Simple Simon's Pizza Case Study
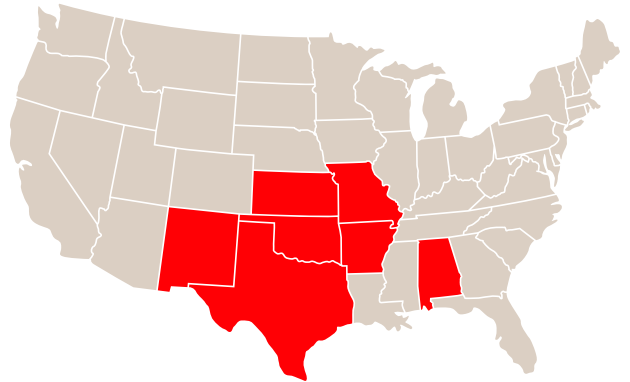
Modernizing Without Disrupting

Simple Simon's Pizza at a Glance

- **Headquartered:** Glenpool, Oklahoma
- **Year Founded:** 1983
- **Locations:** 200+
  - ~80 Standard Concept; ~120 Express Locations
- **HungerRush Customer Since:** 2022

66 **This system has made me a better owner."**

—PAM ALLEN, FRANCHISEE, SIMPLE SIMON'S PIZZA

66 **We chose HungerRush for our brand because it has all the things we want for our pizza stores with one company. It's a hassle for our franchisees to deal with a loyalty company, a point of sale company, a third party platform, etc. HungerRush gives us all that under one umbrella"**

—DUSTIN JONES, EVP OF FRANCHISE OPERATIONS, SIMPLE SIMON'S PIZZA

A modern system for a growing brand. Simple Simon's found the POS they needed to grow the brand and support their franchisees.

The Simple Simon's Story

Founded in 1983, Simple Simon's Pizza has put down deep roots across rural Oklahoma, Arkansas, and Texas. With more than 200 locations focused on dine-in and carryout services, the brand operates in markets with high in-store traffic, limited labor pools, and a lack of delivery infrastructure. Combined with seasonal traffic surges serving area vacationers, their operational challenges are not easily overcome.

Simple Simon's approached modernization with several priorities in mind: First, ensure franchisees had tools that made daily operations simpler and more reliable. Second, reduce per-order fees that were becoming increasingly problematic at scale. Third, give corporate offices greater centralized control around brand menu enforcement, and the ability to rollout new solutions quickly. Lastly, the corporate team wanted a true POS partner.

Simple Simon's partnered with HungerRush to establish a more disciplined and consistent operational foundation for the 80+ standard concept stores within the brand. They wanted a system and company that could support rural operating realities at scale.

THE CHALLENGE

Simple Simon's faced multiple challenges that were hindering them from scaling their business and providing the right technology to help their franchisees succeed. They needed stronger centralized control, particularly around brand menu enforcement, consistency across locations, and a faster, cleaner rollout of additional solutions. Other areas of concern were:

Outdated POS workflows

Their current system couldn't keep up with the demands of modern ordering and made staff training difficult.

Manual processes and fragmented reporting

Cash-outs, reporting, and oversight required hands-on effort, delaying issue detection and corrective action. Simple Simon's corporate lacked clear visibility into location performance.

High phone order volume in labor-constrained markets

Rural locations relied heavily on phone orders, increasing pressure on small teams.

No structured guest feedback loop, and outdated loyalty and marketing

The brand couldn't capture and leverage guest feedback and struggled to improve the guest experience brand-wide.

High per-order fees for online ordering

The previous system charged a high per-order fee, making growth increasingly expensive.

A Purpose-Built, Scalable POS Platform Designed for Complex, Multi-Location Brands

HungerRush implemented a multi-year roll-out plan to onboard new locations weekly. Simple Simon's got a system designed to simplify daily operations, improve visibility, and support modernization without adding complexity for in-store teams.

Simplified POS Workflows

HungerRush POS streamlined order entry and end-of-day processes, reducing training time and helping staff stay focused during high-volume shifts.
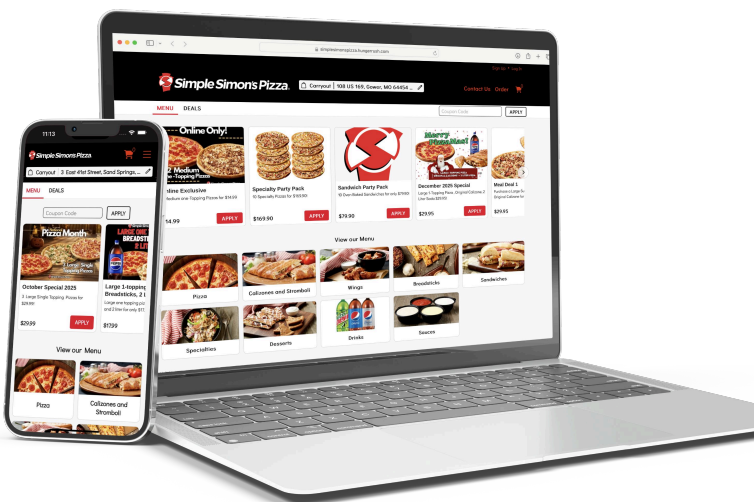
Predictable, Reliable Support

Fast response times and consistent issue resolution helped franchisees trust the system and stay focused on operations rather than troubleshooting.

