
A **PAR Technology** Company

READY FOR MARKETING THAT HITS THE MARK?

Punchh Machine Learning helps your team choose the right audience at the right time to deliver 1:1 marketing campaigns that drive higher loyalty and customer lifetime value.

- Leverage guest data from every interaction with your brand
- Act on brand sentiment based on direct feedback from guests
- Intelligently segment customers to predict future engagement
- Drive engagement by sending campaigns at the times your guests prefer

The Punchh Loyalty, Offers, and Engagement platform uses machine learning to deliver data-driven feedback, segmentation, and recommendations

PUNCHH MACHINE LEARNING

Maximize Your Marketing Impact with Machine Learning

In today's competitive market, you can't afford to leave marketing to chance.

The Punchh Loyalty, Offers and Engagement platform leverages the latest technologies in Machine Learning to automatically extend the power of your marketing team.

- Provide an accurate reflection of brand sentiment based on detailed feedback from guests
- Analyze historical data to segment customers and predict their future behavior and spending
- Predict the optimal time of day for delivery of campaign messages that has the highest likelihood of engagement from guests

Feedback Sentiment

Ever wondered what your guests really think about your brand? The Punchh Feedback Module now includes access to Feedback Sentiment, a natural language processing (NLP)-based tool that provides details about brand sentiment based on guest feedback. It mines data in several specific sentiment categories for an even deeper view into: Customer Service, Food Quality, Ambience, Wait Time, and App Experience.
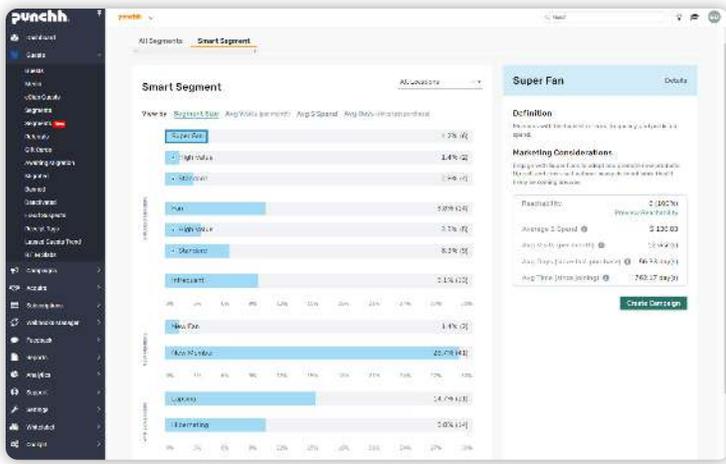
Feedback Sentiment includes:

- Summary statistics for overall Guest Sentiment, Average Guest Experience Rating, Attribution Score across categories, Average Spend of guests who left a review, and Number of Guests who reviewed
- The ability to select the time ranges and filter on location or location groups for which analytics are displayed
- The ability to create segments from the Positive Reviews and Negative Reviews bars in the Attribution Score bar chart
- A Trends tab that displays time series visualizations graphing Positive Reviews and Negative Reviews over the selected time range for overall Guest Sentiment and the sentiment categories
- An Insights tab that displays visualizations of Sentiment vs Sales and Positive to Negative Sentiment Ratio over the selected time range.

Smart Segments

Have you ever felt like your marketing message just isn't hitting the mark? Smart Segments is a feature within the Segment Builder module of the Punchh platform that provides templated segments based on pre-defined categories of guest RFM (visit recency, visit frequency, and monetary spend). It automatically provides data-driven, pre-generated segments to reduce the effort required to manually define segments for your campaigns based on your unique business type (QSR, Fast Casual, Casual Dining, or C-Store).

Smart Segments enables your marketing team to:

- View the distribution of your loyalty member population across pre-determined segment categories
- View the average rate of visits, average spend amount, and the average number of days since the latest purchase in each segment category
- View pre-determined segment categories and the performance statistics of each segment at a location or location-group level
- Trigger the Mass Campaign Workflow to configure a Mass Campaign that targets a pre-determined segment

Mass Campaign Send-Time Optimization

Do you ever wish you had a crystal ball to tell you when to schedule campaigns? Mass Campaign Send Time Optimization (STO) provides business users the option to configure a Mass Campaign to deliver campaign messaging (via email and/or push notifications) at guest-specific times. This ensures that delivery time of a mass campaign is more tailored and personalized than simply sending the same campaign at the same time to your entire target segment. STO takes blackout dates and do-not-disturb times into account, as well as unique time zones.

Validate your success using Mass Campaign Send Time Optimization. It includes an email and push notification engagement funnel, as well as message sends and engagement rates that are mapped across send time hours to analyze performance over time.