



THE (ACTUALLY PRACTICAL)
**RESTAURANT
FRANCHISING
TOOLKIT**





With more franchise opportunities in the United States than people looking to open stores, attracting talented and focused franchisees can be a real challenge.

Now more than ever, restaurant leaders need a helping hand offering franchise opportunities that are easy to set up and bring in profits quickly. And integrating the latest tools that technology has to offer is the best way to get the right people running your franchises.

We packed this guide full of practical tools you can use right now to make your franchises more competitive, efficient, and profitable.

To get started, head to the section most relevant for you.



CEO/FINANCE OPERATIONS MARKETING TECHNOLOGY/IT



FOR CEOs

Competition for franchisees may be fierce, but this toolkit will help your brand outshine the competition. The tools ensure you get the most out of your data while helping franchisees run successful restaurants with healthy profits.



Tool #1: The Power of the Connected Restaurant

What is it? A POS that connects all your business systems, both corporate and franchise, across your restaurant chains.

Example: With menu, labor, and sales data all connected, restaurant managers can benchmark their location against other franchisees and chase common goals.

Why is this Important?



For The Franchisee: When every store's data is integrated into the overall brand's system, corporate can highlight what other store owners are achieving. It fosters a sense of community and lets new franchise adoptees see what's possible. It's no longer you against the world—all your franchisees are working together to reach a common goal.

For The Franchisor: This shows that your franchise has a grand vision and strategy that unites the entire brand technologically and offers franchisees a role in the big story. You're not just cashing their check and throwing them in the deep end.

Tool #2: Cloud Data Access



What is it? Cloud data management so franchisees can manage their store on the go.

Example: A good cloud-based POS (like [HungerRush 360](#)) ensures that everything is connected, available anywhere, and automatically updates—so you don't have to worry about the tech going sideways.

Why is this Important?

For The Franchisee: This allows franchisees to manage their stores from anywhere, making operating multiple locations and growing their business empires easier. Even if they're on vacation, they can stay on top of everything (compare that to legacy POS systems which require you to go in-store to see data—a feat that's almost impossible if you want to operate multiple locations.)

For The Franchisor: Cloud-based POS come with automatic updates which means you can keep up with the competition without having to think about it, ensure compliance across locations, and project a consistent brand image.





Tool #3: Guest Data Platform



What is it? : A single hub of clean guest data that tells you what your customers are ordering, when they're ordering, which menu items they love and which they hate. Guest data is the bedrock of all efforts to understand customers.

Example: A platform that captures first-party data from all your customer touchpoints—online ordering, text ordering, on-premise ordering, loyalty, email marketing, etc—and is accessible across all your franchises' branches allows you to see the bigger picture across your restaurant empire. Having this data on hand at all your corporate and franchise owned units allows you to make strategic menu and operations decisions.

Why is this Important?

For The Franchisee: A POS that doesn't put up walls between you and first-party customer data enables you to own that relationship. This data lets you hone in on customer preferences, reach guests directly with targeted offers, and convert one-timers into loyal customers—leading to healthier profits and more successful restaurants.

For The Franchisor: Owning first-party data across all your franchises and stores gives you easy access to a wide-variety of important customer information that makes taking evidence-based, company-wide decisions that much easier.

FOR OPERATIONS



Operations leaders need systems that make their lives easier—especially when it comes to labor streamlining, purchasing, franchisee tech adoption and scalability. These systems make day-to-day operations run smoothly.

Tool #1: A Delivery Driver Management System

What is it? A driver tracking and order management system that outsources third-party fulfillment as needed—not as default.

Example: Delivery tech can do a lot of great things these days, from geofencing your local delivery zones (instead of drawing a perfect circle around your store), to showing customers where their order is in real-time on a map, to switching on DoorDash if there's an unexpected rush. [HungerRush 360](#) does all that and more.

Why is this Important?

For The Franchisee: An efficient driver management system means higher-profit orders out your door, faster delivery, and meeting your customer preferences automatically. Think contactless delivery, curbside pickup, and so on.

For The Franchisor: Whether your restaurant operates an in-house delivery fleet or not, our DoorDash Drive integration means you can enable third-party delivery across all your stores while paying only a fraction of the commission fee for orders captures from the website. Drive can be turned on and off whenever you need it.