Unified ordering across channels and third-party integration

In-store, online, and marketplace orders flow into a single system, reducing manual work, minimizing errors, and easing pressure on phones during peak periods.
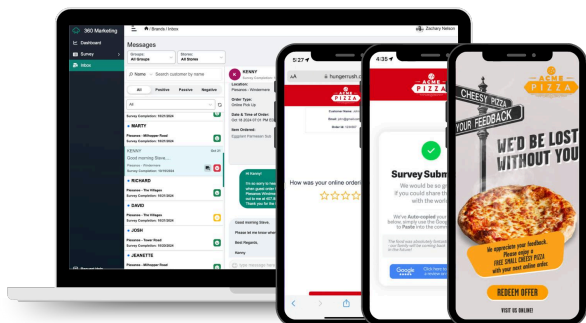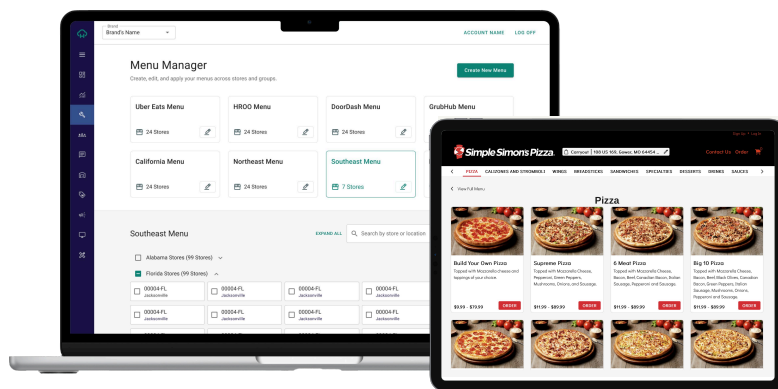
> " **The system gives me visibility I didn't have before — I can actually coach my team instead of guessing.**"
>
> — PAM ALLEN, FRANCHISE OWNER

Centralized menu & pricing control

HungerRush menu manager and advanced above-store menu management enabled consistent menus and pricing across locations, supporting system wide standards while reducing administrative overhead.

Guest feedback that supports better execution

Integrated guest feedback surfaced service issues —such as slicing consistency or wait-time gaps— allowing operators to address problems quickly.

> ❝ Everything flows logically. I don't have to fight the system to get through a shift."
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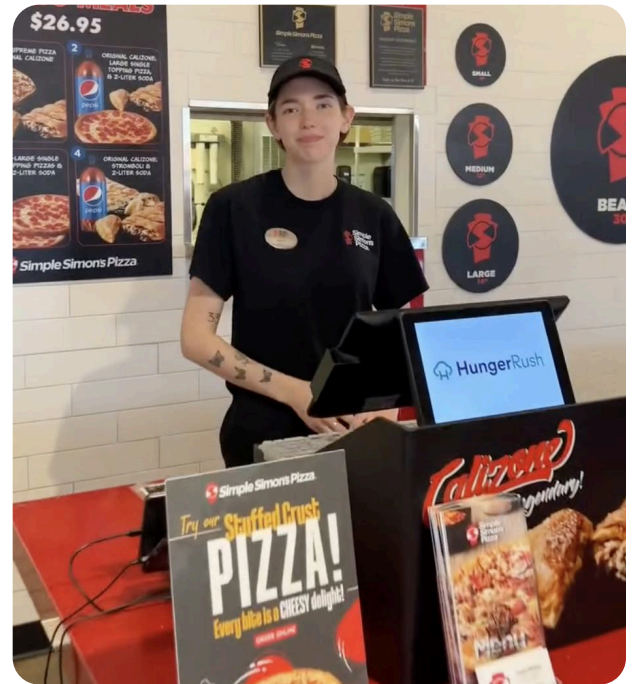> — PAM ALLEN, FRANCHISE OWNER

THE RESULTS

HungerRush returned necessary oversight to Simple Simon's corporate while improving the online ordering and guest engagement experience across locations. 360 Marketing orders now generate the highest average value for the franchise locations that take advantage of it. More of Simple Simon's results include:

- A centrally controlled brand-level menu

- Eliminated per-order fees

- Online tickets that are on average **30% higher** than in-store tickets

- Tickets through HungerRush Loyalty and 360 Marketing that are an **additional 10% higher per order**

- Reduced phone interruptions, enabling staff to focus on in-store operations—particularly important in rural markets with limited labor pools

- Highest YoY sales for franchise locations that leaned in on digital ordering and guest engagement

- Feedback showed that guests were 25% more likely to recommend Simple Simon's with detractors declining to near zero over time.

A Platform Built for Consistent Execution

As Simple Simon's continues to strengthen operations across its locations, tools like the branded mobile app, text marketing, and enhanced loyalty programs help drive higher-value digital orders, reduce reliance on phone-based ordering, and create more consistent guest engagement across the system. Combined with centralized menu governance and improved reporting visibility, these capabilities give both franchisees and corporate teams the clarity, control, and confidence needed to scale growth without disrupting day-to-day operations in diverse markets.

Operating in high-traffic, phone-heavy rural environments requires technology that stays dependable under pressure. With simplified workflows, unified ordering, centralized menu control, and built-in guest insights, HungerRush provides Simple Simon's Pizza with an operational foundation that supports disciplined execution without disrupting daily rhythms.

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About HungerRush

HungerRush is a leading provider of integrated restaurant technology solutions. We partner with restaurants of all sizes and cuisine types—from single locations to multi-unit brands. Backed by restaurant, technology, and marketing experts who are *always by your side*, our cloud-based POS Platform connects digital ordering, delivery, guest engagement, kitchen operations, reporting, marketing, and payment processing in one system.

Ready to Get Started?

Setup is fast and easy, and our dedicated team is here to guide you every step of the way.

REQUEST A DEMO