



Bring Your Customer Engagement into the Future With Award-Winning PAR + Apple Wallet One-Tap Solution

Discover How Salsarita's Revolutionized Their Loyalty Experience

It has become clear that delivering a frictionless experience is key to running a successful loyalty program. In fact, by offering a seamless enrollment experience across multiple channels, guests are 86% more likely to join a loyalty program. PAR Pay's **One-Tap Loyalty** solution is specifically designed to address this challenge by enabling seamless enrollment into a brand's loyalty program in a single step through their Apple Wallet. With one-tap, guests can seamlessly enroll, earn, redeem, and pay using their Apple Wallet with just one tap. No need for additional steps, app downloads, or form fills—it's that simple!

Salsarita's Fresh Mexican Grill, a growing build-your-own casual Mexican restaurant franchise with 85 locations and counting, jumped at the possibility of giving their customers an easier way to engage with their brand. After successfully rolling out PAR Brink POS and Punchh, they added PAR Pay to their tech stack, unlocking the One-Tap Loyalty solution.

Seamless Enrollment & Increased Efficiency—Salsarita's Is One-Tap Closer To Their Guests



The results are in and the numbers don't lie— One-Tap Loyalty has been a game changer for Salsarita's.

Less Friction Means More Loyalty Members

Offering multiple enrollment methods, such as One Tap Loyalty, increases loyalty program sign ups and guest satisfaction. Great for your business and your guests.

Collect More Actionable Customer Data

Establish a 1:1 relationship with guests, gain deeper insights into customer lifetime values, and create a more personalized experience.

Increased Revenue by Driving Repeat Orders

By making it easier for your guests to enroll, pay, earn, and redeem, your guests will feel closer to your brand, ensuring more repeat visits.



Salsarita's has seen a 70% increase in loyalty program sign-ups amongst Apple Wallet users.



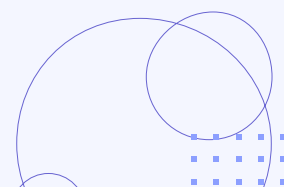
Once a Salsarita's guest had enabled the One-Tap Loyalty pass in their Apple Wallet, 94% of their transactions have been completed through the Apple Pass.*



Salsarita's saw a 23% increase in repeat visits per customer after adding the Apple Pass to their Apple Wallet.*

“ The One-Tap Loyalty solution from PAR is helping our efforts to improve guest enrollment and engagement in our loyalty program. Many guests use Apple Pay, so a one-tap approach makes it seamless for them to sign up and accumulate rewards. ”

- Tim Carter, CFO Salsarita's Fresh Mexican Grill



One-Tap Loyalty Key Benefits for Your Business

- Easy Onboarding including End-to-End Implementation
- Simple Platform Management
- Robust Reporting and Insights
- Easily customizable with custom imagery & colors
- Faster speed-of-service

How does it work?

Zero-Friction Enrollment

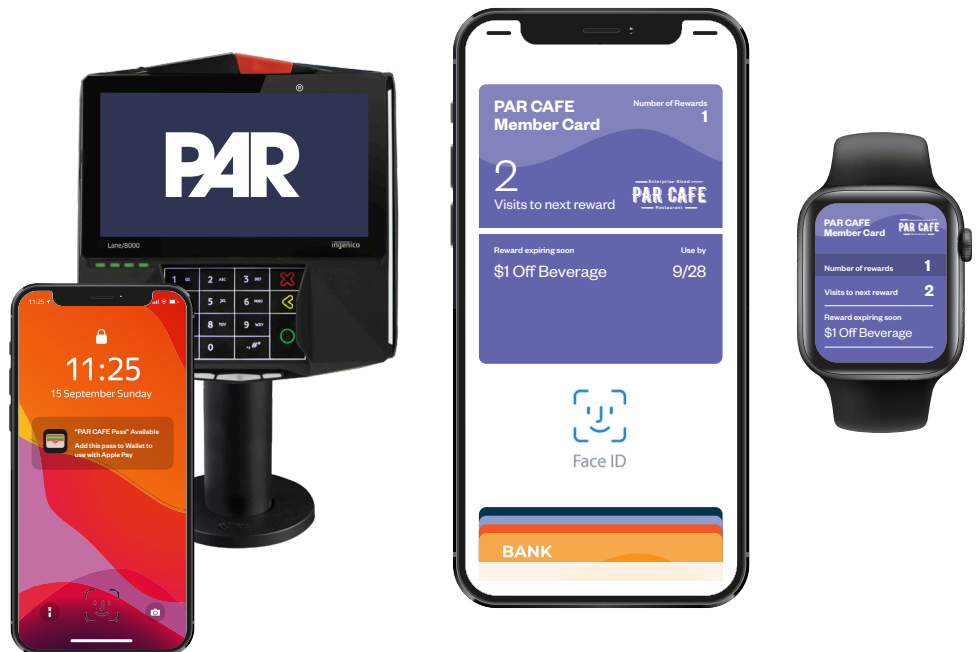
- When it is time to pay, guests tap their Apple Wallet which triggers an invitation to enroll in your loyalty program. It uses their Apple ID credentials (say goodbye to junk emails) to create their account.
- Guests add your pass to their Apple Wallet.
- That's it. They're in.

Effortlessly Earning and Redeeming Points

- With One-Tap Loyalty, guests will pay, earn, and redeem all at once with their Apple Wallet in their iPhone or Apple Watch.
- In an instant, your employee knows the name of your guest and can deliver personalized, next-level customer experiences.

Requirements

- Hardware
 - Ingenico: Lane 7000 or Lane 3000
 - OR
 - Verifone P400
- Punchh Loyalty
- PAR Pay Gateway
- PAR Payment Services
- PAR POS



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Get in touch with us today to learn more.

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