Sahara Pizza

Simplifying Operations, Making Revenue Growth Soar

Sahara's POS Investment Transformed Revenue Growth and Marketing Programs

- Online orders **10% higher** than in-store, with an average ticket **increase of $9 to $13**

- Marketing and Loyalty programs contribute an **additional $2 to $6** to the average ticket

- Email campaigns boast a **60% open rate** and **13% click-through rate**

Sahara Pizza At A Glance

Headquartered	Lake Stevens, WA
Year founded	2002
# of Locations	13 in the US 5 in South America
HungerRush Customer Since	2011

Sahara's Story

Tom Wattinger opened Sahara Pizza in 2002 in Lake Stevens, WA. An experienced franchisee, he decided it was time to start his own shop offering traditional and gourmet-style pizzas made from hand-tossed crusts, original sauces, and the finest Italian cheeses that money can buy, along with hot sandwiches, wings, and salads. Within the first year of business, Sahara was already acquiring franchises.

By 2011, Sahara was feeling limited by its previous POS provider, Point of Solutions. They were looking for a new POS technology partner to streamline their operations who could also match Sahara's own commitment to exemplary customer service. Following lackluster customer engagement from Speedline during their search for a new POS vendor, they ultimately went with HungerRush because of the superior customer experience they received.

Sahara Pizza's Challenges and Solutions

Inefficient POS System

The previous system lacked the flexibility and support needed to scale with Sahara Pizza's growth.

Complex Order Processing

Taking pizza customization orders was too slow and stressful for both in-store and online ordering.

Training Bottlenecks

Bringing new employees up to speed on order entry and POS functions was too time consuming.

Delivery Management Inefficiencies

Drivers needed more capability to track orders, contact customers, and optimize routes

The Ingredients of Sahara Pizza's Success

1. Seamless onboarding and ongoing technical support

2. Streamlined training and order processing

3. Optimized delivery management

"I've been in pizza for 18 years.

The biggest advice I can give is to make sure that you have a good POS in place."

DAN MCDOWELL

SAHARA PIZZA FRANCHISEE SINCE 2022

How Sahara Pizza's Partnership with HungerRush Transformed Their Operations

Sahara Pizza worked with HungerRush to build an all-in-one POS system.
The implementation included:

1 Seamless Onboarding & Ongoing Technical Support

Sahara Pizza was able to set up their system how they wanted it to work and design reports based on their specific requirements to ensure they had access to the data that mattered most to them. Additionally, they benefitted from HungerRush's personalized onboarding process, which is designed for convenience and customization. Monthly meetings with their dedicated Customer Success Manager, Rachel, gave Sahara Pizza the opportunity to provide feedback and ask for specific adjustments.

Sahara Pizza's HungerRush Product Package

- Restaurant Management
- Online Ordering
- Mobile App
- Loyalty
- Marketing
- Feedback
- Driver Track

"My staff enjoys the ease of use of the POS and the fact that you don't have to read a giant novel just to be able to understand how to take a simple order."

2 Streamlined Training & Order Processing

Sahara found the intuitive POS system significantly easier for training new employees, allowing team members to quickly learn how to take orders and reducing new employee onboarding time. The flexible order entry system is built to handle complex pizza customizations effortlessly, making the process smoother for staff and customers while reducing the stress around "the most stressful part" of the job.

"Taking orders over the phone is one of the most stressful parts in the restaurant industry. The fact that it's simplified through HungerRush makes the workers love it.

I can probably take an order on the phone, even for delivery, in under a minute."
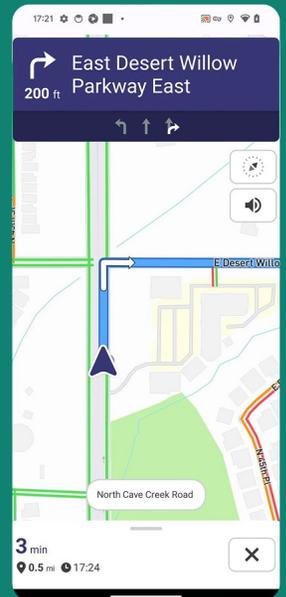
3 Optimized Delivery Management

Sahara transformed their delivery operations with HungerRush's Driver Track feature, which allowed them to:

• Provide drivers with real-time order details.

• Enable direct customer communication for updates and support.

• Offer seamless navigation for optimized routing.

• Assemble custom reports on past deliveries and driver performance.
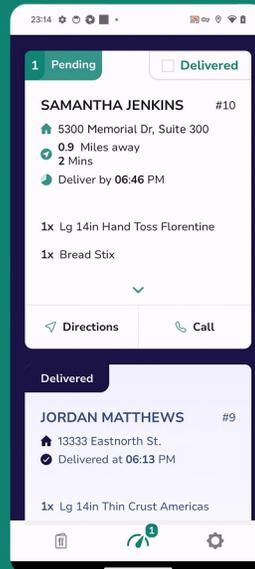
Receive order information remotely to deliver more efficiently

Turn-by-turn navigation without leaving the app

"HungerRush's delivery management has made my drivers' lives easier. It's all right there in the app for them. They can see their order, they can call the customer, they can get directions. It's constantly being improved."

Increased Online Revenue & Customer Engagement

HungerRush's Online Ordering, Marketing, and Loyalty tools helped Sahara Pizza drive revenue growth with minimal effort from Sahara Pizza's operators.

