# PAR Technology's Punchh® Unveils New Machine-Learning Features to Personalize Loyalty

*Leading loyalty software launches Feedback Sentiment, Smart Segments and Send Time Optimization for all existing and new customers*

*NEW HARTFORD, N.Y.* (Sept. 27, 2022) – ParTech, Inc. (PAR), a global restaurant technology company and provider of unified commerce for enterprise restaurants, announced today that its industry-leading loyalty software Punchh® is expanding its capabilities with three Machine-Learning (ML) features that will enable restaurant and c-store operators to better personalize loyalty offerings.

By utilizing ML — the use and development of computer systems that learn and adapt using algorithms and statistical models to analyze and draw inferences from patterns — all existing and new Punchh® customers will be able to utilize inferred sentiment of guests through feedback left in app reviews, access auto-generated segments derived from guest loyalty behavior patterns, and increase guest engagement with marketing communications.

"We're very proud of the work that our Punchh team has done to launch these new features," said PAR CEO, Savneet Singh. "They are all unique in the current marketplace, and no other loyalty program in the industry offers ML features as robust and analytical as Punchh. At PAR, we always strive to maintain our leadership position in the industry aimed at improving and innovating our clients' experiences with their customers. These types of innovations are a prime example of us doing just that."

**Feedback Sentiment** is the first of the three new features. Within the feedback module of the Punchh® platform, this feature provides insight into guest feedback by applying natural language processing (NLP) analysis to app reviews. The overall goal is to provide business users with an accurate sentiment toward its brand based on feedback from guests and specific consumer experiences such as customer service, food quality, ambiance, wait time and app experience.

**Smart Segments** is a feature within the segment builder module of the Punchh® platform that provides templated segments based on pre-defined categories of guest loyalty behavior, measured through industry-specific combinations of visit recency, visit frequency, monetary spend and more. The goal of this feature is to provide pre-generated segments that are immediately relevant to best-practice marketing strategies used in restaurants and c-stores to reduce the overhead of manually defined guest segmentation.

**Send Time Optimization** is the third new ML feature now offered through Punchh. In typical marketing automation tools, brands must schedule a specific time for most marketing messaging to be broadcasted out to the targeted user base. Campaign Send Time Optimization helps marketers increase guest engagement with email and push notifications by personalizing the send time of the message through automated analysis of past interaction data.

More than 200 global enterprise brands, including Yum! Brands (NYSE: YUM), Fazoli's, 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 Symbol: 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 point-of-sale, loyalty and back-office software solutions as well as industry leading hardware and drive-thru offerings. To learn more, visit partech.com or connect with us on LinkedIn, Twitter, Facebook, and Instagram.

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