



FOR MULTI-UNIT CHICKEN BRANDS

PAR knows chicken.

How three chicken brands built repeat business.

Launching loyalty, scaling it through fast growth, and keeping the counter running underneath.



Craveability is not a retention strategy.

Chicken is the most craveable category in quick service. That is a real advantage, and it solves exactly one problem: getting somebody through the door the first time.

The second visit is a different discipline. It depends on knowing who came, what they ordered, whether they came back, and being able to reach them with something specific enough to act on. None of that is craveability. All of it is infrastructure.

It also depends on the counter holding up. A frequency program is only as good as the system underneath it. If the register goes down during a dinner rush, or the same order rings differently at two stores, the guest record you are building is already wrong.

Three chapters, three brands, each at a different stage of the same problem. One was starting from nothing. One had to keep a working program working through very fast growth. One had to get the floor underneath it right first.

01 Starting from nothing

Launching a first-ever loyalty program in an established brand, where there is no existing guest data to design against.

CHURCH'S TEXAS CHICKEN · PAR PUNCHH

02 Scaling without rebuilding

Keeping one program coherent across hundreds of restaurants, multiple markets, and franchisees who need to run their own offers.

SLIM CHICKENS · PAR PUNCHH

03 Holding the counter

Frequency programs assume the basics are solid. Uptime, order accuracy and clean payment data are the floor, not the goal.

CHICKEN EXPRESS · PAR POS, PAR PAY

Every figure in this document is published by PAR or the brand named, and each story is linked in full so you can check the summary rather than take it on trust.



THE THREE STORIES

Craveability gets the first visit.
Everything after that gets built.

One brand starting from nothing. One scaling through fast growth.
One holding the floor underneath both.



CHAPTER 01

Starting from nothing

Church's Texas Chicken had 72 years of loyal guests, more than 1,500 locations, and no loyalty program. Launching a first program inside a brand that old is harder than it sounds. There is no behavioral data to design against, and no internal habit of running one.

What was in the way

- No baseline. Nothing to segment, so the first offers are informed guesses rather than targeting.
- Enrollment has to happen at the counter and the drive-thru, where nobody has spare seconds.
- A largely franchised estate, where adoption depends on operators who did not ask for this.
- Fierce category competition from brands that have been running programs for a decade.

What they did

Research came before build. Consumer research established what guests actually valued, which surfaced the real gaps in personalization and digital engagement rather than assuming them.

Real Rewards launched on PAR Punchh, using existing integrations so the team's effort went into the in-store and guest experience instead of plumbing. It went live ahead of the original schedule.

Internal adoption was treated as the launch: regional roadshows, training incentives, a company-wide kickoff, and weekly franchisee leaderboards drawn from the platform.



THE PROOF

Church's Texas Chicken

Real Rewards™ · first-ever loyalty program · 72-year-old brand

400k+

Loyalty sign-ups in the first quarter after launch

19.82%

Spend lift, first quarter

1500+

Locations internationally

"We really rallied everyone internally, making sure every person felt involved."

Jessica Wu-McConnell, VP of Digital and Loyalty, Church's Texas Chicken

[Read the case study](#) · [watch the story on film](#) >



CHAPTER 02

Scaling without rebuilding

Slim Chickens has grown past 200 restaurants worldwide, opening as many as two a week. The program has run for eight years with only minor structural changes, which is the part most brands get wrong.

What growth breaks

- Every new opening needs loyalty live on day one, not three months later.
- Franchisees need to run local activations without breaking brand consistency.
- Marketers need to build, measure and adjust campaigns without waiting in a queue.
- A program that needs restructuring every two years never compounds.

What they did

Loyalty became the center of digital marketing rather than an add-on. Guests get sign-up offers, birthday and anniversary rewards, and automated recall campaigns at 30 and 60 days of inactivity. The recall work shows up clearly in quarterly business reviews.

Limited-time offers are tied to double points, making the program the channel for launching new menu items. Franchisees get unique coupon codes for local campaigns while corporate holds consistency.

The Golden Ticket promotion, built for new openings, requires guests to return to reveal their prize — which guarantees a bounce-back visit during a new restaurant's critical first weeks.



THE PROOF

Slim Chickens

200+ restaurants worldwide · eight years on program

12.86%

Spend lift, Q2 2025

2M+

Loyalty program members

4X

Locations since the program launched

"We look at visit frequency and location lift all the time."

Kristen Gage, Sr. Director of Marketing Technology, Slim Chickens

[Read the full case study >](#)



CHAPTER 03

Holding the counter

Before any guest-side work matters, the basics have to be boring. Joe Schneider runs two Chicken Express locations in Central Texas that each take more than 450 transactions a day, most of them through the drive-thru.

What was in the way

- Manual inventory tracking and paper logs, with numbers that had to be dug for rather than read.
- Systems that demanded constant oversight, including rebooting registers mid-rush.
- A third-party payment processor sitting outside the POS, with disputes to chase.
- Crew turnover in a role where every hour of training is an hour off the floor.

What changed

PAR POS and hardware run the floor, with PAR Pay integrated natively rather than bolted alongside. Color-coded screens and custom configurations help the crew catch special items before they become remakes.

Reporting replaced the spreadsheets. Product mix, keystroke logs for voids and discounts, and daily sales are readable at a glance, which has helped keep food costs closer to target.

Support runs through 24/7 Hospitality, a strategic partner holding weekly calls and proactive check-ins.



