



How a Tech Transformation Turned into a True Growth Partnership.



OVERVIEW

Creno's Pizza at a Glance

Headquartered: Zanesville, OH

Year Founded: 1987

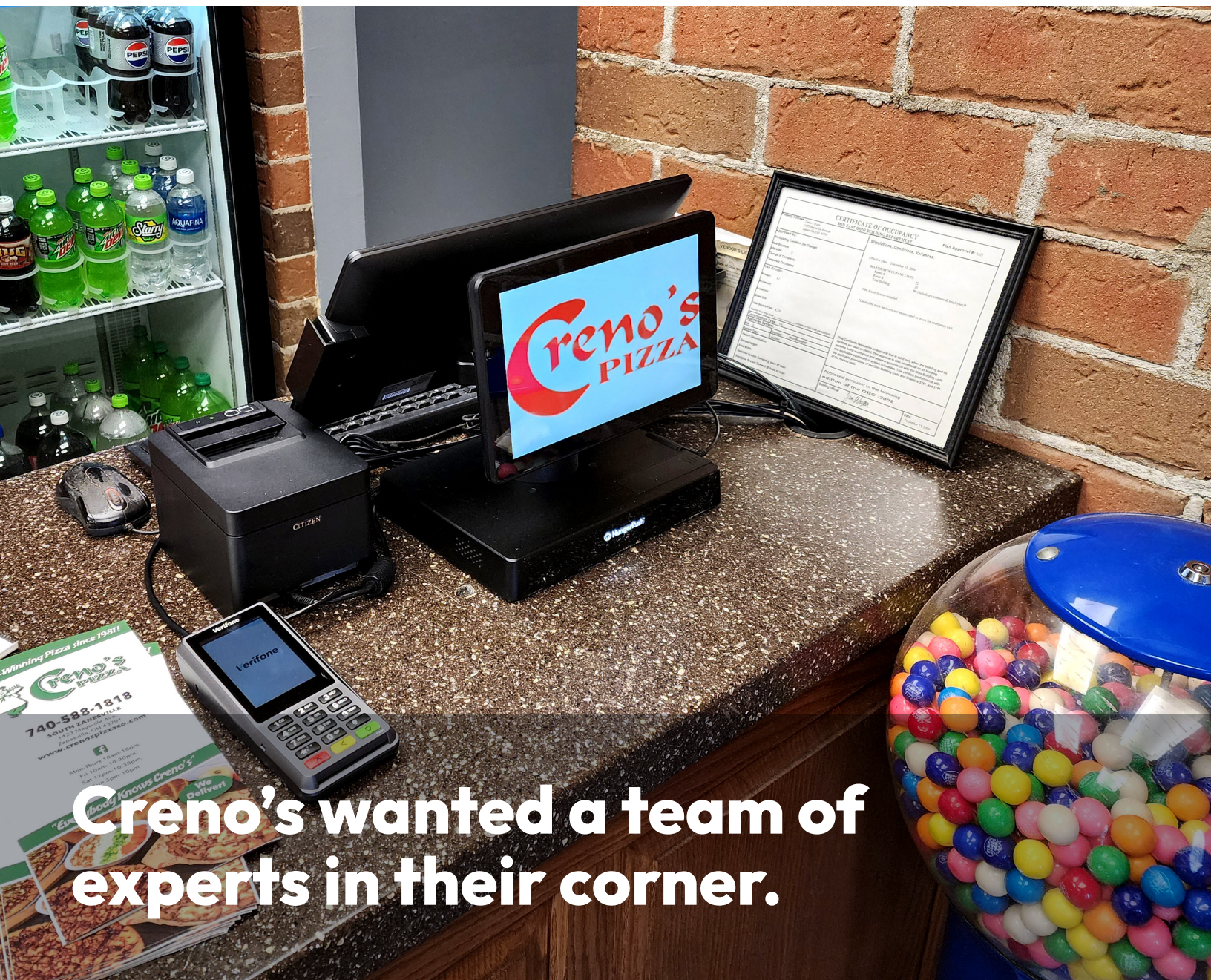
of Locations: 24

HungerRush

Customer Since: 2024

“We’ve tried a lot of different point-of-sale systems. What sold us on HungerRush was the people—the full team behind it. Support, marketing, sales—all of it. That made the difference.”

—ERIC MITCHELL, CRENO'S PIZZA OWNER



Creno's wanted a team of experts in their corner.



