

## Case Study

# Piu Bello Pizzeria Increases Revenue and Delivers Exceptional Customer Experience

Piu Bello is a family-owned restaurant that combines classic Italian fare with a modern American concept. They offer all the classic Italian dishes, as well as wings, mozzarella sticks, and chicken fingers. Providing table service, delivery, and carry-out to customers, Piu Bello requires an optimized workflow and efficient technology.

## Challenge

When Mehul Patel first purchased the restaurant Piu Bello in 2016, he was aware of a big issue. Revenue had been declining by 20% year over year. He suspected that he could use technology to uncover hidden operational issues that were causing bottlenecks and hurting operational efficiency and productivity. However, the existing POS system was point of sale in its most basic form—only capable of basic tasks like order entry and customer check out, while not providing any insight into the operational problems that were causing a decline in revenue. Over time, the amount of manual work Mehul needed to complete to manage the day to day operations of the restaurant became overwhelming.

Mehul assessed his existing POS system and determined that it was better suited to retail operations, because it was unable to track and manage major restaurant cost centers like labor and inventory and it did not help him market to new or existing customers.

To turn things around and operate his pizzeria more efficiently, Mehul realized he needed to leverage a robust POS system that could provide insight into operational costs and automated controls over inventory, delivery, and labor management.



## Customer

Piu Bello Pizzeria

## Challenge

Hidden operational issues causing bottlenecks and hurting efficiency and productivity

## Solution

HungerRush® with integrated online ordering, delivery support, and reporting and management provided greater visibility to streamline operations and drive profitability

## The Solution

After researching what POS systems were available, Mehul chose HungerRush for his business because of the pizzeria-specific features the POS software provides. The HungerRush system could be configured to meet the unique needs of his pizzeria. It offered a variety of reports and controls that granted greater visibility into challenges with labor, inventory, menu and delivery management. Additionally, HungerRush offered an online ordering platform integrated with the point of sale, along with a real-time delivery management module that permitted Mehul to keep a pulse on his delivery operations.

Installation and training were both handled on-site by the HungerRush team, and the installation process was quick and painless. Because of the software's intuitive interface, training was also completed in little time, and the POS system was up and running without any major obstacles.

## The Results

After the HungerRush POS was installed, Mehul was able to access important data that helped him identify the bottlenecks slowing down his business. With the new information, he could pinpoint the issues within his delivery process. He found that his delivery process had not been optimized. His drivers were handling too many orders at once and were taking orders to a wide range of locations. This caused customers to receive orders that weren't as fresh as they should be. With this information, he determined that he needed to establish an operational standard that would limit the number of orders a driver could take based on distance.



With the time that was saved by automating labor, customer, and inventory management, Piu Bello was able to improve operations substantially. The restaurant eventually gained back the 20% in lost revenue by more effectively streamlining and monitoring the delivery process, and Mehul was able to focus on his real priority—providing excellent customer experiences. This has resulted in increased customer satisfaction ratings. Within the next month, Mehul anticipates that he will not only be able to correct his net loss, but turn the delivery operation into a profit center.



HungerRush helps restaurants compete in the toughest business on earth. There's a ton of options. 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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