HungerRush™

Case Study

Pizaro's Pizza Serves Up a Slice of Customer Satisfaction with Integrated Online Ordering

Based in Houston, Pizaro's Pizza is a beloved restaurant first opened in 2009 by Bill Hutchinson. Having previously spent most of his career in the oil and gas industry, Bill discovered his love of authentic Naples-style pizza crafting, and with the help of his son Matt, he decided to turn his hobby into a new career.

He trained under the guidance of master pizza chef, Peppe Miele, for a year and a half before finally opening what has become one of the most popular pizzerias in Houston, earning it a spot on the Alison Cook's top 100 restaurants in Houston for six years in a row.

After opening a second location to act as a new flagship store in the heart of Montrose, Pizaro's Pizza has expanded its offerings to include not only authentic Napoletana pizza, but New York and Detroit (pan)-style pizza as well.

Challenge

With growth, however, comes growing pains. While the POS system they originally purchased was capable of handling their needs as a fledgling business, the increased popularity and expansion of the restaurant brought with it increased demands that their POS couldn't handle.

Customer

Pizaro's Pizza

Challenge

Increased popularity and business expansion brought more demand where the existing POS was unequipped to handle.

Results

HungerRush® POS with integrated online ordering simplified the ordering process and increased the average customer spend, boosting both profit margins and customer satisfaction.

Pizaro's Pizza, at the time, was not taking orders over the phone. And because they were unable to take online orders with the existing POS system, Pizaro's Pizza was missing out on a vital revenue stream, as well as an opportunity to enhance the customer experience and grow the business.

The in-store-order-only policy didn't allow much room for customization. Additionally, customers weren't taking full advantage of all of the pizza options available to them. Upselling and cross-selling methods are not as effective at the checkout counter as they are through digital ordering channels. This meant that Pizaro's Pizza was not maximizing potential revenue per customer visit.

The Results

Pizaro's Pizza now takes orders over the phone and online at both locations, which simplifies the ordering process and improves order accuracy. The average customer spend per order has greatly increased now that guests can easily customize orders online. Customers are free to include any and all toppings they want without hesitation or fear of judgment. Many customized pizza orders come out to $40 after all selections for toppings have been made. The larger average order size due to the online ordering channel has resulted in improved profit margins for Pizaro's Pizza, as well as an increase in customer satisfaction and repeat business.

Summary

After looking at all the available options, Pizaro's Pizza eventually made the decision to implement HungerRush POS and leverage HungerRush Online Ordering in order to gain access to digital ordering channels. The integrated POS and online ordering solution would ensure that all customer orders from the digital channel would be routed directly to the point of sale, reducing order entry errors and eliminating the potential for dropped orders.

Installation and trouble-shooting of the HungerRush POS system and its integration with Pizaro's Pizza existing website took about three days. The HungerRush team handled the entire installation and trained staff how to operate the POS system.

HungerRush also ensured the POS system's branding aligned with Pizaro's Pizza current website for a seamless online user experience for the customer. Plus, the centralized configuration and menu management of the system allowed Pizaro's Pizza to make real-time menu updates across all ordering channels.

Request a Demo

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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