The Creno's Pizza Story

Creno's Pizza is "a longtime old-school pizzeria chain"—a beloved central Ohio delivery and carryout brand that has been letting word of mouth guide their expansion from town to town since 1987.

Creno's owner Eric Mitchell took over the franchise from his father, and takes great pride in their homemade pizza sauce, proprietary cheeses and meats, and dough made fresh every day. A hands-on owner, Eric is at one of his locations every week, living out Creno's core value of caring for the customer above all else.

Tired of feeling like he wasn't being cared for as a customer by their previous POS provider and disappointed by a lack of follow-through, Eric found a POS partner in HungerRush with the same commitment to innovation and customer success to match his own.

"HungerRush has responded to any problems we've had—anything we've thrown at them—to figure out how it works and how we want it. I've been very impressed." —ERIC MITCHELL

Following a rapid initial rollout, Creno's successfully transitioned 18 locations to the HungerRush POS within a few months. HungerRush worked with Creno's to develop an onboarding calendar that took into consideration a range of timing needs for all 24 locations. Because of the extensive restaurant background experience of HungerRush's implementation team, they were able to deliver a high-touch, hands-on experience that included weekly meetings, direct contact availability, and customized 1:1 training.

Creno's Challenges

- **Lack of personalized support**
Previous vendor support felt impersonal and unresponsive.
- **Reporting accuracy**
Previous POS reporting wasn't connecting to stores properly, and reports often didn't match up.
- **New features that never materialized**
Previous POS vendor regularly made promises for new features that never arrived.
- **Insufficient third-party integration**
Previous POS provider struggled to integrate with delivery apps like DoorDash and UberEats.

Finding a POS Partner in HungerRush

Late one night at 2am, Eric put in requests with several POS vendors. The next morning at 8am, the HungerRush sales team sprang into action and started a conversation with Eric about his POS needs.

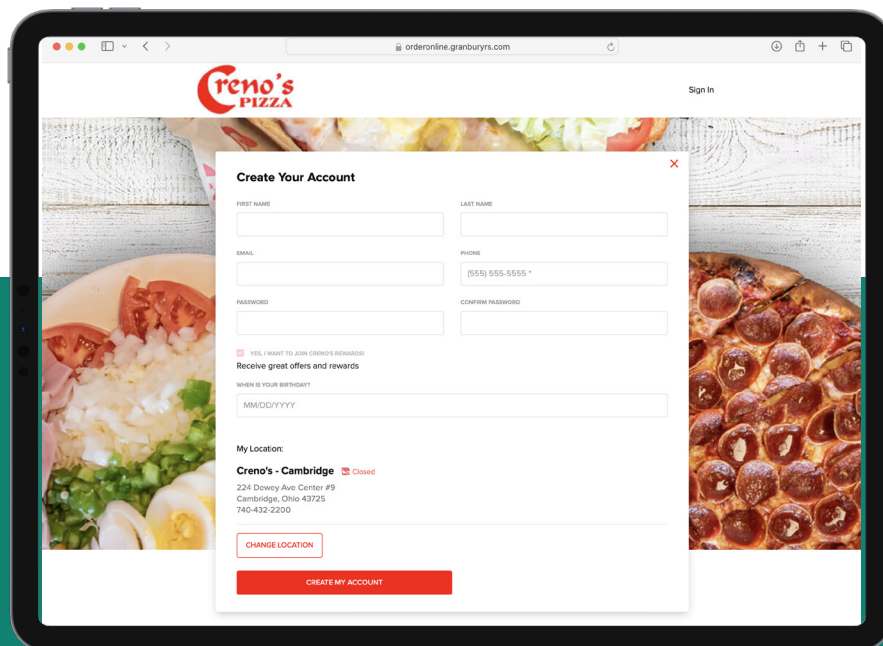
Here's how HungerRush became the POS partner Creno's was looking for.

1. Fast, personalized, implementation

“My install was perfect—I had the whole team. It's kind of hard to top that. The install set the path for the future.”

—ERIC MITCHELL

HungerRush set up a comprehensive onboarding plan and created a dedicated contact structure for Creno's. Weekly touchpoints, direct cell numbers, and custom 1:1 training tailored to the needs of each location ensured that Creno's always felt heard and supported. From taking orders and cashing out drivers to back-end wage and menu adjustments, the teams got the training they needed to be successful.

