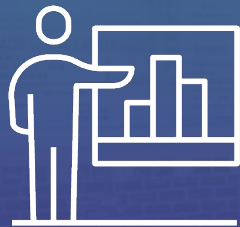


New Year, New Loyalty

Loyalty Innovations for 2023

DETAILS



We will share the
webinar recording
within 48 hours



Enter your Q&A
at the bottom of
the screen



We would love
your feedback!

punchmarketing@partech.com

Speakers



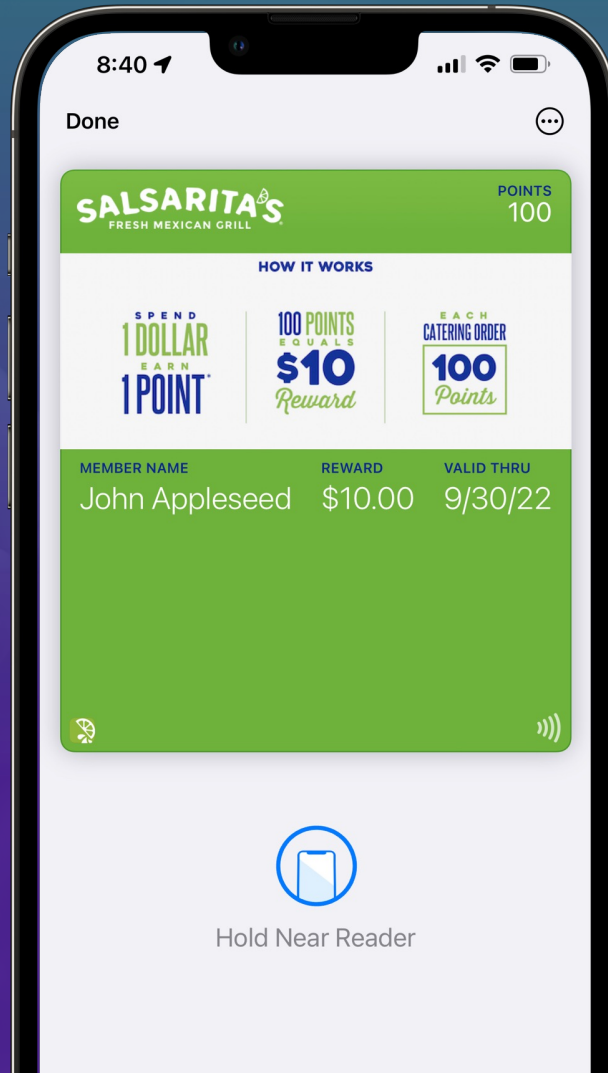
Tim Carter
Chief Financial Officer



Sal Nazir
GM, Payments



Wallet Loyalty unifies payments and loyalty experience



- Innovative OneTap Loyalty flow
- Allow to pay, earn and redeem rewards in one tap
- Easy member enrollment
- Unified Payment and Loyalty platform
- Increase NFC and loyalty acceptance

Wallet Loyalty provides numerous benefits to our merchants



Drive active use



Maximize consumer engagement



Make enrollment fast and simple



Ensure data accuracy



A PAR Technology Company

**Unify your guests' payment
and loyalty experience**

**Serve up convenience with
wallet-based payment and
loyalty in one**

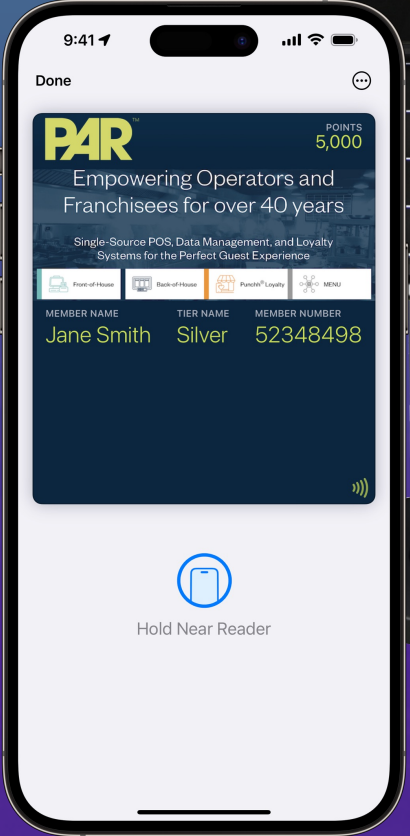
**Supersize business results by
promoting guest engagement**





