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PAR Technology's Punchh® Announces 2022 Winter Release for Loyalty, Offers, and Customer Engagement Platform

Digital customer loyalty, offers and engagement platform launches enhancements to its mobile framework, new loyalty strategy services and expanded user experience features

NEW HARTFORD, N.Y. (March 8, 2022) – [ParTech, Inc. \(PAR\)](http://www.partech.com), a global restaurant technology company building a unified commerce cloud platform for enterprise retailers, today announced the Winter 2022 Product and Innovation Release for its digital loyalty, offers and customer engagement platform [Punchh](#).

Punchh powers loyalty and offers for over 250 global enterprise brands, helping turn anonymous buyers into brand superfans through one-of-one personalization and data-driven, omnichannel engagement. The Winter 2022 Release focuses on an expanded mobile framework, an enhanced campaign workflow and a full suite of loyalty strategy services.

“At Punchh, we strive to keep improving and innovating our clients' experiences, and in turn, the experience of their end-users,” said Punchh President and General Manager, Don Wight. “These new features and services are one more step in our history of delivering best-in-class loyalty, offer and engagement solutions for restaurants, convenience stores and other retailers.”

Punchh has designed, developed, and maintained nearly 200 apps with a 4.3-star rating or higher, maintaining an overall average star rating of 4.65. By introducing Punchh Mobile Framework 3.0, the company can deliver a more convenient experience to app administrators and end-users, as well as the ability to add new features more quickly and easily as soon as they are needed by Punchh clients. The delivery of these new features paves the way for additional enhancements over the coming quarters, including updated flows for gift cards and online ordering.

Features of Punchh Mobile Framework 3.0 include:

- The in-app availability of ADA A-level compliance for framework-level components
- The inclusion of additional modules as part of the framework for easy rollout of features at the individual app level
- Online ordering web SSO framework-level implementation
- Added support for dynamic handling of custom fields
- Streamlined upgrade features as part of the app dashboard

In keeping with the company's commitment to continually streamline and improve the user experience for its clients, Punchh also announced beta enhancements to its Campaign Workflow.

After significant user testing and research, the workflow enhancements were introduced to allow marketers to quickly create flexible campaigns through an intuitive workflow and simple interface.

Finally, as part of the Winter 2022 enhancements to the Punchh suite of solutions and services, the company is pleased to announce the availability of new Loyalty Strategy Services, led by a dedicated team of in-house customer loyalty experts. Services are customized at the brand level, to help Punchh clients of all sizes gain insights on proven tactics to drive higher loyalty participation, as well as innovative, bold ideas to create brand differentiation and accelerated business value.

“The loyalty strategy sessions were crucial in designing our loyalty program,” said Erin Walters, Vice President of Marketing at Freddy’s Steakburgers. “The Punchh team was clear in their recommendations, provided wonderful insights and kept us on track for a timely release.”

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.

ABOUT PAR TECHNOLOGY

For more than 40 years, PAR Technology’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 more than 110 countries use PAR’s restaurant hardware, software, drive-thru, and back-office solutions. With the recent acquisition of leading loyalty solutions provider Punchh® Inc., PAR has become a Unified Commerce Cloud Platform for Enterprise Restaurants. To learn more, visit www.partech.com or connect with us on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).

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