

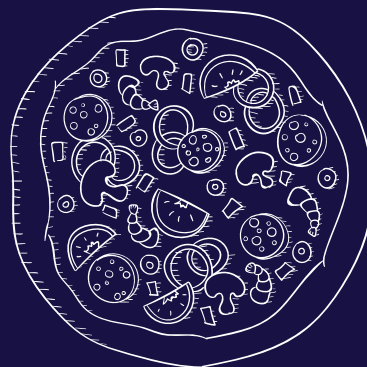


How Uncle Andy's Pizza Streamlined Operations and Boosted Loyalty with a **POS System Built for Growth**

**Uncle Andy's Pizza
is a neighborhood
mom-and-pop pizza
restaurant in Michigan.**

They've been in business for 18 years and started with just one location in Berkley, Michigan.

Within two years of being open, Andy Nannoshi and his brother opened their second location in Farmington, Michigan.



“We don't have the corporate funds of these giant conglomerates. And what I loved about HungerRush is they were always about the small guy...and we always got features that the big guys got — it was awesome for us.”

— Andy Nannoshi, Owner

HIGHLIGHTS

Challenge

Manually pulling customer data for marketing purposes was painstaking for a busy small business owner.

Existing online ordering processes were clunky and didn't offer seamless pizza customizations or in-house driver capabilities.

Uncle Andy's Pizza wasn't leveraging a loyalty program or coupons to encourage return customers.



Solution

1

Identify a platform that automatically pulls and uses customer data to send timely texts and emails with incentives to return.

2

Offer an easier way for guests to customize their pizzas and get them delivered by Uncle Andy's drivers.

3

Launch a user-friendly online ordering system with app and customer loyalty program integrations.

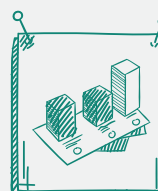
Results



Automated email marketing campaigns led to an **80% email delivery rate**, a **19% open rate**, and a **1.22% conversion rate**.



HungerRush 360 Marketing's email and SMS automations **generated \$1,400 in sales in one month**.



Saw a steady stream of redeemed coupon codes and **customer excitement about collecting loyalty points**.

Uncle Andy's Pizza needed more from their POS system.

Andy Nannoshi stays busy managing his two neighborhood pizza joints. While he reports that sales have stayed consistently solid over the past few years, these numbers just weren't cutting it anymore as costs began to climb and profitability became a challenge.



“Employee wages have gone up, food costs have gone up, our prices have gone up to offset, but it has really hurt the bottom dollar. The problem is we need more sales.”

Andy knew using their customer data and investing in digital marketing would help attract more customers and boost sales. However, they didn't have the time or in-house marketing talent to manually pull customer data whenever he wanted to email or text customers.

Without a dedicated marketing program, Uncle Andy's Pizza couldn't meet customers where they were with timely marketing campaigns and incentives to return.

“Just being an operator, it's really tough to set aside some time and say, ‘Hey, I'm going to set up an email blast for my customers.’”

Part of the problem was that popular online ordering platforms didn't have the features Andy needed to easily collect and use more customer data, nor were they very user-friendly.

One particular point-of-sale (POS) system seemed promising and explicitly catered to pizza businesses. But he says their ordering system was incredibly clunky and required a lot of unnecessary steps to place an order.

“One of the hardest things was you get on the customer screen and type in all their information, then it takes you to another screen where you placed the order. Then, it took you to another screen to confirm the order. Why do we need four different screens for something that [could be] on one screen?”

He recalls looking into another popular restaurant POS system used by many fast-casual restaurants in their area. But their half-and-half pizza function—how customers could customize each half of a pizza—was hard to use and was confusing to customers placing an online order. And since this system's driver modules relied on third-party food delivery platforms, like DoorDash, they weren't well-suited for Uncle Andy's in-house drivers.

SOLUTION

Utilize an all-in-one platform to leverage customer data better and boost loyalty.

