Case Study

Frank's Pizza Taps into Custom Configuration from HungerRush® to improve the Customer Experience

Frank's Pizza has been long regarded as a go-to spot in Houston for over 23 years. Located in the heart of the downtown historic district, the New York-style pizzeria has attracted many late-night crowds. In 2018, Frank's expanded by opening a neighborhood bar concept called Frank's Backyard and a delivery only location called Frank's Delivery. With three locations and an increased need for efficiency, Frank's owner, Ed Love, was looking for the right technology to fit his demanding operational needs. Being satisfied with HungerRush products and services, the HungerRush POS was installed in the two new locations. However, there were still looming challenges at the flagship location Frank's Pizza.

Challenge

Frank's Pizza had been using the HungerRush POS system since 2006. However, in early 2018 Ed was growing frustrated with system configuration issues that were impacting the restaurant's smooth-running operation. Specifically, a newly-introduced EMV chip-reading payment technology was slowing the customer checkout process.

"At peak times, we process a customer transaction every thirty seconds," says Ed. "Even though the new EMV technology offered increased customer security and chargeback protection, I felt that forcing customers to use an EMV chip reader would unnecessarily slow the checkout process." With these pending changes, Ed worried that the technology upgrades that HungerRush was introducing would hinder his business operations.

Customer

Frank's Pizza

Challenge

A newly-implemented EMV upgrade was slowing the checkout process for Frank's customers.

Results

HungerRush performed custom configuration for the POS based on input from Frank's Pizza to increase system versatility and speed up customer throughput.

After considering different POS systems, Frank's decided to switch to Speedline which promised continued support for customers that wanted to swipe credit cards instead of using a chip reader. However, within a very short time, Ed discovered a few flaws with the Speedline system that were showstoppers:

- The order entry process was overly slow compared to HungerRush

- Order customization was cumbersome, requiring too many buttons to be pushed

- An interface was not as user friendly, causing confusion among the staff

The reconciliation process to swap cash drawers was also cumbersome and inefficient. With the Speedline system, a drawer must be reconciled at the time it is closed. "At busy restaurants like ours reconciling cash drawers at shift changes causes unwanted customer delays," says Ed. "With the HungerRush system, I can close a drawer and park it away for reconciliation at a future time, minimizing customer delays when changing shifts."

The Solution

After realizing that Speedline could not fulfill his needs, Ed contacted HungerRush about switching back. The HungerRush development team advised Ed that his challenges could be solved with custom configuration to allow card swiping by disabling the EMV chip mechanism. With the problem addressed, Ed was ready to implement HungerRush's software again.

The Results

With the switch back to the HungerRush POS software complete, Ed saw immediate operational improvements at Frank's Pizza. According to Ed,

> "In a high-volume restaurant like ours, we want the ordering and checkout process to be as fast and efficient as possible. The configuration of the HungerRush POS system helps us serve a customer every thirty seconds. It keeps the line moving and the restaurant humming."

The restaurant can now serve customers quickly and efficiently, easily processing two customers per minute on busy nights. Additionally, all customers are now protected from fraud from chargebacks and security threats thanks to the HungerRush Payment System upgrade. Because of this, Frank's Pizza, Frank's Backyard and Frank's Delivery all have streamlined operations and are providing a better customer experience for their guests.

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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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