



Case Study

## Driving Growth: How Pizza My Heart Leverages Adora to Cater to Increased Demand



### Est. 1981

**About** 

- 26 Locations West-Coast Pizza Chain



### Pizza My Heart has over 42 years of experience

Who is Pizza My Heart?

making some of the best pizza in the world and selling it by the slice to its loyal neighborhood customers. Their recipes have won multiple pizza awards,

including winning World's Best Pizza in Las Vegas multiple times. Customers love the feeling of walking into a Pizza My

Heart pizzeria, not only because of the delicious smell of award-winning slices, but the surf & beach theme of the restaurants makes people feel like they just walked up to a beach cabana.

## essential features required for expansion. The pandemic spiked 3rd party

**Business Challenges** 

orders and they needed a fast and stable solution. What Adora delivered:

Pizza My Heart felt their previous POS provider was lacking innovation and

## Built-in customer loyalty program

A cloud-based point-of-sale software

Smooth integration of 3rd party applications



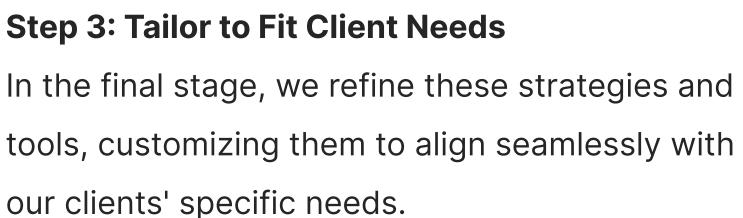








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### We begin our journey by establishing a robust rapport with our clients, allowing us to fully

**Our Problem-Solving Process** 

### understand their unique needs and challenges.

**Step 1: Cultivate Relationships** 

**Step 2: Develop Scalable Solutions** Next, we leverage our understanding of our clients' requirements to construct adaptable

strategies and innovative tools.

**Outcome: Powerful and Measurable Results** Our process culminates in the delivery of potent and quantifiable outcomes, providing our clients with the results they require.

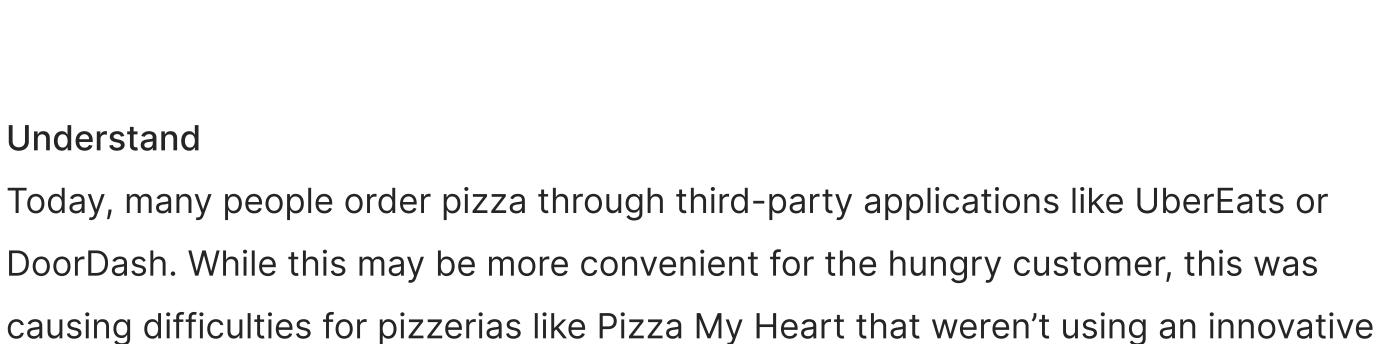
**Digging Deeper to Understand** 

Determining the root cause of identified problems allowed Adora to have

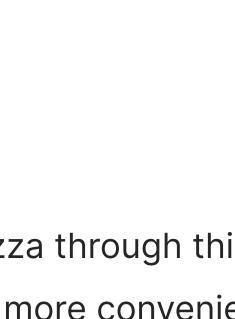
a great view into what pizzeria's actually needed from their POS.

During Covid, 3rd party pizza orders went up over 10x!

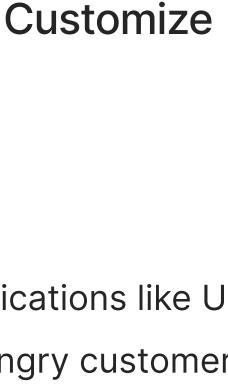
Build



**Understand** 



POS system designed to handle these third-party integrations.



