



**PAR**<sup>TM</sup>

How to Deliver  
a Rewarding Unified  
Customer Experience

## Introduction

Today, branding goes well beyond the initial steps businesses put in place when they first entered the marketplace. Yes, you must have a mission statement, a logo, a defined target audience, customized physical locations, personalized offerings, differentiation, and participation in the community. But now, you also need a compelling social strategy, strong digital presence, easy payment options and relevant incentives to grow a loyal following.

Yet brands are faced with a difficult economy that is perpetuating labor shortages, supply-chain challenges, rising costs, and shrinking profit margins. So how does a business stay in the forefront and give consumers everything they want in order to turn them into loyal customers?

Brands must position themselves to deliver a unified experience to their customers. Turning their focus on creating personalized customer interactions cultivated through engaged employees and a modern, integrated tech stack is paramount for success and long-term profitability.

All too often as businesses added a new feature such as a loyalty program or online ordering, they remained siloed systems that delivered inconsistent messaging or caused friction and frustration. Because customers simply don't think of their interactions with a business separately, companies must embrace the totality of their operations and communication to create a strong brand DNA that shows customers across every channel who they are and what they stand for. Here's what's needed to create a unified experience for your customers.



# 43%

of restaurant owners say  
new technology has been  
critical to the survival of their  
business over the last two

years (Popmenu)

## Intuitively Designed, Cloud-based POS

A modern, cloud-based POS system is the anchor for delivering a unified experience that provides customers with a seamless, engaging journey across all touchpoints. This is vital for any business as today's customers expect to start and end their journeys on their own terms. They may first interact with a business on a digital channel, such as via a mobile app or social post, yet ultimately complete their journey in the physical restaurant or store location.

This has never been truer as more consumers are again enjoying visiting physical locations. Yet, businesses must continue to deal with effects from the pandemic, which led 84% of consumers to try new online purchases and say they'd stick with a brand if they're happy with the products and experience, according to Criteo. Brands must have the capability to support omnichannel ordering at scale — for one to thousands of locations.

A cloud-based POS with integrated software provides reassurances to managers and employees that it is set-up to intuitively handle the way customers and employees communicate and enter orders, whether from the counter, table, kiosk, or mobile platform. For restaurants, customizing a POS to the specifics of the physical space, menu and ordering system helps create a workflow that efficiently receives and processes orders between front of house and back of house operations, saving staff valuable hours.

A best-in-class POS display brings a brand to life through its visual organization, user-friendliness and interactive design, speeding up the ordering process and improving accuracy to facilitate a seamless and enjoyable customer experience.



# 84%

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(Criteo)

# Seamless, Branded Digital Ordering

The growth of digital ordering has created demand for its offering from every size entity and concept. It has become one of the most important POS integrations for a brand.

## Consumer Trends in Digital Ordering



60%

of U.S. consumers order delivery or takeout once a week



64%

of consumers prefer to order digitally on-premises at a QSR



63%

of 18-29 year olds report that they've used a delivery app or website in the last three months

By these statistics, to thrive in a mobile-driven market, businesses need their own branded digital ordering solution, as well as to connect easily with an increasing number of global and local third-party platforms to handle external orders equally efficiently.



“With the introduction of digital ordering channels, our operations have improved, especially for takeout orders, and the software never forgets to upsell and cross-sell. The MENU solutions are designed having complex customer needs in mind and we rely on the MENU team’s extensive experience in this area.”

