

Case Study

Danny's Pizza Improves Customer Satisfaction and Restaurant Operations with HungerRush® POS System



Danny's Pizza and Pasta, located in Tega Cay, South Carolina serves a piece of New York in every bite. Owners Dan and Amber Margies cater to a loyal crowd, filled with transplants from the Northeast US that long for a taste of home. The restaurant is also an avid supporter of education, with a booming catering business to support the local schools and other organizations.

Involved in the restaurant since its inception, Dan and Amber acquired the business in 2019. While the food has always been outstanding (Dan, the restaurant's namesake, crafts the amazing pizza that makes Danny's Pizza successful), the store was lagging in adopting modern technology and required operational improvement.

Challenge

Amber called on her years of restaurant experience to streamline internal processes at Danny's Pizza, while growing sales and improving profitability. She inherited a point of sale system that was supported by her bank and she dreamed of a more robust system that functioned as an integrated platform with increased functionality.

Amber had ideas of POS capability that she wanted but knew more about what she didn't want. "I had a list of frustrations with the old POS system that I wanted to make sure we addressed."



Pizza & Pasta

Customer

Danny's Pizza and Pasta

Challenge

Enhance the customer experience and improve restaurant operations with an upgraded POS system

Results

The HungerRush POS system streamlined the processes at Danny's Pizza from order intake to delivery and carry-out, bringing operational improvements and greater satisfaction to employees and customers.



Among her requirements:

- Accelerate order intake and processing time to serve customers faster
- Improve reporting and sales analytics
- Grow accountability among restaurant employees and other staff members

According to Amber, “We did preliminary research online for “POS systems for Pizza” which turned us on to HungerRush.” After a demo to see the HungerRush system in action, Amber knew that the system could fulfill her exacting requirements and moved quickly to get it installed.

The Results

The HungerRush restaurant management system provided the flexibility in ordering, ease of menu customization, and depth of reporting Amber was seeking. During the setup and implementation process, Amber worked with HungerRush’s customer service team to configure:

- Easy menu customization and simplified ordering to increase accuracy
- Tight order controls tied to the robust management and reporting features for better accountability
- Daily reports and updates to measure store performance and highlight anomalies for review
- Improved ordering processes to speed customer throughput
- Personalized customer experience to create loyalty and build a returning customer base

Easy menu customization has helped with restaurant efficiency and has improved order accuracy. “We worked with the HungerRush team setting up our specific menu and ordering flow. It was a very thorough process where we addressed all situations that may come up,” says Amber. One customized item that Danny’s Pizza offers is a Kid Cut Pizza, a small pizza that is cut into smaller slices. “We have a menu modifier for Kid Cut that notifies the kitchen,” Amber continues. “It may seem simple to make an order say Kid Cut, but if you add the time it takes to manually enter those instructions over the course of a month or year, it really adds up. With the HungerRush POS system, it takes us far less time to enter orders, because we don’t have to keep finding workarounds to make modifications.”

Amber likes the reporting features of the HungerRush system and the level of accountability it places on employees. “I don’t think any of our employees were dishonest, but there were too many options with the old system where they could have been.” With the older pizza POS system, it was easy for the waitstaff to transfer tickets to



themselves to claim tips. “Before, we’d have to dig into the system to find transfers, which we rarely did because it was cumbersome and not user friendly. With the HungerRush system, I get a report every night that allows me to see the number of voided tickets and exactly how many times the cash drawer was opened,” Amber adds.

For improving the ordering process, Amber claims that the HungerRush Caller ID feature has been a lifesaver. “We still have a lot of people that place orders over the phone. To have the person’s information display immediately and not have to input their phone number into the POS system is extremely helpful. Our old system stored the caller’s information, but we had to input their phone number each time they called before we could access it. Now we immediately know a person’s name (and can greet them) and their order history, which makes the customer very happy.”

Summary

The area of South Carolina that Danny’s Pizza serves is experiencing high population growth. Amber wants to ensure they are growing their business with loyal customers, not just benefitting from new residents that are moving in.

“Improving customer service and experience are key,” says Amber. “Our staff is very comfortable with the HungerRush system and they feel confident with the new technology. Our customers have noticed because when they call, we immediately know who they are, and what their preferences are.”

Customers love that the HungerRush POS system helps Danny’s take orders faster and fill them more accurately. “When customers arrive for pick up, their orders are much easier to find. They are in and out the door in a matter of minutes, which is a top priority in today’s busy society,” adds Amber.

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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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