



Giovanni's Pizza

How a 60-year-old Enterprise Brand Scaled with a Unified Platform Built for Growth

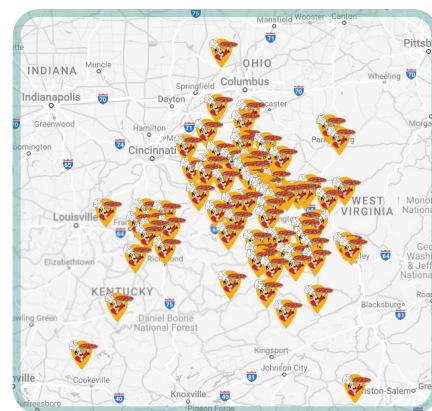


The Giovanni's Pizza Story

“ We know the Giovanni's model works. We know HungerRush works. And now we have the data to prove it.”

—BRENT CORDIAL, VICE PRESIDENT

For more than six decades, Giovanni's Pizza has been a model of restaurant staying power, earning fierce customer loyalty through quality food, and franchise owners dedicated to positively influencing their communities. Today, with more than 100 locations across six states and continued expansion underway, Giovanni's operates a fully modernized enterprise franchise brand built on data, consistency, and scalable systems.



Giovanni's Challenges

As Giovanni's continued to grow, the limitations of legacy systems became increasingly clear. Many locations were still reliant on disconnected tools and phone-heavy ordering workflows. Corporate leaders lacked consistent visibility into performance across locations, while franchisees struggled with labor constraints, inconsistent marketing, and missed demand during peak periods.

Giovanni's needed more than a standardized POS. They needed a unified platform that could deliver centralized reporting and menu management with brand and store level capabilities and franchise-wide benchmarks, industry leading digital ordering, AI-infused marketing and customer engagement, loyalty, and the tools that could empower franchisees while helping them preserve the guest experience that defines the Giovanni's brand.



“ We always felt like we had a base, but seeing the hard numbers and giving stores an easy way to access the data has been incredibly helpful.”

—BRENT CORDIAL, VICE PRESIDENT

The HungerRush Solution

After evaluating more than 30 different POS systems, Giovanni's selected HungerRush as its long-term platform partner for its multi-location capabilities, customer service, and innovation mindset, which aligned with their plans for growth. They initially transitioned locations to a unified POS, then expanded adoption across online ordering, third-party delivery integrations, and reporting. Today they also use AI-supported feedback and marketing tools.

“Everybody had their favorite. But for me, HungerRush was always the Cadillac.”

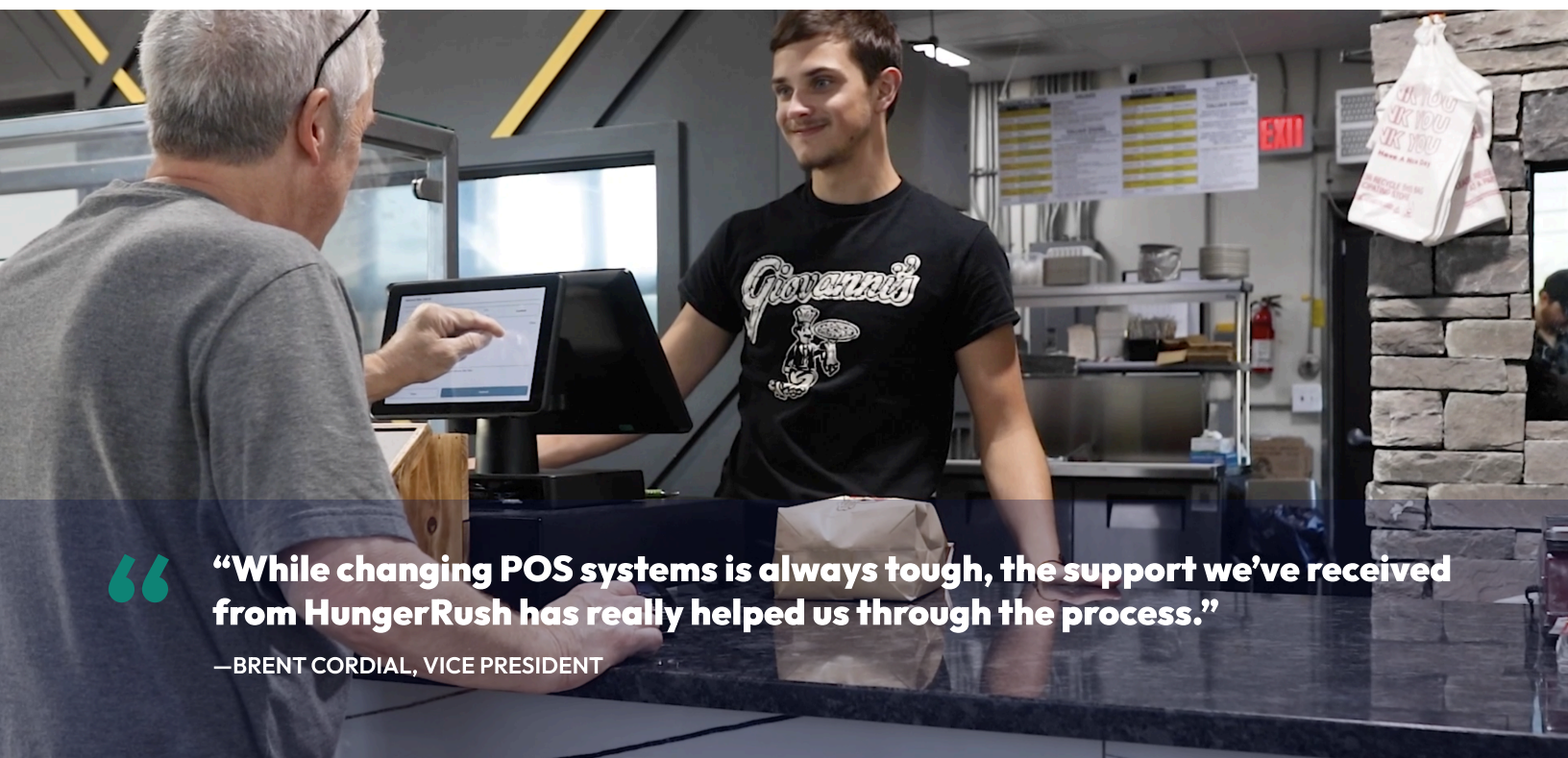
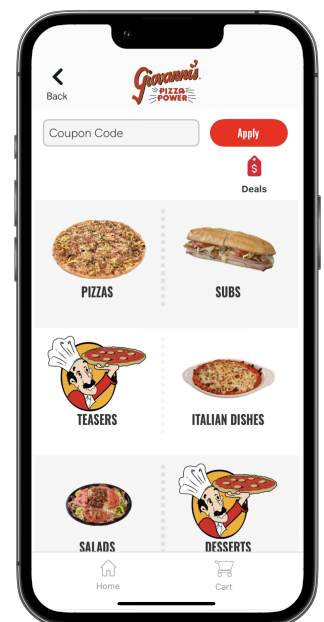
HungerRush worked closely with Giovanni's leadership and franchisees to ensure buy-in, consistency, and proof of value. Over time, HungerRush has become the operational backbone of the brand, powering everything from order flow and guest engagement to enterprise-wide KPIs.

