



SPEEDLINE[®]
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, mobile-friendly StoreCard by Worldpay, or comprehensive multi-unit loyalty solutions from Paytronix or Punchh. Use this table to decide which option best suits your needs.



FEATURE	SPEEDLINE LOYALTY	STORECARD BY WORLDPAY	PAYTRONIX SYSTEMS INC.	PUNCHH
Restaurant type:	Single stores or small chains. Separate from any gift card programs.	Suitable for single stores, or small and large chains. Includes gift card capabilities.	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.	Standard gift and card registration features are free, if also processing credit cards with Vantiv. Add rewards, reload, digital cards, and eGift for a low monthly fee.	Fees vary.	Fees vary.
Account portability:	Loyalty accounts are not portable between stores. Guests must have a separate account at each store.	Transfer gift card balances between locations. Central pooling allows participating locations to transfer monthly from central to redeeming locations.	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 can earn rewards, give gifts and pay with a smartphone or plastic card.	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 online to access their account information at any time.	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.
Reporting:	Loyalty Point Balances and Loyalty Transaction Details reports list point balances, enrollments, and redemptions.	All StoreCard reports are accessible online to help you manage your gift card sales.	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.	Database for direct marketing, as well as social media marketing options.	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.	Starbucks style cash rewards program. Rewards based on a percentage of customer purchases, a percentage of card reloads, or both.	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.

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