

Case Study

Hometown Pizza and Grill Leverages the HungerRush® POS System to Increase Sales and Improve Staff Accountability



Rockmart, Georgia may be a small town, but Hometown Pizza and Grill proves that being in a small town don't necessarily mean you have to settle for low pizza sales. In the town of 4,400 people, Hometown Pizza and Grill serves over 500 customers each day and delivers 150 orders to locations within a 15-mile radius.

Owner Rick Smith understands how to cultivate loyal customers and build a following. Even with the store's phenomenal growth, Rick still sticks with tradition. Every Tuesday, Hometown Pizza and Grill fills the restaurant as he invites regulars to test their knowledge with an in-store trivia contest and an opportunity to win Hometown Pizza and Grill gift cards.

Challenge

While Hometown Pizza and Grill has been wildly successful, Rick is not one to rest on his laurels. He knows that even in a small town, new entrants can quickly chip away established businesses.

As big chains moved in, Rick looked for ways to evolve and standout. His research showed that customers are wanting to order online, even though Rick was processing more orders by phone than ever before. "We knew our capacity for taking call-in orders was maxed out. We had staff on the phone constantly, and people were commenting on our Facebook page that they were trying to call us but could not get through," says Rick.



Customer

Hometown Pizza and Grill

Challenge

Provide comprehensive business transparency with real-time reporting. Integrate online ordering capability to grow sales and reach new customers.

Results

Hometown Pizza and Grill implemented the HungerRush POS system with integrated online ordering to acquire new sales. The system's built-in reporting module provides improved reporting and staff accountability.

Rick was also concerned about the honesty and integrity of some of his staff members. After watching sales revenue drop unexpectedly while on summer vacation, Rick knew he needed better visibility into his restaurant's operations. "Our invoices on ingredients and supplies remained at normal levels while I was gone, but our sales dropped. Our outdated Vital Link POS system wasn't providing the transparency and depth of reporting required to assess the leakage. I needed an integrated POS system to help me measure and track every input."

An online search for "best pizza POS systems" turned Rick on to HungerRush. Not long after, Hometown Pizza and Grill was running on a new HungerRush POS system.

The Results

Once Rick implemented the HungerRush system, his concerns about his staff were confirmed. "We had an immediate 80% drop in voided orders and coupon redemptions. That told me we had a problem in the store because we were lacking visibility with the old POS system," says Rick.

With the HungerRush POS system, integrated with restaurant reporting and analytics software, Rick can review reports on his phone each night and catch anomalies. "I get reports immediately and can address any discrepancies with the staff in real-time. Now that we have the right team and technologies in place, the problems have gone away."

The addition of an online ordering system has increased quantity of transactions and order size, thus growing Hometown Pizza and Grill's revenue. Rick didn't want to add more phone lines or hire the additional staff to man them so adding online ordering was the obvious solution.

Hometown pizza and grill's revenue has jumped over 20% in the last three months with online ordering.

According to Rick, "Our average ticket size is also much higher with online orders, averaging \$48 while orders placed by phone were typically in the \$28 to \$30 range. It's a sizeable jump."

Summary

Adding the HungerRush system with integrated online ordering has had a major impact on Hometown Pizza and Grill's revenue and operations. The phones are still busy and online ordering has provided incremental orders and delivered larger average ticket size. "We thought some of our call-in business would transfer to online but adding online ordering capability just added more sales. We had to rebuild the layout of our kitchen to avoid bottlenecks and improve the flow just to keep up with the additional orders," says Rick.

Hometown Pizza and Grill now has a more sophisticated reporting process that provides transparency into the business. According to Rick, "The HungerRush POS system makes everyone do their job better. It sets the standard for accountability. I am not uncovering issues two or three days later when it's too late to correct them."

Hometown Pizza and Grill is also taking advantage of the HungerRush POS system's built-in contact database to reduce advertising spend. "We were spending money boosting Facebook posts to get more exposure and remind customers to stop back in. With the HungerRush POS system, we are now building our own contact database so we can market to them directly, for free!" Rick adds.

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