HungerRush™

Case Study

Saccone's Pizza Improves Customer Experiences with a Modern POS Solution

Saccone's Pizza & Subs, based in Leander, Texas, produces award winning pizza complete with house-made signature sauce. Dan Saccone, Owner, travels the world as a competing member of the United States Pizza Team. Known as "The Big Cheese", Dan consistently places at regional competitions across the US and international events. As Saccone's grew Dan realized that if he wanted his restaurant to continue its upward growth trajectory, he needed to implement a modern, customizable POS system that is purpose-built for pizzerias.

Challenge

When Dan opened his first location in 1997, he created his own point of sale (POS) system by outsourcing the coding and development to a friend who was supporting the US military stationed in the Middle East. This POS system served well for the first few years, but as the business flourished, Dan quickly uncovered the limitations of his internally developed system.

When Dan embarked on his search for a replacement POS system, he had some tightly-defined criteria:

1. The POS software must be easy to use. Dan wanted an intuitive interface that required little training. In Dan's words, "anyone can walk up and use it".

2. The system architecture needed to be modern - not built on an aging infrastructure - as he wanted it to be longterm and evolve with his business.

3. Platform flexibility was important as Dan wanted to leverage future technology enhancements that could help streamline operations and grow sales.

Customer

Saccone's Pizza

Challenge

Replace an aging, home-built POS with a system that he could count on for years to come

Results

HungerRush®'s POS system offered a scalable, modern architecture combined with ease of use, providing a technology platform designed for pizzerias that could support Saccone's growth and adaptation to evolving customer habits.

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The Results

Within a few weeks of the Pizza Expo, Saccone's had a HungerRush POS system running in the restaurant. Dan was amazed at how easily his wait staff adopted the system and how fast they learned to use it. According to Dan,

> "Anyone can walk up to a HungerRush system and place an order. This is key with training employees. New additions to my wait staff can be productive on day one".
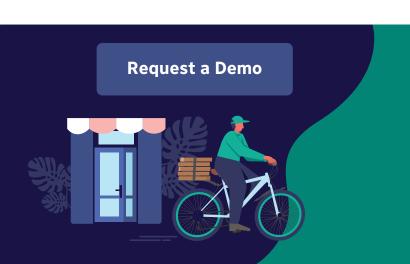
In a pizza shop, customization is common in a typical order. Like most pizza restaurants, Saccone's built out the menu on the HungerRush POS system to accommodate half and half orders, topping variations, crust options and size choices. But for Saccone's the simplicity doesn't stop when the order is placed. According to Dan "We wanted to better organize our tickets and improve how they are received in the kitchen. Since implementing the HungerRush system we have virtually eliminated the mistakes we had with handwritten tickets." How Saccone's pizza are presented to each customer is important for the restaurant. "With HungerRush, we can specify the order that toppings are printed on each ticket. The helps the kitchen staff apply toppings in the same sequence each time, making

our pizzas more consistent in how they look when our customers received them."

The restaurant also added an online ordering system from HungerRush and third-party delivery services as the pizzeria continued to grow. In addition, Saccone's adopted a separate phone system designed specifically for pizza restaurants that minimizes hold time and helps process phone-in orders efficiently. Sales through third party services (Saccone's uses Uber Eats) are set up a separate account. This allows the service staff to properly apply discounts and monitor activity levels, helping the restaurant understand customer trends and forecast growth areas. It also simplifies the reconciliation process making sure that sales match between the two systems.

Summary

For Saccone's, selecting the HungerRush point of sale system has helped the restaurant grow and flourish, providing upgrades and integrations as technology advances to keep up with changing customer habits. For Dan, it has provided peace of mind while he travels and competes that his store back home is operating smoothly and churning out great pizza with a dedicated customer base who orders again and again.

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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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