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PAR Technology's Punchh® Announces Seven Winners of Annual Customer Loyalty Awards

Digital customer loyalty and engagement platform's fourth-annual customer awards highlights innovation, channel strategies, retention rate leaders and more

NEW HARTFORD, N.Y. (February 2, 2023) – [ParTech, Inc.'s \(PAR\)](http://www.partech.com) – a global restaurant technology company providing a unified commerce experience for enterprise restaurants – announced today that its leading customer loyalty, offers and engagement solution, [Punchh](#), recently presented its fourth-annual Customer Awards. This recognition spotlights seven clients who excel at using the Punchh platform for customized loyalty program management, omnichannel engagement, digital campaigns, personalized offers and more.

The winners are selected from Punchh's customer base of more than 250 global brands, which were evaluated on quantitative and qualitative metrics such as innovative usage, strategic results and platform adoption.

“We love recognizing our clients who fully embrace and utilize the Punchh platform,” said PAR President & CEO Savneet Singh. “These brands aren't afraid to embrace new technology to create a better customer experience, and it pays dividends in loyalty program engagement, customer feedback and more.”

This year, [Snooze, an A.M. Eatery](#) was named *Digital Innovator* for its development, in partnership with Punchh, of the MySnooze Bennyfits mobile rewards program, which has leveraged in-person visits with 51% of its members advancing from their 2nd to 3rd visits. Named *Top International Customer*, [Joe's Garage](#), who has affectionately dubbed its loyalty members “Regular Joes,” earned more than 20% year-over-year participation rate in the loyalty app. As *Rookie of the Year*, [Zippy's](#), a Hawaii-based brand, partnered with Punchh in mid-2022 to develop their Zipster Rewards platform, which has earned a 25% participation rate and a 45% increase in visitation.

The next award, *Campaign Hotshot*, went to [Tropical Smoothie Café](#). In 2022, the brand hosted Tropic Fan Fest, its first-ever member appreciation week, and saw a 46% increase in loyalty transactions, and 22% of guests trying one of the products for the first time. Last year's *Rookie of the Year* and the new *Retention Rockstar*, [HTeaO](#) launched new flavors to new cup sizes to its loyalty members, creating timely retention campaigns. HTeaO has achieved a 49% growth from Q1 2021 to Q1 2022, and an annual participation rate of 33% in 2022.

As this year's *C-Store Champion*, [Casey's General Store](#) provide its over 5 million Casey's Rewards members the opportunity to earn points and redeem them for Casey's cash, fuel discounts or a donation to a local school. Through these donations, over 71,000 local schools received benefits, and Casey's was able to achieve 43 million redemptions and keep a 70% quarter-on-quarter retention rate in 2022. Finally, the 2022 Punchh Customer Award's *All-Star* went to [Taco Bell](#), who provided its most passionate fans the ability to access exclusive events and be the first to try favorites like the

Mexican Pizza. Fans earn points on qualifying purchases made in-store, drive-thru, kiosks, online and the Taco Bell app, giving them more opportunities to receive rewards and participate in exclusive experiences. The Taco Bell reward program is a crucial factor in the brand's digital growth, where they aim to reach 100% of digital sales.

More than 250 global enterprise brands, including Yum! Brands (NYSE: YUM), Denny's (NASDAQ: DENN), TGI Friday's, and Casey's (NASDAQ: CASY) rely on Punchh to grow revenue by building customer relationships. To learn more about the Punchh Loyalty Offers and Engagement Platform, visit partech.com.

About PAR Technology

For more than 40 years, PAR Technology Corporation's (NYSE: PAR) cutting-edge products and services have helped bold and passionate restaurant brands build lasting guest relationships. We are the partner enterprise restaurants rely on when they need to serve amazing moments from open to close, during the most hectic rush hours, and when the world forces them to adapt and overcome. More than 100,000 restaurants in 110+ countries across the globe use PAR's restaurant point-of-sale, loyalty, digital ordering and back-office software solutions as well as industry leading hardware and drive-thru offerings for a true unified commerce experience. To learn more, visit www.partech.com or connect with us on LinkedIn, Twitter, Facebook, and Instagram.

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