The Results

By leveraging customer POS data during the ordering process, one flagship location reduced average **phone order time from over two minutes to under one minute**, freeing staff, easing phone congestion. After introducing online ordering, that same store **increased sales nearly \$10,000 per week** simply by widening the ordering funnel and capturing demand that was previously inaccessible.

Other locations experienced **\$3,000–\$4,000 weekly revenue increases** by introducing online ordering, automated marketing, and third-party delivery integrations.

Most importantly, HungerRush reporting transformed how Giovanni's understands performance. Corporate leaders now benchmark stores against standardized KPIs, identify operational gaps, and use real-time data to guide franchisees toward improvement.



“While changing POS systems is always tough, the support we’ve received from HungerRush has really helped us through the process.”

—BRENT CORDIAL, VICE PRESIDENT

Key Benefits for an Enterprise Brand

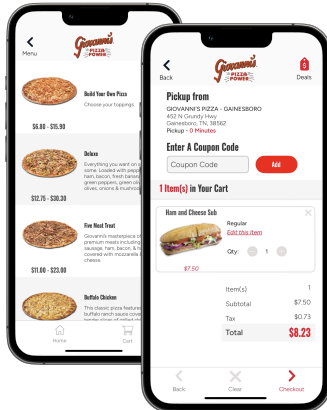


Centralized Visibility & Accountability

“Now that we have the HungerRush system with reporting software, our stores are making more money than ever before. The reporting documents everything so that all employees are held accountable.” — Brent Cordial

Franchisee Empowerment

“We don’t need a degree in technology to run this. HungerRush makes it easy and leads us to what works.” — Brent Cordial



Increased Throughput & Captured Demand

“Together, HungerRush’s reporting, loyalty, marketing, and feedback tools have given Giovanni’s the visibility and consistency they needed to boost revenue and strengthen the guest experience across every location.” —Brent Cordial



Data-Driven Guest Experience

“We know the Giovanni’s model works. We know HungerRush works. And now we have the data to prove it.” —Brent Cordial

A Scalable Growth Foundation

With proven ROI across POS, online ordering, delivery, reporting, and marketing, Giovanni’s now has the infrastructure to expand confidently while maintaining brand consistency.

About HungerRush

HungerRush is a leading provider of integrated restaurant technology solutions. We partner with restaurants of all sizes and cuisine types—from single locations to multi-unit brands. Backed by restaurant, technology, and marketing experts who are *always by your side*, our cloud-based POS Platform connects digital ordering, delivery, guest engagement, kitchen operations, reporting, marketing, and payment processing in one system.



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Ready to Get Started?

Setup is fast and easy, and our dedicated team is here to guide you every step of the way.

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