



 HungerRush™

Flyers Pizza Dominates Local Market with POS System Built for Franchise Growth

How one strategic tech pivot made a massive impact

HIGHLIGHTS

Flyers Pizza, a ten-location pizza chain based out of West Jefferson, OH, was experiencing significant operational and growth-hindering challenges caused by their existing restaurant technology.

To solve this problem, they switched to the HungerRush 360 POS system in 2019 and are currently using HungerRush's point of sale, kitchen display system, cloud restaurant management, online ordering, delivery management, loyalty and rewards, and automated marketing products.



**The new system delivered a near-immediate
5% boost in online ordering volume and a
\$4 increase in average ticket value.**



THE CHALLENGE

Established in 1976, Flyers Pizza, a family-owned pizzeria, has evolved into a multi-location enterprise boasting ten pizza establishments.

However, the journey to success faced a significant roadblock during their transition from RapidFire, their original point-of-sale (POS) provider, to Thrive's POS system.



Unfortunately, the migration to Thrive's POS system took a troublesome turn. Flyers Pizza encountered significant challenges, including the painstaking task of integrating the Flyers Pizza menu into Thrive's POS system—which created a multitude of bugs and implementation issues.

“Moving to HungerRush point of sale from our previous vendor is still one of the best decisions we made.” — Matt Ulrey, Owner

Those problems extended to online ordering, where web orders failed to seamlessly integrate with the

point of sale. Additional hurdles arose with the absence of a rewards program—a key component of Flyers Pizza's business growth model.

Tedious manual efforts further compounded these issues. Managers and staff were forced to input coupons and menu revisions at each location, which became particularly challenging given that Flyers updated their coupons weekly.

Faced with these operational challenges, Flyers Pizza knew they needed to take a strategic turn with their technology.

SOLUTION

Following an exhaustive search for a more dependable and comprehensive point-of-sale system solution that could streamline operations across all locations, Flyers Pizza made the decision to pilot the HungerRush 360 cloud-based POS system.

The successful trial relieved technical glitches, integration hurdles, and inefficiencies while ushering in a new era of streamlined operations and accurate reporting.

Encouraged by the success of the initial pilot at one store, Flyers Pizza decided to transition all locations to HungerRush. The POS system migration for all ten locations was complete in a swift eight weeks, showcasing the efficiency and effectiveness of the HungerRush system and installation team.

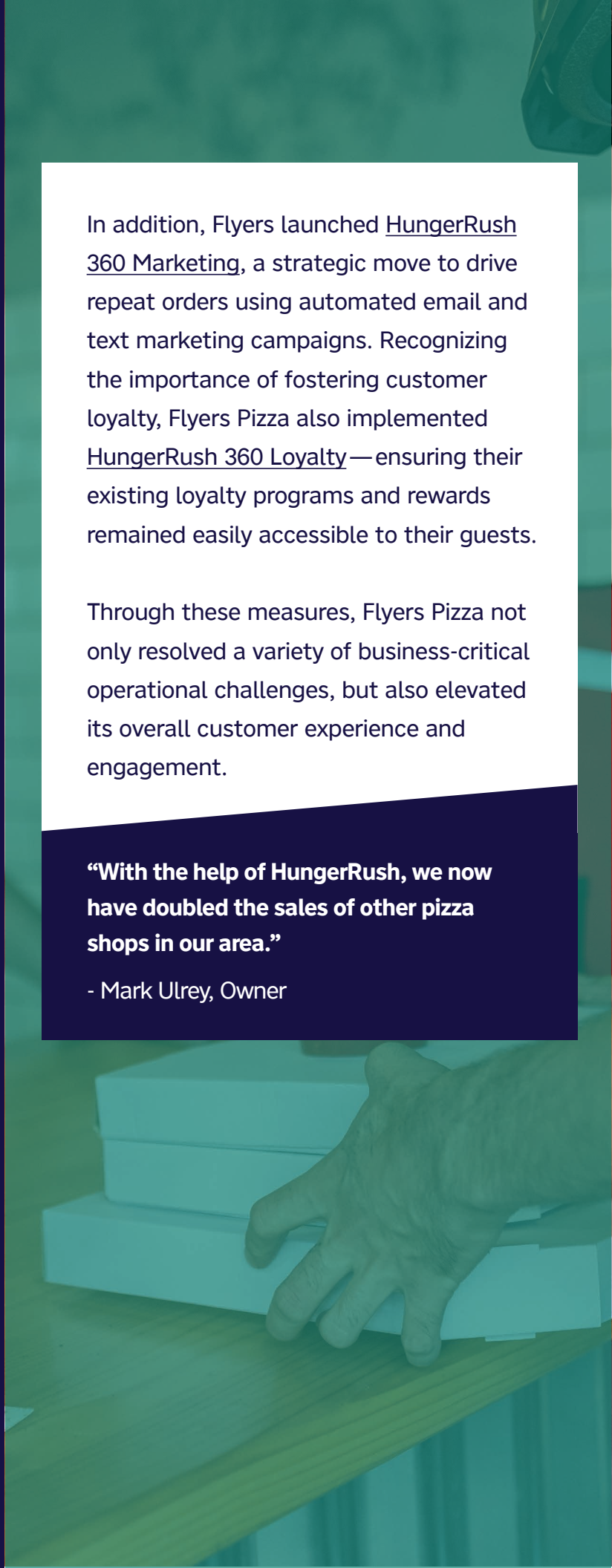
The HungerRush tech implementation went beyond simple point of sale. Flyers also enhanced its operational capabilities by introducing HungerRush kitchen display systems across the franchise. This innovation allowed for seamless digital communication of orders directly to the kitchen—ensuring heightened accuracy and speed in food preparation.

In addition, Flyers launched HungerRush 360 Marketing, a strategic move to drive repeat orders using automated email and text marketing campaigns. Recognizing the importance of fostering customer loyalty, Flyers Pizza also implemented HungerRush 360 Loyalty—ensuring their existing loyalty programs and rewards remained easily accessible to their guests.

Through these measures, Flyers Pizza not only resolved a variety of business-critical operational challenges, but also elevated its overall customer experience and engagement.

“With the help of HungerRush, we now have doubled the sales of other pizza shops in our area.”

- Mark Ulrey, Owner



RESULTS

The adoption of HungerRush's cloud-based point-of-sale system brought about a transformative shift for Flyers, significantly reducing manual workload across the ten-unit chain.

Centralizing the updating process for coupons, menus, and reports alone helped Flyers eliminate three days of manual effort per week. The convenience of managing franchise-wide updates remotely highlights the efficiency and flexibility of HungerRush's cloud-based infrastructure.



The HungerRush impact, however, extended far beyond operational improvements. The repeat orders driven by HungerRush 360 Marketing yielded a substantial return on investment. Online orders have since shown an impressive **\$4 increase in average ticket value compared to other ordering channels.**



Over the course of just one month, Flyers Pizza **experienced a notable 5% boost in online orders**—a testament to the ROI on HungerRush 360 Marketing. HungerRush 360 Loyalty also emerged as a cornerstone in Flyers' customer retention strategy, offering guests the opportunity to redeem \$5 for every \$100 spent and solidifying its position as one of the top loyalty programs in the pizza world.



The rollout of the HungerRush mobile app completed the 360-customer experience puzzle. It provided an easily accessible, user-friendly ordering channel that keeps guests coming back for Flyers' delicious pizza again and again.

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.

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