Tool #2: Labor-Saving Automation



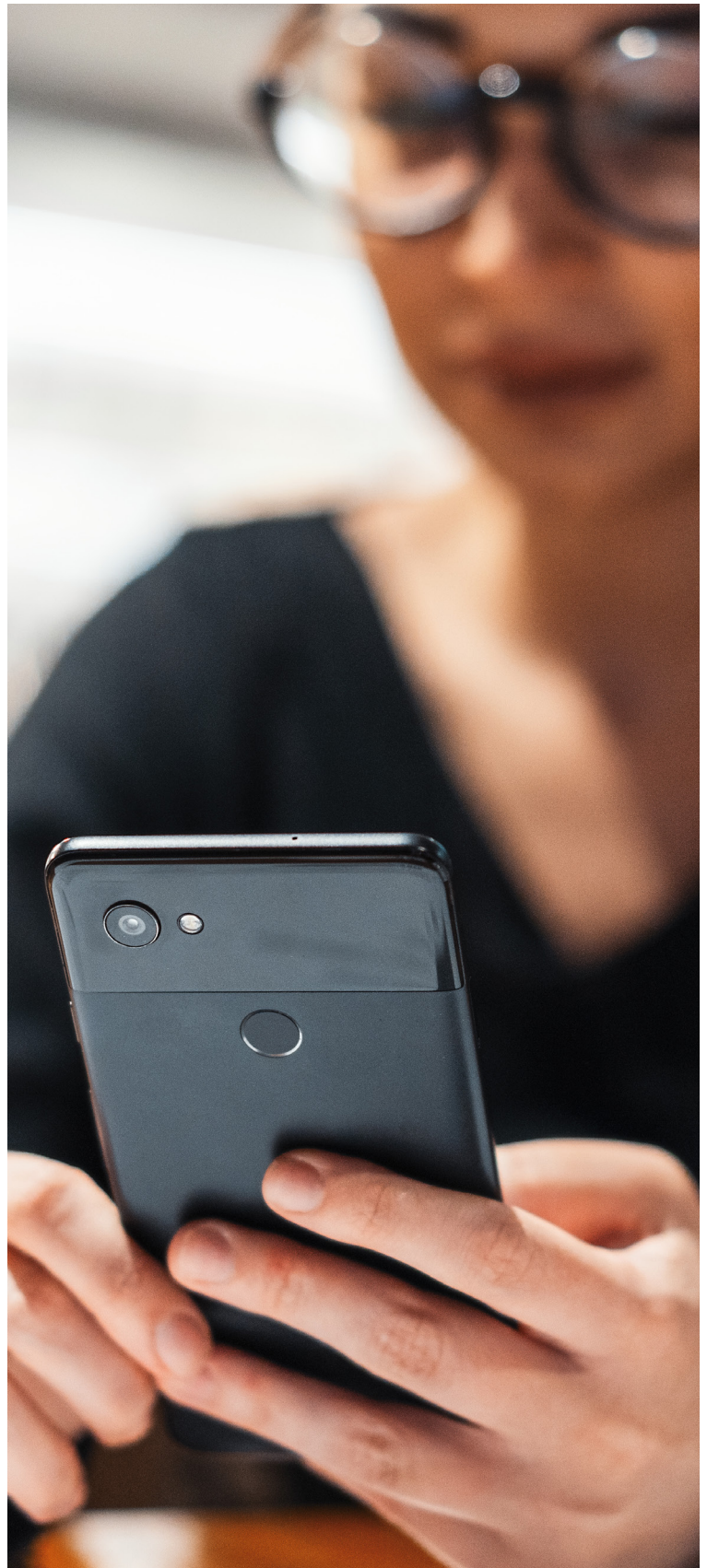
What is it? : AI-powered ordering technology that takes the pressure off your staff and helps you maximize labor.

Example: The pandemic might be coming to a close, but hiring woes are showing no signs of stopping and a lot of franchise operators are still having trouble filling positions. The latest tech can help—AI text and voice ordering has no bottleneck, meaning your employees can keep prepping food instead of running to the phone every 5 minutes.

Why is this Important?