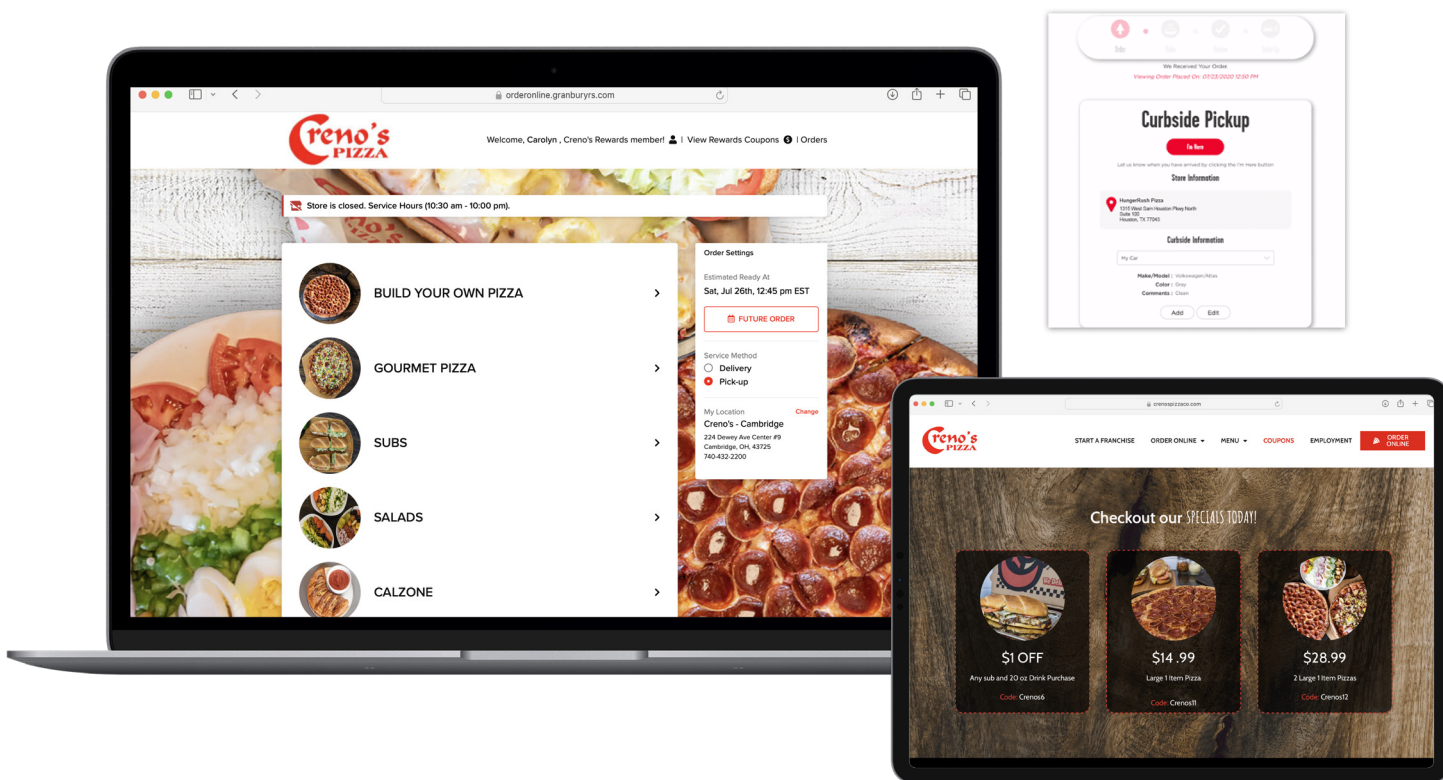


“It's been really easy to transition. The employees didn't have any problems. I've had very good support—I've always been able to get a hold of somebody to help me work through whatever problem I was having.”

—TRACY KRUMBINE, CRENO'S FRANCHISEE

2. A dedicated support team

With extended post-installation support and ongoing weekly check-in meetings, Creno's has made the most of HungerRush's technical and marketing support teams. HungerRush helped Creno's transition to HungerRush hardware and take advantage of features including personalized landing pages for online ordering, coupons, loyalty and rewards programs, curbside pickup, and delivery notifications, among others.