Sigurður Bjarnason,  
CEO at Tommi's Burger Joint

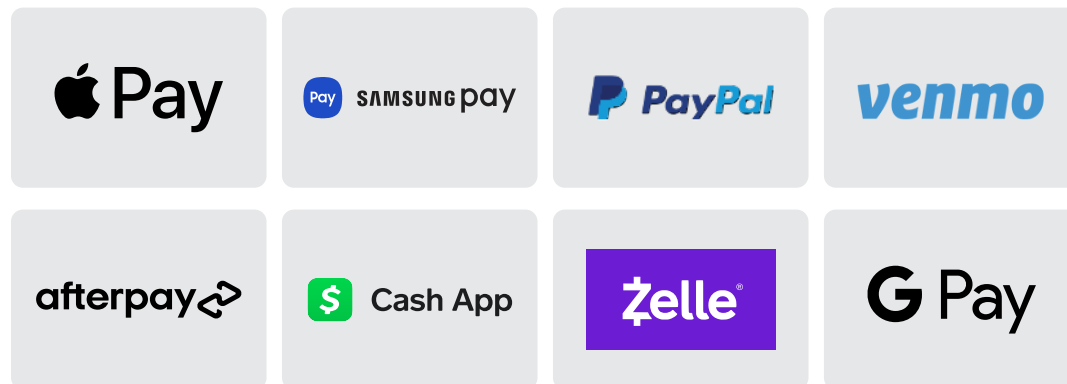
## Frictionless, Flexible Payments

Mobile payments can no longer be overlooked by brands either. They have become a necessity as their popularity among consumers has grown similarly to that of digital ordering. The stage is set for further growth aided by an increase in standardization, an open API ecosystem and the lower cost to compute available on the cloud.

In 2021, over a quarter of all POS payments were done using mobile wallets, according to Emizentech. Their research also found debit and credit cards are expected to have the same market share within the next two years, accounting for approximately 22% of POS transactions, and cash will dip to 12.7% by 2024.

Businesses that move in the direction of flexible payment options will be rewarded as 89% of consumers say that they spend more when brands offer seamless and flexible payment options that speed up their decision-making, according to Linnworks.

### Top forms of mobile payments



Branded digital ordering with reliable payment processing integrated with a POS system creates a powerful combination that delivers on customers' preferences for easy and frictionless interactions.



## Aggregated, Actionable Data

Branded mobile apps and payments allow for businesses to amass richer pools of data about their customers. The data that a brand collects (like demographics, order history, and preferences) helps them create personalized experiences for every customer. Data management and analytics provides businesses the opportunity and ability to proactively engage customers with offers they desire.

Recent Criteo data highlights an important aspect of the customer experience - that 78% of consumers value convenience more today than they did before the pandemic. Customers appreciate having the products and services they want being available to them when needed. Businesses need real-time visibility into their inventory to not inconvenience customers with out-of-stock items, which could easily lead them into a competitor's arms.

To make this all happen, brands must be able to securely and cost-effectively connect their data sources and transport information seamlessly across the internet. No longer will siloed systems cut it. With the right integrations and software brands can collect and aggregate data from a POS, mobile ordering and payments, HR, payroll, a loyalty program and other suppliers and systems and make it actionable.

**SALSARITA'S**  
FRESH MEXICAN GRILL

Customer Spotlight:

## Increasing Profitability Through a Unified Experience



### PARTech Integrations and Solutions

Salsarita's Fresh Mexican Grill—a build-your-own casual Mexican restaurant franchise—offers dine-in, take-out, and drive-thru service, online ordering, third-party delivery, curbside pickup, and catering along with a mobile rewards app across 85 locations in 14 states.

With a number of unique menus to manage across multiple channels, **Brink POS** allows Salsarita's to make changes on the fly—without complex workarounds or coding.

With **Data Central's** real-time, at-a-glance inventory control, as well as automation of previously laborious manual processes, locations run more efficiently and cost effectively across the board.

**PAR Pay** allows Salsarita's to foster greater customer confidence by meeting expectations around digital payments, including mobile wallet, tap-to-pay, and chip-and-pin. The ability to add easy tipping options to POS pin pads gives guests an ability to express appreciation and improves the employees' take-home pay—giving Salsarita's a needed edge in the current labor market.

Punchh gives Salsarita's the flexibility to personalize and geo-target marketing campaigns, drastically reducing the number of unsubscribes at the same time as increasing sales and average order value.