For The Franchisee: Having AI in your store frees up employees who would normally take orders to focus on food prep. And when it comes to turning profit, a more efficient store can be a real point of difference.

For The Franchisor: AI ordering increases order accuracy by up to 99%, improves labor efficiency, and integrates seamlessly with your POS and tech stack. Plus, franchises that are more labor efficient and have smoother overall operations are more likely to turn a profit—which can attract more potential owners to your brand.





Tool #3: An Optimized Onboarding Workflow



What is it? : A bulletproof onboarding process — everything you need to get your franchisees to buy in, improve training, and switch tech stacks quickly and painlessly.

Example: A POS that with real-thought put into its design that integrates with other parts of your tech stack (inventory, driver management, cross-franchise menu changes and deals) makes life easier for the staff who have to learn it, and for your entire team.

Why is this Important?

For The Franchisee: If your legacy systems take six months to learn — without forgetting how hiring, sales, and kitchen management take up a lot of your time too — then you're not going to be operating as efficiently as you could, and you're not going to be anywhere near full-revenue potential.

For The Franchisor: When you're trying to attract potential franchise owners, one of their major concerns is profitability. Modern POS systems cut down on the staff learning curve, allowing them to ramp up to full-revenue potential as quickly as possible while showing potential franchise owners that you're taking every aspect of this business seriously.

“ We switched to HungerRush because we'd heard good reviews from their customers, especially about their customer support team. The sales, installation, and training process was amazing. I expect future dealings with customer support to also be equally positive experiences. I would definitely recommend HungerRush to someone I know — great service.

— MR. GATTI'S PIZZA ”

FOR MARKETERS



Modern food-lovers have a lot of options. If your franchisees aren't meeting them where they are, they may not give your brand a second chance. Attracting and retaining customers is essential. Here are our top three tools that help marketers stand out, instead of getting left behind.



Tool #1: A First-Party Order System

What is it? An omnichannel order system that drives first-party orders.

Example: This lets you keep your menus in sync across channels —if your downtown branch runs out of olives then you can make a note or take it off the menu without disappointing hungry customers.

Why is this Important?

For The Franchisee: Having a [first-party order system](#) means you don't have to shell out up to 30% in fees to greedy third-party delivery companies. Which equals more money in your pocket at the end of the day.

For The Franchisor: The increased revenue makes franchisee talent more likely to join you, not your rivals who have signed a hefty chunk of their profits away to UberEats.



Tool #2: Omnichannel Marketing

What is it? A marketing system that targets your customers in all the major marketing channels.

Example: Think custom email and SMS marketing campaigns, as well as online ads.

Why is this Important?

For The Franchisee: A system that utilizes customer data to create and automate highly targeted campaigns that customers find relevant is a great way to expand your reach. And [HungerRush 360](#) does exactly that.

For The Franchisor: Having an omnichannel marketing setup shows franchise operators that you're using the latest in modern tech to help them thrive—not just handing them the keys and wishing them good luck.



Tool #3: Customer Loyalty

What is it? A custom customer loyalty program.

Example: Modern POS systems like [HungerRush 360](#) make it easy to set up a loyalty program across franchises, providing a uniform (but unique-to-your brand) experience that brings customers through the door.

Why is this Important?

For The Franchisee: One-size-fits-all loyalty programs just don't cut it. Restaurants need data-backed loyalty programs designed for them and their customers. Strong brand loyalty equals more franchise growth—and less effort spent acquiring new customers. Plus, loyal customers spend up to [39%](#) more.

For The Franchisor: When people walk into a franchise they expect the experience whether they're in New York or New Orleans. That means the loyalty program too—setting up loyalty programs across your franchises allows you to project a unified brand approach and offer customers the experience they've come to expect.

“

We knew the integration with online ordering would be huge. We didn't anticipate how much impact the loyalty interface in the online menu would be. Most loyalty platforms plateau at a 20% redemption rate because of manual redemption codes or incomplete integrations... we've tripled that benchmark in just the first year because of the online ordering and mobile application integration.

— HUNGRY HOWIES

”

Restaurant tech is constantly updating. The following tools are ideal for franchise owners looking to solve tech issues and stay on the cusp of emerging technologies.



