HungerRush™

Case Study

Sbarro Streamlines Operations with Integrated Online Ordering and Menu Management

Sbarro LLC, a pizza restaurant chain with more than 600 locations in 28 countries, offers diners two distinct brands – Sbarro and Pizza Cucinova, with both brands operating in dual segments. Sbarro is available as both a quick service "off mall" concept, while Pizza Cucinova falls into the fast casual segment.

With digital engagement a top priority for restaurants across segments, point-of-sale (POS) software is being tasked with powering flexible solutions for brands that need to manage and monitor both online and in-store orders. This can create issues if systems are not lockstep at every customer touchpoint and is vital for restaurant companies whether they operate one brand or multiple.

Challenge

At its in-mall locations, Sbarro had reached a tipping point with its previous POS provider. While the solution's ease of operations was adequate, a lack of integration and menu management services became troubling. The absence of an online ordering integration forced Sbarro to use a third-party vendor. This created significant issues in getting the systems to speak to each other and have consistent pricing. "It was so problematic that at times Sbarro's menu at the store didn't match what was posted online by the third-party vendor," Rohan Shearer, Chief Administrative Officer recalls. A solution presented itself with the HungerRush® POS system with integrated online
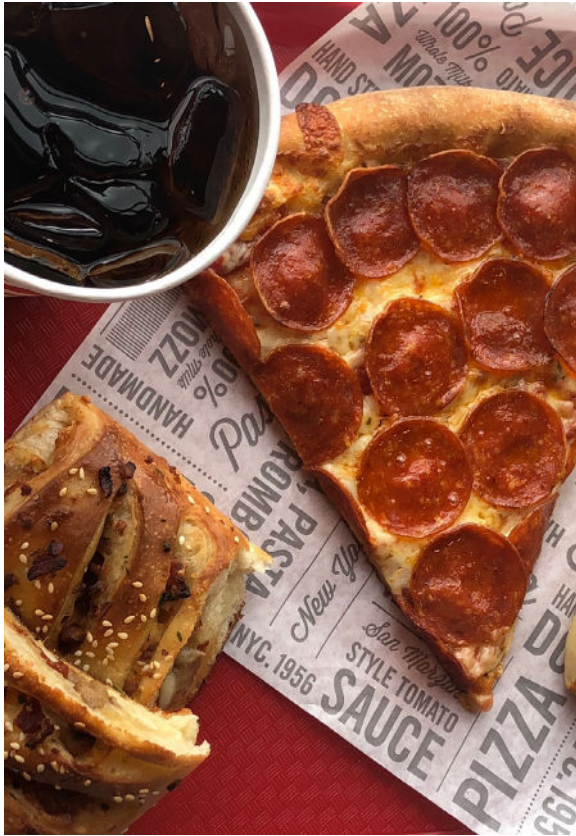
Customer

Sbarro

Challenge

Adopt an integrated POS platform to streamline online and in-store orders

Results

The HungerRush POS system provided integrated online ordering, menu management and reporting which freed up Sbarro's IT team to focus more on strategic business initiatives.

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The Results

With the HungerRush menu management system in place, the company places a call to the HungerRush support team, explains what needs to be added or changed and HungerRush "takes care of it in a timely manner," explains Rohan. HungerRush's managed services

- Updates the menu to Sbarro's specifications
- Rolls out coupons, promotions and limited-time offers for each brand
- Updates other system settings as required

Sbarro also adopted HungerRush's reporting and management module to monitor sales, product mix, food cost, service times and labor controls. The open architecture of the POS database and HungerRush's willingness to share data allow Sbarro to access raw customer and transactional data daily. It then mines the data, providing those insights to marketing, which can then create and deploy offers or specials to existing customers.

Summary

After partnering with HungerRush and implementing its managed service solutions, Sbarro's IT team can now focus on technology support, programming and other more strategic items to drive business.

> **"In today's restaurant environment it is critical to find a technology partner who can provide, manage and service the multiple ordering platforms required by our customers," stated Rohan. "We can now focus on our brand's growth, instead of managing multiple technology providers and integrations."**

ordering to ensure that everything matched across the platform, from pricing to products, to coupons. "As a company with a streamlined IT team, we don't have the staff needed to manage the menu in multiple POS systems, said Rohan. For the majority of is in-mall Sbarro locations, the company used a POS system from Aloha and trained the staff to manually adjust menus, which often took "a good amount of time."

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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