Unique menu management across multiple channels—without complex workarounds or coding



Data-driven marketing campaigns and localized branding



Single-input hiring and employee management system

# High Impact, Customizable Loyalty Program

More than just convenience, in general, consumers today want to feel valued. Modern loyalty programs help businesses reach customers across many touchpoints, driving engagement through transactional and non-transactional interactions, including surveys, gamification, social feedback, referrals, etc.

Additionally, they give customers a strong incentive to use a business' branded mobile app, especially when seamlessly integrated into the overall purchasing experience. Customers can order, pay, earn and redeem points anywhere and at any time.

To deliver 1:1 personalization at scale, brands also need the capability to leverage real-time, SKU-level data that drives high-value behaviors at the right time and over the right channels. This can be easy with the assistance of machine learning (ML) algorithms that “learn” from data by spotting customer behavior trends and patterns and adapting in real-time as they're exposed to more data. The algorithms can continually deliver better outcomes to a brand's marketers and better offers and experiences to their members.



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## Omnichannel Integration and Personalization to Drive the Future of Customer Loyalty

70%

of shoppers are more likely to participate in a loyalty program that provides access to loyalty cards and rewards via its mobile app.

yet only



26%

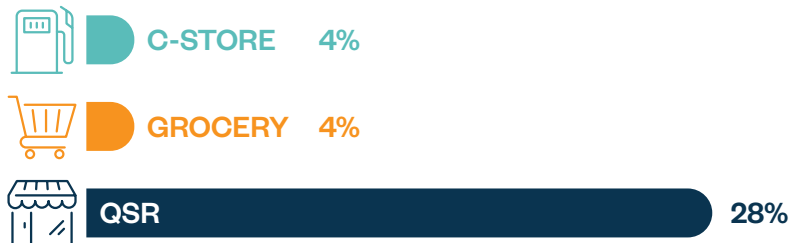
of the Top 150 retailers and restaurant chains have a dedicated loyalty app.

# State of the Loyalty Industry in 2022

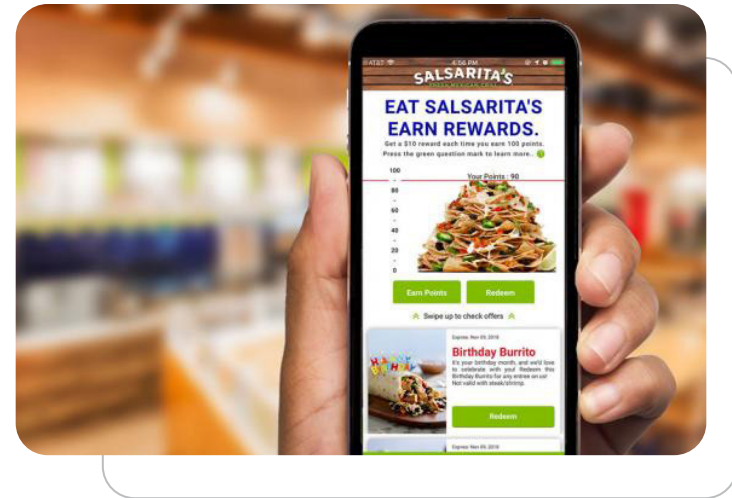
Ability to scan virtual loyalty card at POS/register



Currently, execute curbside or takeaway via loyalty app



Deliver personalized communication around membership




**50%**  
of QSRs have the ability to scan virtual loyalty card at POS/register



Source: Incisiv 2022 Loyalty Program Index





# PAR<sup>TM</sup>

## Let's Talk About a Unified Tech Stack

[contact@partech.com](mailto:contact@partech.com) | [www.partech.com](http://www.partech.com)

### About PAR

POS and back-office technology have always been at the heart of daily restaurant and hospitality operations. We at PAR strive to create easy-to-use and powerful hardware and software solutions for owners, operators, and franchisees of all sizes, giving them the digital levers they need to grow and empowering them to create unique guest experiences while saving time and money.