Tool #1: Seamless Integrations, Clean Data

What is it? Clean data is data regarding all the restaurants in your business, presented in an easily accessible way. All that data coming from different APIs (your POS, your loyalty program, your driver management system) must sync seamlessly and without conflict.

Example: If your tech stack comes from a single source using a modular plug-and-play approach then you're not going to encounter conflicts between the various apps that power your franchises. And that lack of conflict translates to powerful, clean data all in a single spreadsheet.

Why is this Important?

For The Franchisee: Restaurants require an ever-changing tech stack and these apps don't always play nicely with each other. Custom integrations and code to fix this get expensive fast. Franchises need systems that connect well, share insights, and don't keep your IT department up late at night on support calls.

For The Franchisor: Having all your franchises and stores using the same tech stack simplifies everything. Clean data is essential for making big picture decisions and if everyone in your business empire is using a different POS then getting said data becomes can be a real challenge.

Tool #2: Customer Service That Goes The Distance

What is it? A U.S.-based customer service team that knows what they're talking about, and is accessible 24/7 via phone, or text.

Example: HungerRush is built around a core of restaurant industry veterans that know the challenges involved in running busy franchises — because they've done it themselves. Their restaurant expertise is then passed along to the customer service team.

Why is this Important?

For The Franchisee: A lot of customer service in this industry is less than stellar. If your driver management system goes down or you can't accept orders you need help now, not in two days time.

For The Franchisor: You need a partner that speaks your language and actually cares about your success. HungerRush has years of experience helping enterprise-level operations achieve their goals and that all begins with a customer service team who know what they're talking about.

85%

Percentage of cases resolved during the First Call



“ Starting a franchise is a daunting task and your POS is critical to your operation. HungerRush provides a system that is fully integrated and seamless. There's clear communication from your account manager who tells you when the system is gonna be in operation, to the installer who walks you through everything, and to the customer service team. When you run into a snag on your system, they're there 24 hours a day to help you.

”

— i FRATELLI



Tool #3: Cloud Data

What is it? Cloud data management so your IT department can access everything from one place at any time.

Example: A cloud-based POS ensures that everything is connected and available anywhere. It automatically updates too—so you don't have to worry about making sure each manager in each location is running the latest software, and you don't have to worry about any compliance issues. It's all done for you.



Why is this Important?

For The Franchisee: Cloud data management allows IT departments to stay on top of everything. The convenience, time-saving, and utility of this allows franchise owners to focus on generating revenue—instead of double checking five different integrations to find the right data.

For The Franchisor: When you use a single technology partner for everything from your POS to inventory to driver tracking you save your company a lot of hassle. All of those modules are designed to communicate with each other across branches and across franchises.

“ Starting a franchise is a daunting task and your POS is critical to your operation. HungerRush provides a system that is fully integrated and seamless. There's clear communication from your account manager who tells you when the system is gonna be in operation, to the installer who walks you through everything, and to the customer service team. When you run into a snag on your system, they're there 24 hours a day to help you.

HungerRush has ALL the tools a growing restaurant franchise needs

Getting the best franchisee to invest in your brand is easier said than done. But a technology partner with restaurant experience that can equip fresh franchisees with the right tools for the job shows potential operators that you're serious about their success.

The tools outlined in this ebook are all available from **HungerRush**. We have a proven track record of helping both growing and enterprise-level chains [maximize profits and thrive](#) in increasingly competitive verticals—despite the pandemic, despite the hiring crisis, and despite whatever comes next.

[BOOK A CALL NOW](#)

“ We had HungerRush but then we were forced by Jet's Pizza Corporate to use SpeedLine. We had to fight really hard to get you guys back. What can I say about HungerRush? Well, the mechanisms are great, the enterprise app is great, the ease of use of the system is excellent. I mean, HungerRush got it. ... If I may add, the 50% buyback also played a huge influence in having us move back. I just moved 3 stores over and plan to continue to be a big HungerRush advocate. We are glad to be back with HungerRush.

— JET'S PIZZA

”

HungerRush helps restaurants and chains of all sizes leverage advanced technology to understand their customers, run more efficient operations and drive more revenue so that they can **set a path towards sustainable growth**.

 **HungerRush.com**

