HungerRush™

Case Study

# Scalable Technology from HungerRush®'s Integrated POS System Helps Giovanni's Standardize Growth

For over half a century, Giovanni's Pizza has been a model of restaurant staying power, relevance and growth. With a store count exceeding 110 and covering six states in the eastern US, Giovanni's has built a loyal customer base with the promise of signature food products and recipes that customers have enjoyed for multiple generations. The self-proclaimed "Italian place to be!", brand recognition, customer loyalty, a focus on food quality and working with local owners who are involved in their communities has helped Giovanni's prosper and thrive.

Two years ago, Giovanni's stores were dependent on a multitude of POS systems including HungerRush® in some stores. Many locations still leveraged paper tickets and lacked online ordering capabilities. While Giovanni's corporate office was committed to a hands-on approach in helping store owners grow, the lack of technology clouded visibility into restaurant performance and was hindering future growth.

## Challenge

As the corporate team looked for better tools to assist locally-owned Giovanni's franchisees operate, manage and grow, it was clear that a comprehensive point of sale system with an integrated online ordering solution was a top requirement. "We recognized that the growing trend in the pizza industry was the number of customers that preferred to order food online," says Brent Cordial, Vice President of Operations. "We knew a Giovanni's branded and easy-to-use online ordering solution would provide

### Customer

Giovanni's Pizza

### Challenge

Elevate corporate support to a growing network of stores and franchise owners, helping them embrace and utilize POS technology for future growth.

### Results

The move to standardize the HungerRush POS system across all franchisees introduced technology-driven features such as online and mobile ordering, loyalty and rewards, and advanced reporting to increase sales and profits.

many benefits to our customers and franchisees." Adding a comprehensive point of sale solution would also help franchisees operate their stores more effectively while providing valuable data on efficiency improvements and customer service.

When Giovanni's president, Tom Lemaster made sourcing an integrated POS system top priority, the corporate team kicked into high gear. The team started the evaluation process with the franchisees that already had systems in place. They expanded to include the pizza industry's top POS systems and then to other leading brands. Over the course of several months the Giovanni's team evaluated 32 different POS systems, however they found that most failed to deliver. Key requirements for Giovanni's were:

- Integrated online ordering software with a branded mobile app
- Pizza-specific features such as easy menu customization
- Integrated reporting and analytics
- Reasonable fees for payment processing
- 24/7/365 US-based customer support
- A proven POS partner that could support expansion to over 100 locations

Giovanni's found that the HungerRush system had the capability that the corporate team required, with the operational features that store owners were asking for.

## The Solution

As Giovanni's stores convert to the HungerRush POS system, the corporate team ramps up activity to promote online ordering and the mobile app.

> **"We continue to transition existing stores onto the HungerRush system and expect the results to grow as we introduce features like the integrated loyalty programs and suggestive selling capability," says Brent. "We are thrilled to offer this technology to our existing franchisees and future locations and watch how it helps fuel their success."**

## The Results

Customer feedback told Giovanni's that online ordering was important to provide and introducing this option into the stores has provided a strong boost in sales. "We'd receive emails from customers saying how much they loved our food, and if we had online ordering they would order more often," says Brent. "We have worked closely with HungerRush to implement Giovanni's branded iOS and Android mobile apps that allow easy access to online ordering, and loyalty and rewards." Giovanni's also rebuilt the corporate website and added professionally-shot photos of all food items to the site and mobile ordering platform. "With online ordering in place, our stores are seeing more than $3 ticket increase over in-store purchases. That is where the value comes in for us. The more successful our owners are, the more successful the Giovanni's brand is going to be," Brent adds.

As contracts on current systems turn over and renewal time approaches, the Giovanni's team works with store owners to transition to the HungerRush system. "We have franchisees that have been with us for 50 years," says Brent. "Change can make them feel uneasy. But once we show them the benefits and how the new system can improve their daily operations, it becomes a much easier conversation." In just over six months, Giovanni's has converted 30 stores to the new HungerRush platform with more installations every week. "While changing POS systems is always tough and scary, the support we have received from HungerRush has really helped us throughout the process," adds Brent.

The visibility that an integrated POS with reporting and management provides has been eye-opening. When Brent introduces a new store to the HungerRush reporting software he documents the restaurant's performance. "We always felt

like we had a base, but it's helpful to see the hard numbers and provide the stores with an easy way to access the data," says Brent. With a baseline established, he works with the store owners to analyze and interpret the data to help them grow. Some key benefits include:

- Modifying staff hours based on sales volume forecasts to reduce labor costs.
- Reduce loss and waste and identify under-performing products that impact the bottom line.
- Leverage online ordering to free up phone lines and reduce the amount of time employees spend reciting store specials to customers.
- Boost employee morale with data-driven contests that reward them for upsells and customer promotions.

"Now that we have the HungerRush system with reporting software, our stores are making more money than ever before. The reporting documents everything so that all employees are held accountable," says Brent.

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HungerRush™

HungerRush helps restaurants compete in the toughest business on earth. Options are abundant. Loyalty is hard to get. And preferences are changing fast. Our integrated restaurant management system helps you master operational efficiency, create awesome guest experiences with ease, and squeeze customer data for every last drop of insight. All so you can focus on doing what you love: serving great food.

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