

Maximizing mobile sales profitability at every turn for Hunt Brothers Pizza.

Quick-service supplier Hunt Brothers Pizza chose Spring to help increase efficiency, reduce operational costs, decrease out-of-stocks and enable their field reps to spend more quality time advising customers on how to grow revenue.



“Spring addressed our marketing, product delivery and merchandising needs all in one application. The investment in Spring is definitely paying for itself. They have really helped us take our business to the next level.”

Chris Dorris, Director of IT

Hunt Brothers Pizza is the nation’s largest brand of made-to-order pizza in the convenience store industry. The company partnered with Spring to implement a mobile sales solution and management portal that would help improve efficiency and leverage the data that account managers were collecting in the field in real time.

By adopting the Spring mobile app and management portal, Hunt Brothers Pizza has experienced big operational improvements.



30 minutes saved per rep per day

Field account managers can now get more accomplished and get home earlier.

2 months to deploy

Spring’s modular, cloud-based platform made it easy for Hunt Brothers Pizza to roll out quickly.

50% reduction in training time

Having an intuitive interface makes it fast and easy for reps to get up to speed.

50% drop in application support calls

The company now has fewer issues to address and the time needed to support ticket resolution has also gone down by 50%.

80% reduction in field device replacements

Hunt Brothers Pizza’s new consumer-grade tablets are cheaper and more readily available.



Hunt Brothers Pizza’s challenge

Based in Nashville, Tennessee, Hunt Brothers Pizza is dedicated to underserved markets, often in rural or inner city areas where access to prepared foods is limited.

Hunt Brothers Pizza account managers tend to be jacks-of-all-trades. They drive trucks, deliver product, set up promotions, and advise store managers on how best to improve their marketing and sales efforts. To do their job well, they rely heavily on the company’s mobile field solution.

The company’s previous solution was difficult to update and did not provide their support team, distributors or field account managers with the information they needed. Account managers had limited tools for inventory management and selling while management did not have access to the real-time field data it needed to operate more efficiently and profitably.

This left their field team struggling with:

- Heavy, outdated Intermec hardware
- A lack of real-time data for advising customers
- Inefficient, paper-based processes
- Frequent service outages and syncing issues

21st century business needs

Hunt Brothers Pizza needed a mobile field-force solution that would enable its field account managers to do their jobs more efficiently, while capturing the data that distributors needed to build and optimize the overall business. They needed a faster solution that could meet all of their functionality requirements and make key performance indicators (KPIs) available right on the dashboard of their interface. Their goal was to be able to provide real-time reporting on what was and wasn’t working at each store so that they could push appropriate updates to the field team throughout the day.

Must haves

In choosing a new solution, the company wanted:

- A sleeker, faster, more intuitive interface that could help their field team quickly uncover missed opportunities and improve service
- Dashboards with real-time data insights for reps to sell more effectively and managers to coach field teams more closely
- A portal with real-time data on each store location so leadership could spot trends and improve results on the fly
- Lighter, more user-friendly hardware that could be purchased off-the-shelf and maintained at minimal cost

“It’s giving us eight weeks of history for every customer that we’re going to service that day as our account managers are deciding what product they need to load on their truck. So, we’ve seen a 75% reduction in out-of-stocks.”

Paul Weier, Senior Director Field Operations



Spring's solution

Spring offered Hunt Brothers Pizza a mobile field application and HQ portal that the company could quickly and seamlessly deploy company-wide to address its biggest business challenges, without the need for costly and time-consuming customization.

The company looked at 28 different vendors. They chose Spring because we offered them an easy-to-deploy, cloud-based solution that was built on industry-specific best practices for functionality and reporting. We were also able to provide Hunt Brothers Pizza with a solution for 'lot tracking,' which allows it to track any issues with food products by the line, shift and day that food was produced. This tracking is required in the U.S. by the Food Safety Modernization Act. Since Spring was able to bundle this functionality with their app, Hunt Brothers Pizza can now better manage its compliance, without having to tack on additional tools or buy other software.



Other benefits Spring brought to Hunt Brothers Pizza include:

'True Offline' Functionality:

Field reps can use the Spring app to complete their work anywhere – without worrying about finding a Wi-Fi or cellular signal.

An Intuitive Interface:

Fast, efficient tools that are easy to work with from Day 1.

Advanced Syncing:

As soon as reps get a cellular or Wi-Fi signal, data automatically syncs in the background in just seconds.

Simplified Training: Hunt Brothers Pizza no longer has to spend excessive time onboarding new account managers with its technology. Spring's powerful tools are quick and easy to learn.

Two-Way Communication:

Management can push marketing materials and training right to their field teams in real-time.

New Efficiencies: Field account managers are now saving time on every store visit.



“If someone were to call me today and ask me if they should choose Spring, I would say absolutely hands down. You need to get this solution in your business right now.”

Jon Smallwood
Help Desk Supervisor

The results

Hunt Brothers Pizza has been extremely pleased with its transition to the Spring platform.

Replacing bulky, Intermec devices with lighter, consumer-grade tablets that are loaded with easy-to-use software has been a big win for the Hunt Brothers Pizza field team. Account managers prefer to work with the Spring solution because it's sleeker, faster and more intuitive.

Since implementing the Spring mobile app, Hunt Brothers Pizza has been able to collect data on how stores are performing and what field efforts are working best. The company can also leverage that data to achieve better results from its marketing, operations and sales initiatives.

Hunt Brothers Pizza team can now:

- Leverage industry best practices with every task they perform
- Make truly data-driven decisions that increase sales
- Share marketing materials and send invoices digitally
- Spend less time on the phone with support or in the field with a broken unit

- Stay productive without an Internet connection
- Quickly relay real-time data back to headquarters

In short, Spring's platform has helped Hunt Brothers Pizza increase field productivity, improve relationships with store managers and drive revenue growth.



Spring offers easy-to-configure, cloud-based mobile apps and management portals that help consumer goods companies leverage data to drive efficiencies, increase field-team productivity and grow sales. Spring customers are able to transform their operations quickly by deploying out-of-the-box solutions that can easily be configured with a complete array of award-winning features.



With more than 7,500 locations in 28 states, Hunt Brothers Pizza is the nation's largest brand of made-to-order pizza in the convenience store industry. Hunt Brothers Pizza offers original and thin crust pizzas by the 'hunk' or as customizable whole pizzas. The family owned and operated company is based in Nashville, Tennessee.

Find out how Spring can help your consumer goods business grow market share and dramatically increase sales revenue. Get in touch!