



**SPEEDLINE**<sup>®</sup>  
Rely on it.

# Compare Loyalty and Rewards Programs

## Reward your best guests.

Loyalty programs are win-win: while your best guests save, you gain valuable marketing insight and more frequent visits. Choose the fee-free, single-store SpeedLine Loyalty, or comprehensive multi-unit loyalty solutions from Paytronix or Punchh. Use this table to decide which option best suits your needs.



FEATURE	SPEEDLINE LOYALTY	PAYTRONIX SYSTEMS INC.	PUNCHH
Restaurant type:	Single stores or small chains. Separate from any gift card programs.	Best suited for brands with 15+ locations. Optional integrated gift card program.	Best suited for brands with 20+ locations.
Cost:	Free, except for the cost of cards, if used.	Fees vary.	Fees vary.
Account portability:	Loyalty accounts are not portable between stores. Guests must have a separate account at each store.	Loyalty accounts can be accessed from any store in the chain, or online.	Loyalty accounts can be accessed from a smartphone app or website.
Cards:	Use optional cards or phone #'s to identify a guest's account.	Guests have the option to use cards, phone # look-up or mobile app check-in (cardless).	Cardless. Guest accounts are identified by entering a user code, scanning a QR code from the phone app, by phone number, or by email address.
Online account access:	No online access.	Guests can register at the POS or online to access their account information at any time.	Guests can register online and access their account information at any time. Integrates with SpeedDine Online Ordering for easy access to points balance and reward redemptions.
Reporting:	Loyalty Point Balances and Loyalty Transaction Details reports list point balances, enrollments, and redemptions.	Reports results and guest information in easy-to-use dashboards and reports. Run target-and-control campaigns to ensure accurate data.	Report on program performance across any stores or channels. View in real time.
Database Marketing:	Reports can be exported for use in email or direct mail programs.	Integrated email, SMS and push/pull messaging platform.	Segment guests and target and automate campaigns via email, SMS, push notifications, or social media.
Multiple program types:	4 point accumulation programs are available, but only one type (for example, points for each dollar spent) can be run at a time.	Flexible rules engine allows dozens of program styles to run simultaneously.	Points for dollars spent can be converted to discounts or free items, or gift customers rewards that do not use points for filling in surveys etc.