“People focus on the next best thing in tech. For us, the biggest thing was having a full team at our disposal. So many people are getting away from that. We want to be surrounded by good people.”

—ERIC MITCHELL



3. Accurate reporting

With dynamic report searchability, HungerRush's cloud-based Restaurant Management tools give Creno's access to daily and weekly reports by location, sales reports, menu breakdowns, order details, delivery details, coupon usage and more, with the option to view on web or mobile.

"Reporting has been great."

—ERIC MITCHELL



4. Full delivery app integration

Creno's needed their POS to support evolving customer expectations while integrating with the day-to-day reality of their team on the ground. To support customer expectations, Creno's needed forward-facing tech that would allow customers to order however they want, over the phone, online, or through their favorite delivery app. To support their team, they needed their tech to be seamless, intuitive, flexible, and easy to use. They found the balance with HungerRush's third-party delivery app integrations, which allowed them to track delivery orders, dispatch both in-house and 3rd-party drivers, and keep customers informed about delivery times.

"We're still a little old school. We still have a lot of drivers who don't have smartphones."

—ERIC MITCHELL

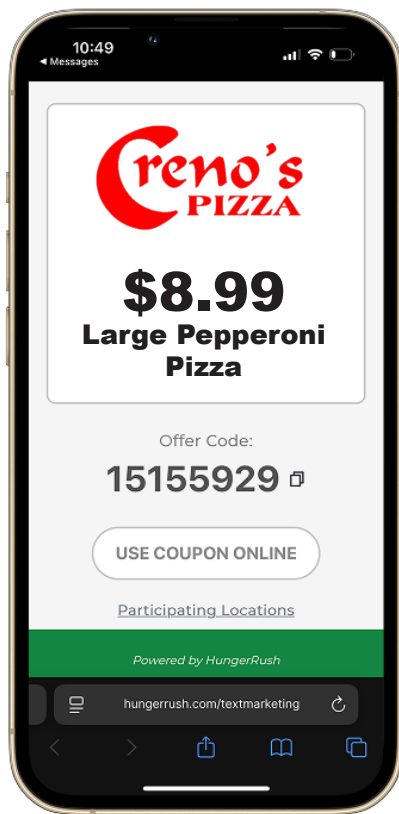


5. Road mapping a future together

Creno's partnered with HungerRush to pilot a customer appreciation text messaging campaign. They imported ~30K subscribers from a previous text marketing system into the HungerRush system and combined it with the HungerRush list built from Creno's online ordering process. The HungerRush system recognized ~9% bad phone numbers (landlines, fictitious, or otherwise unreachable by carriers), and cleaned the list to reduce the cost of future text campaigns.

The 2-week campaign saw a 29% coupon redemption rate, generating \$219k in associated revenue.

Creno's Customer Appreciation Text Campaign



~18K

Contacts collected in the HungerRush POS

~30K

Subscribers from previous 3rd party text service

~48K

Total list size

~9K

Undeliverable numbers discovered and removed from list

2-Week Text Campaign

6 Message Sends



\$8.99

Large Pepperoni Pizza

~13K (29%)

Coupon Redemptions

Unlimited Usage

Per Customer

~\$219K

Associated Revenue from Campaign

“Our previous provider was always in beta testing. We’ve been really happy with HungerRush. They’re not just telling us what they can do, they’re actually showing us what they can do—completing the task and developing the software.”

—ERIC MITCHELL

Expert support, across the brand

For Creno's Pizza, choosing HungerRush wasn't just about finding a better POS system—it was about finding a true partner. With a team that prioritized responsiveness, a platform that delivered on promises, and an approach grounded in a deep understanding of restaurant operations, HungerRush helped Creno's improve efficiency, supercharge customer engagement, and cultivate operational clarity across all 24 locations. From seamless onboarding and system training to measurable campaign results, Creno's experience shows what's possible when forward-thinking restaurant technology is backed by a group committed to your success.

With dedicated support, personalized onboarding, and technology tailored to the pizza and delivery business, HungerRush helps brands elevate service, connect with customers, and streamline operations, laying the groundwork for future success.

Whether you have one location or 24, the experts at HungerRush will assess your needs, work with your timeline, install your tech, train your team, and set you up to meet the challenges of modern restaurant operations head on.

“What really wins us over is feeling like we’re your only client. HungerRush has done that. They’ve rolled out the red carpet and taken good care of us.”

—ERIC MITCHELL



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