THE PROOF

Joe Schneider's Chicken Express

Franchise group · two locations · Central Texas

99.9%

POS uptime, virtually no unplanned downtime

Zero

Chargebacks since moving to PAR Pay

Under 1hr

To train a new hire to confidence on the system

"When there's an issue, it's almost shocking. That's how reliable it is."

Joe Schneider, Chicken Express franchisee

[Read the full case study >](#)

Where does your brand sit?

Nine statements, three per chapter. Tick the ones that are true of your estate today. This is the page worth taking into your next marketing and operations meeting.

1 The second visit

- ☐ We cannot say how many of last month's guests were returning rather than new.
- ☐ We have no automated way to reach a guest who has not visited in 30 days.
- ☐ A franchisee cannot run a local offer without going through corporate.

2 The guest record

- ☐ The same guest ordering in-store, in-app and via delivery appears more than once in our data.
- ☐ We cannot target an offer to a specific item, sauce or bucket size.
- ☐ Our best-performing promotion discounts the whole check.

3 The counter

- ☐ A register or payment outage interrupted service somewhere in our estate this month.
- ☐ A new hire takes more than a day to become confident on the POS.
- ☐ The same order can be rung up differently at two of our stores.

0-2 ticked. The foundation is sound. The gains available are incremental and mostly about targeting.

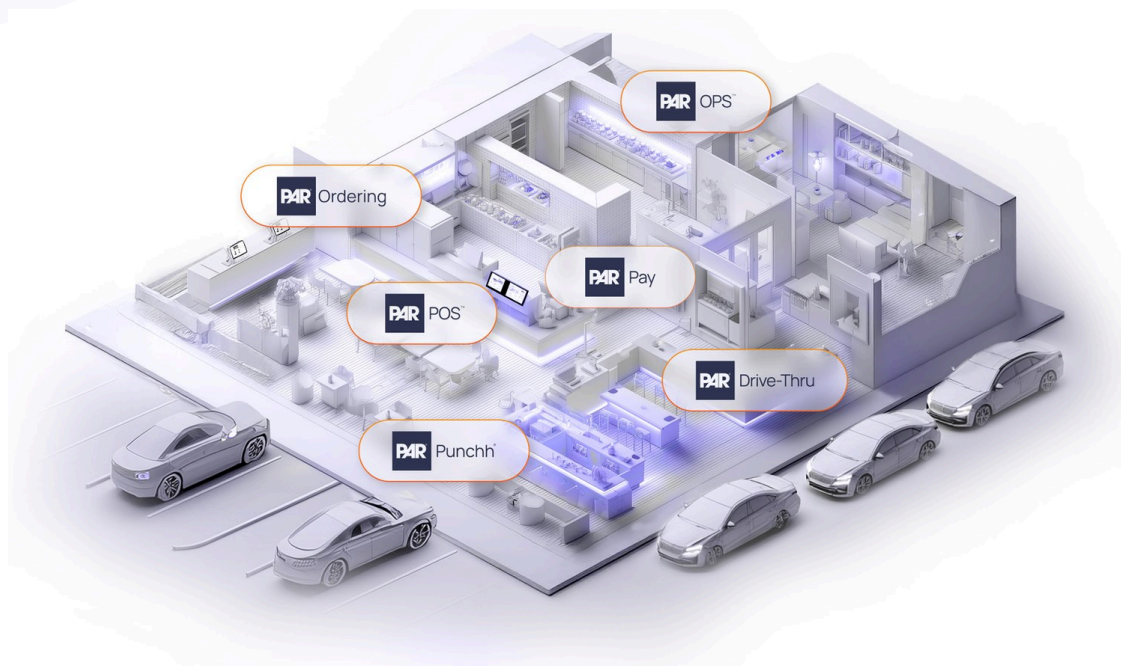
3-5 ticked. You are leaving frequency on the table for reasons you can name. Start with whichever section scored highest.

6-9 ticked. This is structural. Adding campaigns on top will not work, because the record underneath is not reliable enough to target from.

ABOUT PAR RESTAURANT

One portfolio behind every part of the restaurant.

PAR Restaurant is the umbrella bringing every PAR product into one connected ecosystem, so in-store and above-store guest experience, payments and operations run from the same foundation instead of being stitched together.



Products shown in the positions they occupy in a working restaurant.

SELL

Capture every order

Build revenue by taking orders quickly across every channel, and upselling while you do it.

Measured in transactions

OPERATE

Run efficiently

Protect margin with faster visibility into sales, labor and inventory, so teams act sooner.

Measured in operating margin

ENGAGE

Find, know and keep guests

Recognize more guests, personalize more interactions, turn more visits into repeat business.

Measured in guest lifetime value

150k+

Sites running on PAR

40+ years

In restaurants, from the first commercial POS in 1978

500+

Integration partners in the ecosystem

Three next steps, in order of effort.

1 Score the assessment twice

Once with your marketing lead, once with operations. The disagreements are usually more useful than the score.

2 Read the chapter matching your highest-scoring section

All three stories are linked in full, and none of them sit behind a form.

3 Bring us the one number you can't currently produce

Not a requirements list. One number. That conversation is more useful for both sides than a feature walkthrough.

Let's talk about that number.

PAR is a portfolio of products spanning POS, back office, ordering, loyalty, payments and hardware, with an ecosystem of 500+ partners around it. Which parts matter depends entirely on what you answered above.

partech.com/par-for-chicken



PAR[®]

Figures cited are as published by PAR Technology and the brands named, at the date of each source. Product names and capabilities as at publication.