Chowly + MrJims.Pizza Success Story

The impact of adopting Chowly's Off Premise Platform is evident in the following performance metrics:

of sales for all 45+ locations come from third party online ordering systems	Monthly Sales	Success Rate on Orders	Monthly Orders	Monthly Savings Due to Eliminating Manual Entry Orders
15%	**$248,180.35**	**99.4%**	**8,008**	**$9,600**

Data is based on the last 30 days.

Introduction

MrJim Johnson, the visionary founder of MrJims.Pizza, turned a single location into a 45 and growing-location chain spread across several states over the past few decades. Starting with humble beginnings at McDonald's in Michigan, MrJim planned to build his career there. However, his entrepreneurial instincts led him to the pizza industry, where he saw an opportunity to create something unique. Early adoption of technology set MrJims.Pizza apart from competitors, enabling MrJim to leverage data that would drive operational efficiency and profitability.

> **MrJims.Pizza, turned a single location into a 45 and growing-location chain spread across several states over the past few decades.**

With a focus on fresh ingredients and innovative recipes, MrJims.Pizza quickly became a beloved brand, offering both dine-in and delivery options. MrJim's commitment to embracing new technology and staying ahead of the curve has been key to the brand's sustained growth and success, particularly as it scaled its off-premise, operations.

Challenges Faced

As MrJims.Pizza expanded, maintaining profitability and scaling operations became increasingly complex, particularly with off-premise orders. Managing return on time (ROT) for franchisees became a major pain point as operational complexity grew. Initially, there was resistance to adopting third-party delivery platforms due to concerns over losing control of the customer experience and the additional burden on franchisees.

Franchisees struggled to manage orders from multiple platforms, which led to inefficiencies, missed orders, and difficulties in maintaining accurate sales records. The absence of integrated systems forced franchisees to manually enter orders, increasing the risk of errors and complicating day-to-day operations.

MrJim Johnson embarked on a four-year journey to address these issues, focusing on operational efficiency and profitability. His efforts led to the integration of third-party ordering systems like Chowly, which streamlined off-premise operations.

Solution

As one of Chowly's original customers, MrJims.Pizza has benefited from a long-standing partnership that has evolved with the brand's needs. Chowly's off-premise platform has been pivotal in driving MrJims.Pizza's scalability, profitability, and operational efficiency across all locations.

By centralizing third-party ordering systems through Chowly, MrJims.Pizza was able to eliminate the need for multiple tablets and manual entry, significantly reducing operational headaches for franchisees. This integration not only streamlined daily operations but also improved accuracy in sales tracking, directly boosting profitability.

Chowly's platform remains a cornerstone of MrJims.Pizza's growth strategy as the brand continues to expand. With consistent training and support, franchisees are equipped to maintain operational standards, while the centralized platform enables efficient scaling. Staying with Chowly has empowered MrJims.Pizza to achieve sustainable growth, enhance profitability, and consistently deliver a high-quality customer experience.

Check it out