Simple, zero-friction loyalty enrollment. Better ongoing guest engagement

- No separate app required
- Enrollment screen can be presented from Wallet
- Passes are synced across devices and backed up by iCloud.
- No phone? Customer can use their Apple watch



Brands and their guests will both benefit from the unified experience



For the concept

- It provides a unified payment and loyalty experience
- Will acquire more users on the loyalty app
- Greater users will lead to greater insights into consumer behavior
- Higher lift of customer returns



For the guests

- Scan (one tap) apple wallet and simultaneously pay for the order and redeem and collect rewards
- Automatic enrollment on the wallet. Terminal will never prompt for enrollment
- Scan (one tap) apple wallet to check if they can pay using rewards

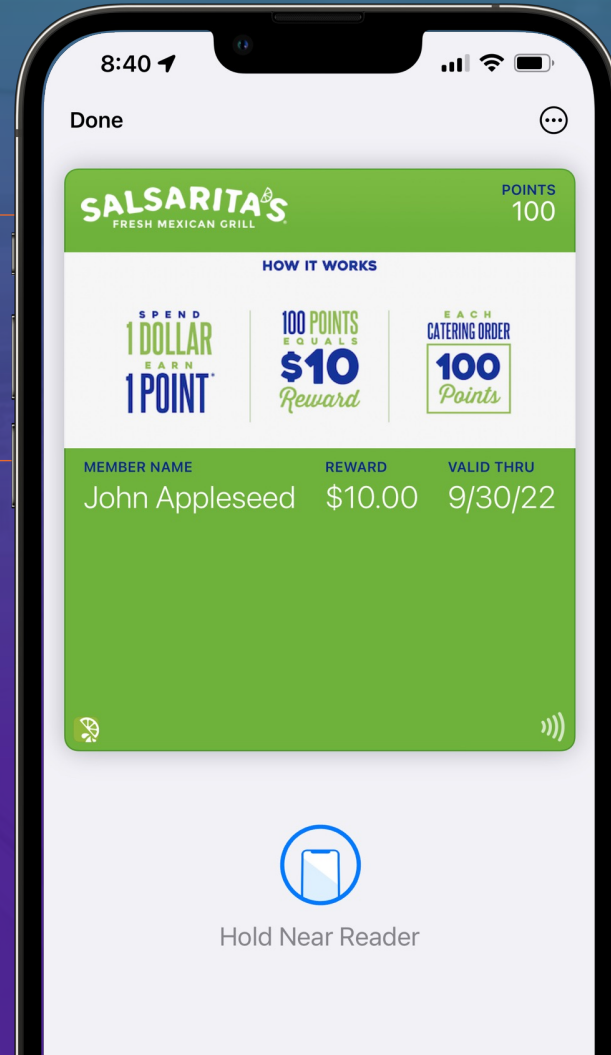
Within the Apple Wallet, the pass is easily customizable

Custom imagery
and pass color

Open iOS App

Increases user acquisition

6-15%



Custom header message
and image strip

Dynamic fields
customer can update

Apple Wallet guests
return an average of

2x

 more after enrollment
within 30 days

Wallet Loyalty: Driving Success a Story for Salsarita's



Wallet Loyalty drives

- Conversion/loyalty Users
- Consumer behavior insights
- **Positive lift** for loyalty Users
- **Increased DAU** on the app
- Faster and more efficient payments



Loyalty Customers

- Have a **31% higher ATS**
- Return **60%-70%** faster
- Are 70% more likely to recommend the brand
- Are **78%** more likely to visit the restaurant they're loyal to vs. another when given the option



Consumer Insights

- Help to perform CLV analysis
- Allow you to analyze order behaviors of customer segments
- Can drive marketing campaigns that are **14X** more effective
- Help to perform A/B or hypothesis testing

75%

of Americans are more likely to join a rewards program that doesn't require them to carry a physical card



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FRESH MEXICAN GRILL

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Thank You