

The 6 Challenges of Pizza Point-of-Sale

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Running a pizzeria may have all the challenges of running any other restaurant – with long hours and demanding customers. But when it comes to POS technology, your pizza restaurant has unique needs that can't be met by the software in use at the burger joint down the street. If you are looking for the best POS system for your pizza restaurant, it makes sense to turn to an expert in pizza Point-of-Sale. When evaluating systems, check out these key areas of pizza-specific functionality to make sure your choice measures up!

1 FRACTIONAL ORDERS



Everyone's first question in evaluating a POS system for their pizza restaurant is "How do I order a ½ and ½ pizza?" It should be quick and easy to place the order, modify either half and add elements to the whole pizza. But beyond the ordering process, a truly pizza-specific POS system should give you flexibility. Do you offer just ½ & ½ or also 1/3 and ¼ pizzas? Can you easily order ¾ or 2/3? How do you price your fractional pizzas – most expensive half, average price, or some combination of topping count average? Can you exclude sizes, so that personal pizzas are not created in fractionals?

Once the fractional pizza is ordered, how does it appear on printed tickets or the Kitchen Display? Is it going to be clear to the kitchen staff how the pizza should be made? Is inventory properly deducted for fractional pizzas?

Another consideration is reporting. If you have item count reports, how does a fractional pizza contribute to those?

2 PIZZA PRICING



It's safe to assume that any POS system could add up the price of your items correctly, right? Isn't that what POS is all about? In the pizza world, pricing is not as easy as it might seem. Unlike most restaurants, where a chicken sandwich is just a flat price, maybe with the option to add Avocado, pizza restaurants are all about the "Create your own" pizza combinations that make pricing complicated.

Be sure to evaluate whether your POS system can handle your unique pricing requirements. Many pizzerias charge different based on the total number of toppings on the pizza (\$1.50 per topping for the first 3, \$1 per topping for the rest, or choose 2 toppings free, \$2 per additional topping). Sometimes specialty toppings are a different price or extra price on top of this. Sometimes removing toppings may reduce the price, or substitutions may cost more. Then you must consider upcharges based on crust selection (stuffed crust, gluten free crust). Be sure that your prospective POS system can handle all the variations on your menu!

3 COUPONS



Take a look at the next Sunday paper you get. How many restaurants are publishing coupons? If you see any, it's probably a simple offer like "Buy one entrée get one free". But look at the pizza coupons – they are probably the most complicated offers you could imagine. "Get a free medium one topping with the purchase of a 3 topping pizza on Tuesday or Thursday night, excluding Stuffed Crust". How do you set up these coupons in the POS system to ensure that all the restrictions are followed, that they are easy to apply, and that you aren't losing any money?

A good pizza POS system will have extensive coupon controls that are easy to manage. The Phoenix POS system, for instance, lets you control which items must be ordered, with size, crust & topping count restrictions. It controls the maximum value of the offer overall and per item. It controls how many offers can be used per order, and how many times any individual offer can be used. It controls by date, day of the week, time of day, order type, customer group, and minimum order total required. It gives multiple ways to track and categorize offers, auto apply, apply with a button, from a list, or from a code. It offers security on who can apply what type of offer. It gives the option for \$ off, a % off, a fixed price or a "Use the price of another size" offer. These and many more coupon-related features are designed with the typical pizzeria in mind.

4 INVENTORY CONTROL



Food cost is your biggest expense and you must manage it efficiently. But again, here's an area where most general POS systems just don't measure up for the typical pizzeria. Creating recipes for your pizza items gets back to that complicated topping count formula again. Most pizza cooks know that a 1 topping "Pepperoni" gets a lot more slices of pepperoni than a 5 topping "Pepperoni, Sausage, Onions, Mushrooms and Anchovies". But most POS systems don't. If controlling food cost is important to you, make sure your pizza POS system can properly manage inventory deductions based on topping count, crust type and size. Also ask about how substitutions are managed from an inventory perspective.

5 DELIVERY CONTROLS



When you add delivery to your operation, you are expanding the complexity of your business dramatically. Don't choose a POS system that added delivery as an afterthought! A quality delivery POS system will give you robust and flexible features to manage this important area.

For instance, you need a clear way to determine if customers are in your delivery area, and if so how much of a delivery fee to charge. Integrated online mapping, driving directions and traffic alerts help your drivers navigate efficiently. The Phoenix POS system can even send an e-mail alert to your customer when the order is dispatched.

Smart dispatch features help you determine which order should be next and which orders should be taken together. Driver alerts help to remind drivers of key items or messages.

Managing drivers requires a strong system of controls. Make sure you have flexible options to choose how you will pay drivers to match your business rules. Effective tracking of driver banks, driver drops, tips, coupons, and the driver close process are required to control your cash.

Don't forget about performance monitoring. Does your POS system offer reports to determine if you are meeting promise times for your customers and which drivers are most effective?

6 CUSTOMER MARKETING



You've got a huge marketing advantage over your competition because you actually know who your customers are! Restaurant chains around the world are spending on loyalty cards to help them track customer behavior. But your customer database is already a goldmine of information. Make sure your POS system makes this easy to use!

Marketing programs should let you find customers based on order history, what they've ordered, how much they've spent, what coupons they've used, and when they last visited. Can you easily print mailing labels, export customer data, send e-mails or even text messages? What type of customer loyalty programs are built into the software to encourage customers to return? Make sure that the POS system you invest in will pay you back with easy, cost effective marketing tools!



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800.750.3947

www.granburyrs.com | sales@granburyrs.com