



# Bring Your Customer Engagement into the Future with Apple Wallet Loyalty



It has become clear that delivering a frictionless experience is key to running a successful loyalty program. In fact, by offering a seamless enrollment experience across multiple channels, guests are 86% more likely to join a loyalty program.<sup>1</sup>

Apple Wallet Loyalty is specifically designed to address this challenge by enabling seamless enrollment into a brand's loyalty program with a few taps through their Apple Wallet. Guests can seamlessly enroll, earn, redeem, and pay using their Apple Wallet. No need for additional steps, app downloads, or form fills—it's that simple!

## Unlock New Levels of Data

Customers using Apple Wallet Loyalty saw a

**27%** 

spend lift when they compared loyalty members' spend to non-loyalty members.

The Punchh Wallet package includes Apple Wallet Loyalty and a growing set of features\* that gives you the freedom to create a customized mobile wallet solution tailored to your business goals and objectives. Only pay for the features you choose to use.

### The value to your brand:

- ✓ **Broader reach and less friction** mean more loyalty members. Offering multiple enrollment methods, such as Apple Wallet loyalty, increases loyalty program sign ups and guest satisfaction. Great for your business and your guests.
- ✓ **Collect more actionable customer data** gain deeper insights to guests purchases, establish a 1:1 relationship with guests and create a more personalized experience.
- ✓ **Increased revenue by driving repeat orders** by making it easier for your guests to enroll, pay, earn, and redeem, your guests will feel closer to your brand, ensuring more repeat visits.
- ✓ **Plus: faster speed of service, robust reporting and customized loyalty passes**

\*Including: Saved Payments, Stored Value, Subscriptions and Punchh Passes

### The value to you guests:

- ✓ Join your loyalty program via their preferred method to pay with just a few clicks
- ✓ No more juggling between apps and credit cards at checkout
- ✓ Pay, earn and redeem rewards all from their Apple Wallet with one tap

“Apple Wallet Loyalty with PAR Punchh is helping our efforts to improve guest enrollment and engagement in our loyalty program. Many guests use Apple Pay, so a one-tap approach makes it seamless for them to sign up and accumulate rewards.”

Tim Carter, CFO Salsarita's Fresh Mexican Grill

# Salsarita's Is One-Tap Closer To Their Guests with Seamless Enrollment & Increased Efficiency



Salsarita's Fresh Mexican Grill, a growing build-your-own casual Mexican restaurant franchise with 85 locations and counting, jumped at the possibility of giving their customers an easier way to engage with their brand. See the game changing results after Salsarita's rolled out Apple Wallet Loyalty with PAR Punchh.



Salsarita's has seen a 70% increase in loyalty program sign-ups amongst Apple Wallet users.



Guests continue to use their Loyalty Pass to pay, earn and redeem rewards with one tap up to 94% of the time once it is saved to their Apple Wallet.



Salsarita's saw a 23% increase in repeat visits per customer after adding the Loyalty Pass to their Apple Wallet.



## How does it work?

### Punchh Passes

- Design and update the passes used in Apple Wallet easily in the Punchh Platform.
- Passes can be used to acquire new members, allow existing members to participate in loyalty without an app directly from their Apple Wallet.

### Zero-Friction Enrollment

- When it is time to pay, guests tap their Apple Wallet which triggers an invitation to enroll in your loyalty program. It uses their Apple ID credentials (say goodbye to junk emails) to create their account.
- Guests save their Loyalty Pass to their Apple Wallet.
- That's it. They're in.

### Effortlessly Earn and Redeem Points

- With Apple Wallet Loyalty, guests will pay, earn, and redeem all at once with their Apple Wallet in their iPhone or Apple Watch.
- In an instant, your employee knows the name of your guest and can deliver personalized, next-level customer experiences.

CONTACT US

Broaden the reach and overall convenience of your loyalty program with Punchh Wallet and Apple Wallet Loyalty.