Increased Online Revenue

Online orders are 10% higher than in-store, with an average ticket price increase of $9 to $13. HungerRush Marketing and Loyalty contribute an additional $2 to $6 to the average ticket.

Successful Marketing & Loyalty Programs

Sahara Pizza email campaigns boast a 60% open rate (compared to the industry average of 37%) and 13% click-through rate (compared to the industry average of 1.6%).

Effective Upselling

Customers placing orders online were more likely to add extra items, benefiting from HungerRush's Ultimate Upseller feature, which encourages ticket add-ons.
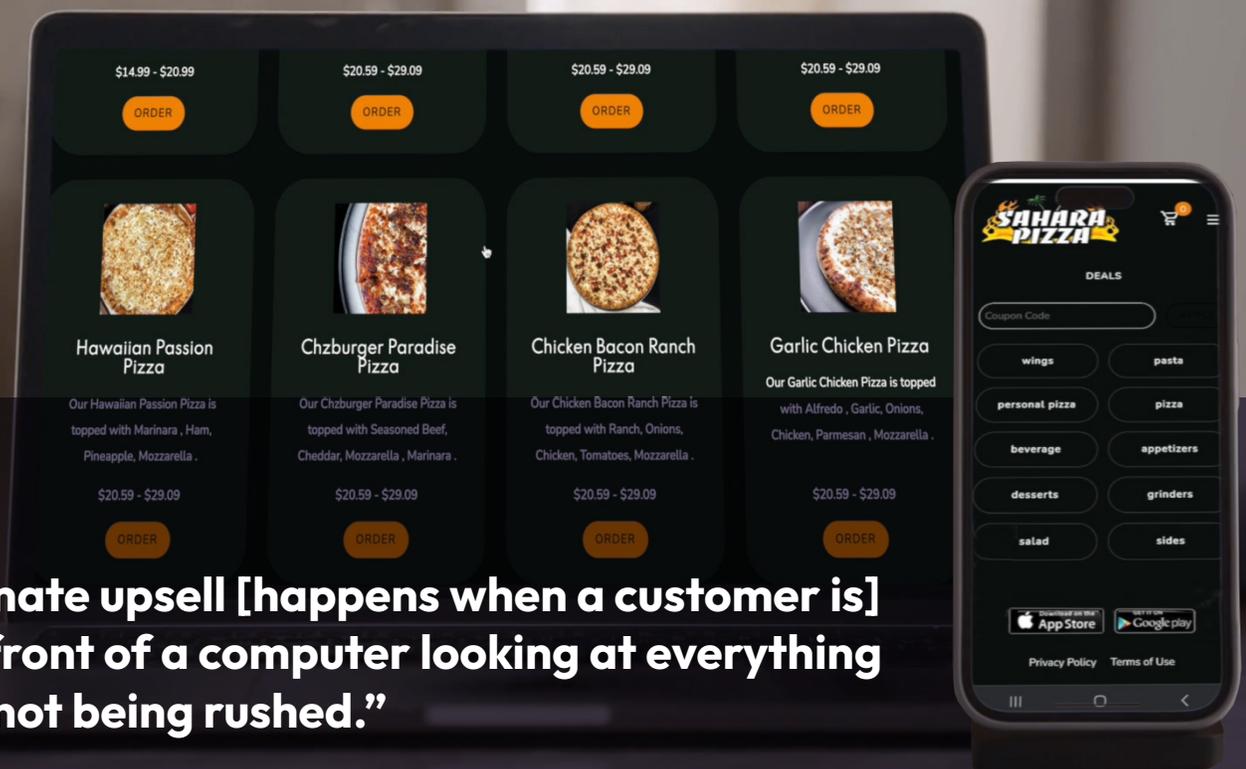
"The ultimate upsell [happens when a customer is] sitting in front of a computer looking at everything we have, not being rushed."

HungerRush is the POS Built to Make Your Restaurant Unstoppable

Sahara Pizza's founder, Tom Wattinger, knows that sustained success for his franchisees depends on their ability to deliver an outstanding customer experience day in and day out, online and in person.

With personalized onboarding, ongoing support, an intuitive POS system, and customized reports, all of Sahara Pizza's locations are well-equipped to deliver a seamless dining experience—they're poised to maintain the outstanding customer service on which they built their brand.

HungerRush's industry-leading all-in-one cloud POS provides the tools and support needed to help growing restaurants become unstoppable in today's increasingly competitive fast casual and delivery markets.

For other franchise brands seeking to optimize their operations and increase revenue growth, Sahara Pizza's success story is just one example of the power of smart technology investments.

"HungerRush gives me the ability to set it up how I want it done."

CLICK OR SCAN TO WATCH THE SAHARA PIZZA SUCCESS STORY VIDEO

About HungerRush

HungerRush is a leading cloud-based technology provider transforming the restaurant industry with innovative software and hardware solutions. Its all-in-one point of sale (POS) platform offers restaurants an advanced order capture and payments system, digital ordering, delivery management, restaurant operations tools, marketing automation, and customer engagement applications. Designed to enhance efficiency, streamline operations, and drive revenue growth, HungerRush supports restaurants of all sizes with the technology and services to adapt to evolving consumer demands and thrive in a competitive market. Visit us at HungerRush.com

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