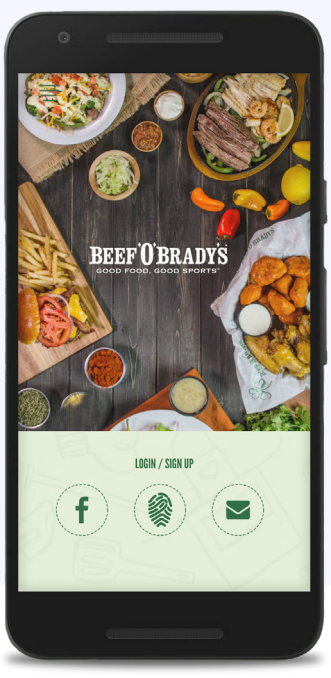
CASE STUDY

Beef 'O' Brady's Delivers a Seamless Guest Journey with PAR Ordering and Punchh Loyalty



Key Outcomes

12%
Sales Increase
over last year

47.5%
Retention Rate

4.34
Average Check-in Frequency

Brand Overview

Beef 'O' Brady's, a beloved family sports pub with over 40 years of heritage, was looking for a technology solution that could evolve with them, without compromising their identity. After years of navigating disjointed ordering and loyalty platforms, the brand turned to PAR's integrated suite: PAR Punchh for loyalty and PAR Ordering for digital ordering. The result? A seamless guest experience that feels 100% "Beefs"—not white-labeled, not third-party, but authentically their own.

Background

The Challenge: A Fragmented Experience

Like many brands, Beef 'O' Brady's faced challenges during the digital pivot brought on by COVID-19. Their existing ordering provider couldn't offer a cost-effective, fully integrated menu solution, forcing them to rely on separate systems for loyalty and ordering. That meant duplicated work, disjointed guest experiences, and operational inefficiencies.

"Our previous provider just wasn't meeting our needs as we continued to grow," said Heather Boggs, CMO at Beef 'O' Brady's. "We were spending extra time updating menus in multiple systems, and guests weren't getting a true brand experience online."

The Solution: Seamless Integration, One Unified Brand Experience

When the opportunity arose to reunite with Punchh and add PAR Ordering, Beef 'O' Brady's made the switch. The PAR ecosystem offered not only deep integration between ordering and loyalty but a truly brand-forward interface that felt native to Beef 'O' Brady's from start to finish.

"From the moment a guest opens the app, it feels like they're in the Beef 'O' Brady's world—not a third-party platform with our logo slapped on it."

— Heather Boggs, Chief Marketing Officer, Beef 'O' Brady's

Key features like saved favorites, reorder functionality, upsell opportunities for LTOs, and in-app messaging have enhanced the guest experience, while loyalty points can be earned and redeemed directly through the ordering flow.

Results

Operational Wins: More Efficiency, Less Manual Work

Behind the scenes, PAR Ordering has helped streamline internal operations and eliminate redundant tasks. Menu updates can now be made in a single place and automatically flow across platforms, saving time for the in-house IT team.

"PAR seamlessly integrates with third-party delivery partners, as well as our POS system, which has allowed us to spend less time on menu programming, as well as eliminating the need for online ordering tablets in the stores and manually entering orders into our POS." – Jason Saposnik, VP of Information Technology, Beef 'O' Brady's

The ability to customize order flows, prioritize specific promotions, and run targeted campaigns through Punchh has made it easier for both the marketing and IT teams to adapt to business needs quickly.

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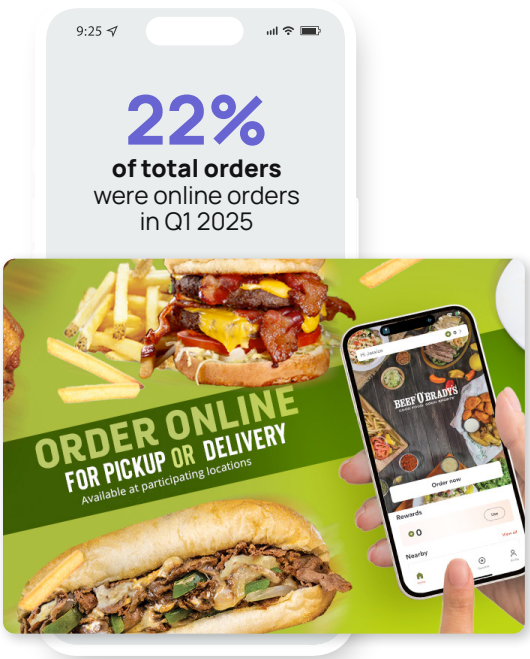

Data-Driven Growth: Unlocking Smarter Insights

By leveraging the power of Punchh and PAR Ordering together, Beef 'O' Brady's has expanded its view of the customer. KPIs like online sales, loyalty redemption rates, abandoned cart rates, and NPS scores are now easily accessible and actionable.

Heather's team segments audiences across dine-in, loyalty, and online ordering, and has seen the highest check sizes come from online ordering guests. This insight has led to more personalized campaigns, including promotions tailored to specific segments, family-focused messaging, and behavior-based rewards.

Innovation & Partnership: Building the Future Together

The relationship with PAR has gone beyond technology. Beef 'O' Brady's IT team is piloting PAR's AI-powered cross-sell tool, enabling smarter upsell prompts based on past orders or similar guest behavior—another way the brand continues to innovate while staying true to its roots.

"We like to be seen as cutting-edge—even as a 40-year-old brand. Working with PAR, we've been able to do that confidently," said Heather.

Campaign Highlights

Beef 'O' Brady's has run successful integrated campaigns like the "12 Days of Giving," which tied loyalty and online ordering offers together to drive digital engagement. Upcoming promotions, including a March Madness-themed campaign, continue to reinforce how digital ordering and loyalty can work hand-in-hand to boost frequency and guest satisfaction.

For Beef 'O' Brady's, the decision to go all-in with PAR wasn't just about selecting a provider but about choosing a partner. By combining the power of PAR Ordering and Punchh, the brand has streamlined operations, elevated the guest experience, and built a digital foundation that reflects the heart of their brand.

"We're improving customer experience and engagement without losing our identity. That's what this partnership has delivered."

— Heather Boggs, Chief Marketing Officer, Beef 'O' Brady's

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Contact@Punchh.com