Andy wanted to streamline his operations by using just one platform for online orders, customer loyalty, marketing, and driver modules. After evaluating all the systems available to restaurant operators, he still wasn't convinced. It wasn't until he saw a flyer for [HungerRush 360](#) that he finally found the all-in-one restaurant POS system he was looking for.

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“Ever since I got hooked [with HungerRush], they've always taken care of me. I've grown with [them], and [they] have grown with me and have always offered me the newest, latest, and greatest things to help my business grow.”

Andy started small with his marketing efforts, using HungerRush to pull customer names and addresses to create and send promo mailers by hand. Now, he uses [HungerRush 360 Marketing](#), an automated marketing service for restaurants that blends strategy, email, and SMS remarketing to turn casual customers into loyal regulars.

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“It was a huge competitive advantage back then. And then fast forward to today, this new marketing feature that we added builds up on that a little bit, allowing people to opt in to text and email. I still pull customer database lists all the time. It's great that I can sort by order history and order count and target people who haven't been there in a while.”

Since the pandemic, Andy noticed a surge in online orders, encouraging him to find a more user-friendly online ordering system that could handle pizza customizations. He adds that Michigan is a big coupon state, so it was also important to find a platform that used customer order data to help him distribute coupons.

“The online ordering was the biggest thing — [they] have probably one of the best online ordering systems out of any other company, and the app integration is great. The HungerRush system did [smart] coupons better than anybody else.”

Soon after, Andy started a [loyalty program](#) to drive more repeat business. He could now capture double the customer data — both at the point of sale and through online ordering — and reward repeat orders through a consistent stream of personalized offers.

“The beauty of loyalty is that customers are managing [it] themselves. I run reports on what coupon codes have been used. So, I'm seeing the free medium pizzas being redeemed.”

Since Uncle Andy's Pizza now has these integrated tools and systems in place, it's much easier to grow their business and reach more customers without needing a dedicated marketing team.

Automated marketing efforts drive customer loyalty and sales growth without lifting a finger.

In Uncle Andy's Pizza's November 2022 marketing report, Andy noticed a significant ROI from HungerRush 360 Marketing. The best part was that these campaigns were completely automated and didn't require any extra effort on his end to drum up new business.

“I have an 80% delivery rate on my emails, a 19% open rate, and a 1.22% conversion rate. In the month of November, I had 39 purchases and about \$1,400 in generated sales.”

He's also noticed a steady stream of redeemed coupon codes, with customers invested in taking advantage of their loyalty rewards—more personalized and timely coupons helped motivate customers to return regularly and work towards earning more free pizza.

“I definitely know [HungerRush 360] is working for me because I'm seeing the redemptions in the system, and they all have unique coupon codes. You could tell that the customers actually are following their points and really enjoy the free pizzas every six orders.”

Time is money, and Andy says he and his team save a lot of time using their new POS system and marketing program. Getting this time back allows them to focus on what they do best: providing great pizzas and service to their customers.

“[My employees] make great pizzas and have really good customer service, but they're not very tech-savvy. So pushing everything online and having these automated coupon codes being created by the [HungerRush] marketing team, having the automatic loyalty, and having the customers manage their own stuff has really helped save our employees [time].”

Despite being a small company with just two locations, Uncle Andy's Pizza now had a [custom online ordering system](#), mobile app, and marketing program just as good as Hungry Howie's, a pizza chain with over 500 locations.

“I'm in the process of re-signing for another three years. So, I plan to be with [HungerRush] for a long time, and I love growing with [them].”

About HungerRush

HungerRush is a leading provider of integrated restaurant solutions that make it easier to delight guests, drive loyalty, and manage restaurants from anywhere. HungerRush 360, our flagship all-in-one cloud POS system, integrates digital ordering, delivery, customer engagement, restaurant management, and payment processing features with flexible software designed to give operators of all sizes more insight into their customers, more control over their operations, and more power to profitably grow their business. For more information, visit [HungerRush.com](https://www.hungerrush.com).

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