### Build One of the main reasons that Pizza My Heart chose to partner with Adora was because of the advanced technology that makes third-party integrations quick and easy.

Customize With the help of Adora, Pizza My Heart is taking on orders from multiple channels and

delivering them with ease. The integrations are fully synced with Adora POS ensuring

accurate delivery and pickup times as well as easy reporting from the Cloud Console.

We were in need of a high-quality loyalty program...

Pizza My Heart communicated their desire for a built-in, premium customer loyalty program to offer rewards back to its loyal customers. Their previous point-of-sale didn't offer this in their technology, and Pizza My Heart recognized the impact of this feature for sales growth and repeat business.

**Driving Sales Growth through** 

**Customer Rewards** 

**Step 1: Build the structure** 

We determined a rewards system structure, such as points per

dollar spent, which best aligned with Pizza My Heart's

business model and customer behavior.

**Step 2: Develop loyalty rules** 

In collaboration with our team, Pizza My Heart customized

the specific rules of their loyalty program within Adora's

interface, tailoring factors like point values, rewards

**Step 3: Activate and promote!** 

# thresholds, and eligibility conditions.

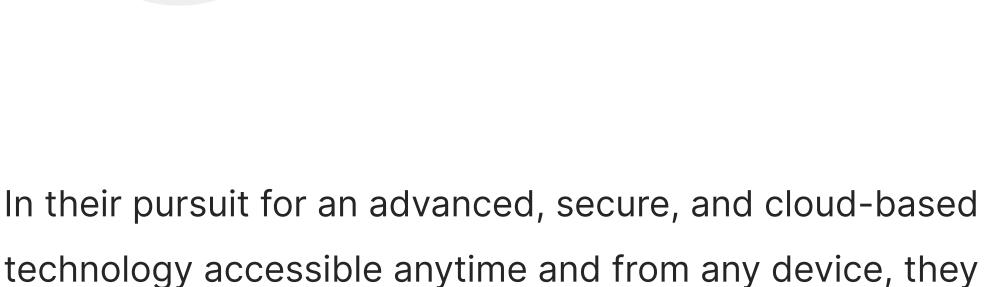
After customizing the program, Pizza My Heart activated it within Adora's system and initiated promotion to their customers through their chosen marketing channels.

Our management team needs POS software in

the cloud, accessible on all devices

Adora's Solution: A Customized Approach for Modern Pizzerias

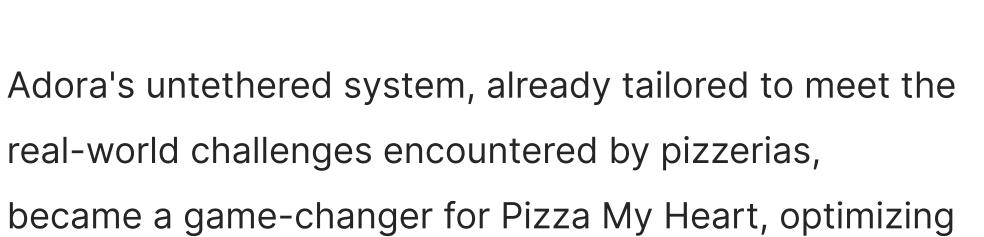
Seamless access, anytime, anywhere: Empowering teams across device

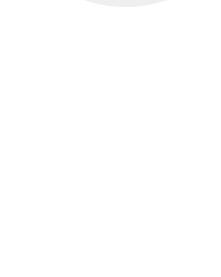


environment, Pizza My Heart recognized the limitations of traditional POS systems - systems that constrained both management and employees alike.

Amidst the hustle and bustle of a modern pizza chain

found Adora's solution that would empower their entire team and streamline operations.





real-world challenges encountered by pizzerias, became a game-changer for Pizza My Heart, optimizing performance across all levels of their operation.

A Commitment to Partnership

Adora cares about building a POS that is developed with the insights and feedback of real

people working in the pizza industry. We hear you today to build a better tomorrow.

Today in 2023, none of the obstacles above are an issue for Pizza My Heart. Open lines of communication and honest feedback from both parties have been instrumental in improving Adora's overall features and usability. We will continue to diligently work with our customers to deliver the next stage of innovation in Pizzeria Point-of-Sale technology.