# HungerRush OrderAI Phone & Text Ordering Boosts Jet's Pizza Sales by $6M.

**JET'S PIZZA**

## Highlights

### The Challenge

High call volumes during busy shifts were overwhelming staff and leading to missed phone orders, lost revenue, low employee morale, and high turnover rates.

Franchisees struggled to keep stores fully staffed, especially during peak times.

### The Solution

Find an automated phone-ordering AI that could reduce staffing requirements, especially during peak hours.

Connect the AI to Jet's Pizza's menu and point of sale for seamless ordering through natural language.

### The Results

Liberated staff from the phones, reduced stress, increased retention, and outsmarted labor shortages.

Higher ticket values, order frequency, and customer return rate through AI ordering experiences.

**[ 29% reorder rate among text marketing recipients**

Jet's Pizza is a growing chain of 400+ locations around the United States. The brand's success is built upon their distinctive Detroit-style pizzas and endless pursuit of creating exceptional customer experiences.

> "Four years in and more than a hundred million dollars later, we are seeing better KPIs and better financials coming out of the orders that originate with HungerRush OrderAI products. For a while we were able to get by on just our pizza. Now, pizza plus technology. We're gonna be crushing it into the future."
>
> — Aaron Nilsson, Chief Information Officer

**[ $6M per month in revenue through HungerRush OrderAI Talk and Text**

## The Challenge

**Phones were ringing off the hook, but franchisees couldn't stay staffed**

Aaron Nilsson joined Jet's Pizza as Chief Information Officer in 2019 with a mission to revamp the company's tech stack and tech-enabled customer experience. As the labor market turned south in the

wake of the pandemic, franchisees started coming to him frequently discussing labor shortages. Stores were understaffed, leading to slower service, missed calls, and customer walkouts during peak times.

**"We were really struggling to hire labor. Franchisees were saying, 'I can't find people to come into my store. Is there anything you can do to help?'"**

Aaron knew he had to find ways to reduce his franchisees' reliance on labor without sacrificing customer experience. Luckily, there was a giant leak in the bucket that, if Aaron could solve it, would reduce the labor burden significantly and become a net-positive on the customer experience: phone orders.

**20%** of text ordering customers place 2+ orders per month

**"We had to find a way to use technology to get people off the phones and back into the fun part of the job, making the pizzas — because people were not banging on our door for a job answering phones."**

Employees were overworked due to stores being understaffed. They were stressed, overwhelmed, and rushed. Leaving the pizza line to answer phones was a huge burden for employees. Naturally, this harmed the experience for customers as well. Aaron had to get Jet's Pizza employees off the phones.

## The Solution

**Funnel call-in orders away from staff, toward AI-powered phone and text ordering**

Aaron reached out about HungerRush OrderAI, one of the first AI-powered voice and text ordering platforms built specifically for restaurants.

**"The first time that I used HungerRush OrderAI Text, I could just feel it viscerally that this was a great product. People spend their whole lives in a texting ecosystem, and now we can give them an experience they're really familiar with."**

**2M+** completed text orders in 2022

HungerRush OrderAI makes it so that customers don't have to follow a rigid prompt or use structured language to place an order. They can simply text the restaurant's phone number or speak to the phone bot like they would a friend.

**"The HungerRush OrderAI engine is smart enough to understand how people talk. It can ignore the words that it doesn't need to create a well-formed order, look at our menu, and match it all up. And the order comes back to the customer in a way that you can just basically say, yeah, that's what I want."**

Text ordering was a quick hit with customers and staff, so Jet's Pizza rolled out HungerRush OrderAI Text in corporate stores and invited franchisees to adopt the technology. Aaron then began looking into HungerRush OrderAI Talk for customer phone calls.

Jet's Pizza ran a trial of HungerRush OrderAI Talk in fifteen corporate stores. The team was concerned that customers would not be receptive to speaking with a bot, so they asked callers if they would like to order from the bot, or from an employee. The results surprised them.

Aaron did not mandate that franchisees use HungerRush OrderAI, but as more learned how phone and text order automation was resolving labor challenges in other stores, it became an easy sell.

"We'd been using HungerRush OrderAI Text for two years when we realized the next evolution of this was going to be a phone experience. So once HungerRush OrderAI Talk was released, we wanted to get the phone bot product installed in as many stores as possible, because that was even more direct saving of labor that we were struggling to find."

