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PAR Technology Launches Guest360, Bringing Unified Guest Understanding to Every Restaurant Transaction

Guest360 recognizes guests from their first transaction, unifies activity across channels, and turns that understanding directly into audiences, campaigns, and measurable revenue

NEW HARTFORD, N.Y. (September 1, 2026) – [PAR Technology Corporation](#) (NYSE: PAR) today announced the launch of [Guest360](#), a new product designed to help restaurant brands understand and grow their entire guest base, not just the guests enrolled in loyalty. Built to work alongside [PAR® Punchh®](#), Guest360 recognizes guests from the first transaction, connects their activity across channels, and creates unified profiles that enable more powerful guest engagement and experiences for brands. Guest360 is already live with select Punchh customers, with rollout expanding to all Punchh customers through the end of 2026.

Guest360 builds on the foundation PAR established with Punchh, which helps over 200 enterprise brands understand and grow their loyalty members. Most restaurant transactions happen outside the loyalty program, across POS, kiosk, drive-thru, pay-at-table, ordering, and delivery, leaving brands with guest activity that is often anonymous, duplicated, or disconnected. Guest360 closes that gap by recognizing guests from the moment they transact, connecting their behavior across channels, and making that understanding immediately available for segmentation, personalization, and activation.

"Most restaurants know their loyalty members well, but that's only a fraction of their guests," said Savneet Singh, CEO of PAR Technology. "Guest360 is a customer data platform, natively integrated into the PAR Punchh suite, that unifies every guest interaction into a single profile. Every transaction builds a profile, every profile builds understanding, and that understanding compounds over time into something no generic AI tool can replicate. Because Guest360 is built into Punchh, it works with the data brands already have. This is what it looks like when first- and third-party data actually works for the brand."

At the core of Guest360 is Profile Stitching, technology that consolidates a guest's activity across channels, whether at the drive-thru, on a kiosk, or through the mobile app, into a single, lasting profile rather than fragmented or duplicate records. That unified view also powers [PAR Intelligence](#), which recommends the next audience, campaign, or move based on what Guest360 surfaces, growing sharper with every additional data source a brand connects. Guest360 was built in close partnership with Punchh customers and its product

advisory group, whose input shaped how the product recognizes, segments, and activates guests for multi-unit operations.

What sets Guest360 apart is what happens next. Because Guest360 is connected directly to Punchh, the audiences it uncovers do not need to be exported into another marketing platform before a brand can act. Restaurants can automatically trigger personalized offers, win-back journeys, loyalty enrollment campaigns, and other experiences based on real guest behavior, then tie the resulting visit and spend back to POS revenue.

Here's what brands can expect from Guest360:

- **Guest Recognition:** Recognizes guests from POS, ordering, and payment activity, connecting transactions and accounts into one profile per guest.
- **Unified Guest Profiles:** Builds a single profile per guest from in-store behavior, digital activity, and loyalty data, enriched with visit patterns, purchases, and lifecycle stage.
- **Behavioral Segmentation:** Creates dynamic audiences that update automatically based on real spend, visit frequency, menu preference, and lifecycle stage across loyalty and non-loyalty guests.
- **Activation:** Turns guest behavior into action directly within Punchh, from personalized offers and win-back journeys to loyalty conversion and milestone campaigns, without moving audiences into another platform.
- **Closed-Loop Measurement:** Connects campaigns back to POS transactions and item-level revenue so brands can measure what actually drove a visit or sale.

To learn more about Guest360 and request a demo, visit partech.com.

PAR will exhibit at FS/TEC, Booth #311, September 23–25, 2026. Stop by to learn more and receive an in-person demo of Guest360, PAR Intelligence, and additional product previews. Attendees can also catch our speaking sessions:

- *The Best Store, the Worst Store, and the Context Between Them* on Wednesday, September 23rd at 3:30–4:00 PM CST
- *2026 Restaurant Tech Mega Trends & Hot Takes* on Thursday, September 24th at 9:15–10:00 AM CST

About PAR Technology

PAR Technology Corporation (NYSE: PAR) delivers an agentic operating platform that enables smarter, more consistent operations for multi-unit brands across restaurant, retail, and high-volume commerce. PAR's platform brings together mission-critical software—point of sale, digital ordering, loyalty, payments, and back-office systems—along with hardware and data to orchestrate decisions and workflows across systems, locations, and guest touchpoints in real time. Designed to drive measurable outcomes,

PAR helps brands improve efficiency, deliver better experiences, and make every store more profitable. Learn more at partech.com.

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