DELIVERING THE RIGHT SOLUTION FOR HELL PIZZA.

Pizza has existed for millennia, and Hell Pizza have taken this classic food and built a Kiwi empire. The first store opened its doors in 1996 next to Victoria University, and since then the business has expanded across New Zealand.

GROWING PAINS

Hell Pizza currently operates 74 independently-owned franchise stores throughout New Zealand. However, with incredible growth and increased popularity comes a unique set of challenges.

Matt Renner, IT Manager at Hell Pizza, explains, “As our market share grew, so did the importance of maintaining a high level of customer service. We needed a method of measuring our on-time performance, because the larger Hell Pizza became, the harder it was to keep track of every process.”

This sentiment was echoed by Marty Richards, Hell Pizza Grey Lynn franchise owner, “Our systems were very robust, but relied heavily on paper. It wasn’t uncommon, especially during peak hours, for orders to be misplaced, delivery bags to be packed incorrectly, or drivers to travel to the wrong address”, says Marty. “We were so busy that key information wasn’t centralised or passed on when it needed to be.”
THE SOLUTION

Hell Pizza required a solution that integrated the pizza-making process with their delivery system.

But there were a number of challenges to overcome. Hell Pizza operates in a fast-paced environment, so any technology-based solution needed to be highly durable, but also user-friendly, because workers at Hell Pizza are often employed on a casual basis. To compound issues, Hell Pizza’s legacy POS systems were disparate parts linked together, instead of one cohesive platform.

The eventual solution centred around the Samsung J-series smartphones, which ran a bespoke app for Hell Pizza employees. The app allowed drivers to scan orders before they leave the store, so nothing was forgotten, and then displayed the fastest route to the customer’s home.

As Matt explains, “we tested many devices, but other suppliers had few quality options at our price-point. It was imperative the solution would survive the knocks and bumps of thousands of deliveries, so when we got our hands on the J-series, we knew they were excellent value. Not only were the smartphones durable, but they came with Samsung Knox. When we learned about the features of Knox, we couldn’t place our order fast enough.”

Samsung Knox is a software solution that offers a plethora of security and management options. Hell Pizza took advantage of Knox Configure, allowing any required updates to be rolled out automatically across every device. Knox also allows data to be locked and erased remotely if the smartphone falls into the wrong hands, which influenced Matt’s decision considerably. “The software keeps sensitive information safe from thieves or prying eyes, and we could restrict the installation of third-party apps. We don’t want delivery drivers checking Facebook while the next order is cooking,” says Matt.

Despite Hell Pizza becoming New Zealand’s most famous pizza brand, they run a tight ship at Head Office. Matt wanted a solution that was easy to set-up and run, because there was no budget to bring someone onboard and manage the system. The simple set-up process for the smartphones was also an advantage. All the stores were required to do was turn the phone on, push ‘next’ a few times, and they were ready to go. “It’s saved us hundreds of hours of set-up time, and there was no troubleshooting to deal with either. We don’t expect our franchisees to be IT experts, and nor should they be. We want our store owners to focus on providing a great customer experience and delicious food,” says Matt.

THE APP

An integral component of the solution was a bespoke app called Hell Driver. This app digitised paper-based operations within Hell Pizza, and at the same time streamlined a complicated process.

There are other significant features of the app too. Customer’s data is kept secure, even if the phone was lost or stolen. If the driver is late due to unforeseen circumstances, the app can offer the customer a discount or complimentary item on their next order. “This ability has turned situations that could have resulted in a negative experience into a positive one”, says Marty. “And with fewer customer complaints to deal with, I have more time to focus on the business and ensure my store is as profitable as possible.”
A BOOMING BUSINESS

Marty noticed that it wasn’t a step-change for the business, but the Samsung solution quickly became more than the sum of its parts. Drivers collected orders faster, Google Maps displayed the fastest route, and customers received a fresher, hotter pizza. Once the pizza had been delivered, chefs could then reliably cook new orders to coincide with the driver’s return.

As a business owner, Marty sets high standards for himself, as well as the entire team. “We aim for 100% of our pizzas to be delivered on time. With the Samsung smartphones, we can accurately track our performance across all the franchises in real-time. If we aren’t hitting targets, we can see if the fault is storewide, or whether it’s a single driver. Then we can change things accordingly, like increasing staffing levels or having a gentle word with staff. In a competitive industry like ours, we have to keep analysing wage costs and maximising workers’ output.”

Due to the extended hours Hell Pizza now deliver, drivers can be on the roads past midnight. The Driver App has given Marty’s staff real peace of mind on the job. The J-series come with GPS as standard, giving the exact location of the device. Marty can see where his drivers are, and when they make a delivery. If the driver has stopped for an unusually long time, Marty can call them immediately. In a worst-case scenario, the app has a panic button that alerts the store in an emergency. “As a franchise owner, my staff are my business, so knowing they’re safe is incredibly important,” says Marty.

BIG DATA

But the driver and on-road experience aren’t the only benefits provided by this digital solution. “Every device links to our restaurant management platform, which means all the data is collected and consolidated into one centralised location,” says Matt. “We can see which stores are taking longer to cook orders, which drivers should be performing better, and if we’re running at optimal staffing levels. This solution provides a detailed analysis of a store’s performance, where it can improve, and how we can learn from the ones who’ve got it nailed.”

The Samsung smartphones have done more than make significant improvements to Hell Pizza’s cooking and delivery processes. “With the increased data available from the J-Series and app, we’ve become more efficient and accountable, plus there’s the exciting possibility of implementing an incentive scheme for drivers. The sky really is the limit,” says Marty.

To discover how the J-series smartphones and other Samsung mobile solutions has helped New Zealand businesses become more efficient, visit www.samsung.com/nz/business
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