**[ 240** stores have adopted **HungerRush OrderAI**

Jet's Pizza
calling...

mute    keypad    audio

add call    FaceTime    contacts
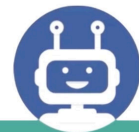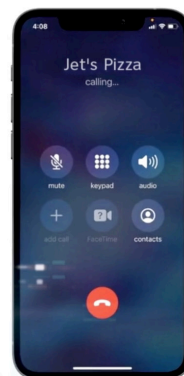
**Thanks for calling Jet's Pizza! What can I get you today?**

**[ 9%** increase in transactions annually attributed to **HungerRush OrderAI**

"A large percent of our customers were on board. We monitored the metrics for them and saw really good measures: higher average ticket values, higher order frequency, lower total time to take an order. All those metrics were really good."

# The Results

**Higher revenue per customer, and no more labor woes**

Jet's Pizza has been using HungerRush OrderAI Text for four years now, and HungerRush OrderAI Talk for two. Across that time, Aaron's team has carefully measured their impact on revenue and customer behavior.

"The HungerRush OrderAI phone bot is always waiting, just ready to pounce on that phone call. And you can take infinite phone calls at once. No more on hold, no more busy signal. Everyone's getting a crisp, clear, non-stressed person. It never has a bad day and is employee of the month, every single month."

[ **92%** order completion rate for phone bot customers

It's clear that customers enjoy conversing with Jet Man, Jet's Pizza's custom phone bot. No matter how busy a store is, customers always get prompt, consistent service.

Beyond the impact on the customer experience and revenue, artificial intelligence has had a major impact on the stress levels of employees of Jet's Pizza—and employee retention.

"For stores that have the phone bot installed, the phone noise gets cut down maybe two-thirds on a busy night, and stress levels go down in the store. When we look across our 400 stores, we can see less turnover in stores that use HungerRush OrderAI because we've reduced stress and created a better working environment."

[ **14%** more profit over orders placed through delivery apps

Between the labor hours saved by liberating employees from manning the phone, to the reduction in turnover enabled by lower stress levels, Aaron can quantify the labor savings.

Aaron doesn't see HungerRush OrderAI as a flash in the AI hype pan, but as proof that customers, employees, and restaurant operators all experience meaningful benefits from the integration of HungerRush OrderAI's smart ordering technology—and that this technology is here to stay.
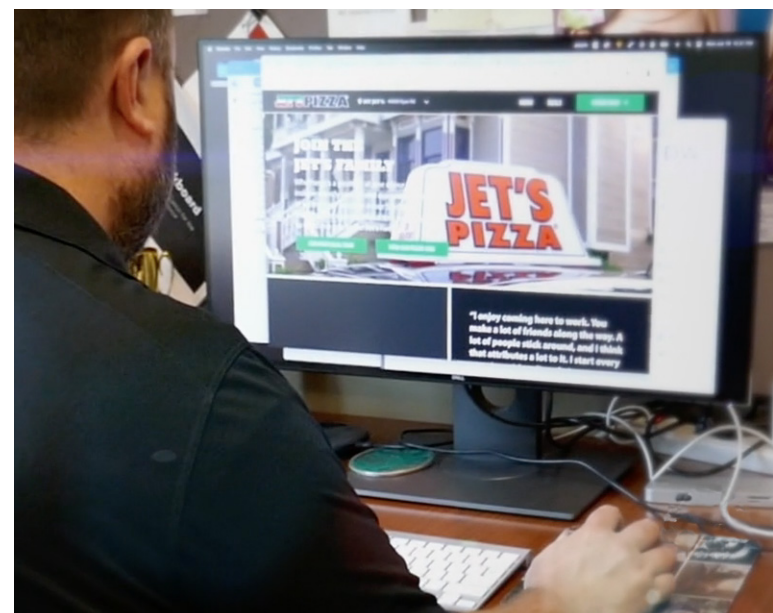
HungerRush™

"On a Tuesday, HungerRush OrderAI may save half a person's worth of labor. But on a Friday night, it could be as much as six people per local store. These are for roles we couldn't keep filled anyway, so franchisees don't have to fight the labor shortage as much and they're seeing better profits in their stores."

"So we started out looking to overcome labor shortage issues, but now that we're clipping along in the vicinity of $6 million a month in revenue through HungerRush OrderAI, this is a staple for us."

"Engaging and leveraging technologies such as AI are not optional anymore. We see them as key competitive differentiators that position us as a market leader. With this type of technology, we have been able to greatly elevate our brand."

# Your AI era starts here.

HungerRush OrderAI offers restaurants AI-powered phone ordering, text ordering, and remarketing—all with cutting-edge natural language processing that's smooth and simple to use.

Reach out today to learn how HungerRush OrderAI can reduce labor demands, increase revenue per customer, and position your restaurant for the future.

**Contact us at: sales@hungerrush.com**

GET
CONNECTED

**hungerrush.com**

HungerRush is a leading provider of integrated restaurant solutions. HungerRush 360 is our flagship cloud POS system that makes it easier to delight guests, drive loyalty, and manage restaurants from anywhere. The all-in-one 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.