



CASE STUDY

Zaza Cuban Comfort Food Saves \$1,500 Per Store Per Week with PAR's Better Together Tech Suite of Solutions

5%
Improvement
in order accuracy due to improved interface and workflows

18%
Reduction
in chargebacks due to enhanced security and compliance

Approximately
\$1,500
in cost savings per week per store

Zaza Cuban Comfort Food – a fast casual restaurant with 10 locations across Central Florida – has been serving up Cuban favorites rooted in family tradition since 2013. From all-day breakfast to slow-roasted mojo pork and hand-pressed Cuban sandwiches, the brand blends convenience with authentic cuisine to create a truly unique dining experience. With ambitious plans to expand nationally, Zaza is poised to bring its signature flavor to even more communities in the near future!

In 2021, Zaza evolved from a family-run business into a fast-growing brand. As operations scaled, it became clear that its technology needed a major refresh. "We were going from a family-owned business with a couple of locations to 10," said Dave Green, Chief Marketing Officer at Zaza Cuban Comfort Food. "Our technology was outdated and unable to support our growth. Before the pandemic, we weren't doing much online ordering or even third-party delivery." That changed rapidly when COVID-19 hit. Zaza quickly joined platforms like Uber Eats and DoorDash to meet customer demand.

As online orders climbed, cracks in the system started to show. Zaza's previous POS, payments solution, and digital channels struggled to keep up with the increased volume, leading to operational inefficiencies, inconsistencies, and customer frustration. The team recognized that their entire tech stack needed attention, from mobile and online ordering to in-store performance.

"The entire tech stack needed help. We knew we were losing business from our amigos, our customers, because the experience wasn't consistent. Whether it was the mobile app, online ordering, or even the POS, it just wasn't where we needed it to be."

Dave Green, Chief Marketing Officer at Zaza Cuban Comfort Food



Previous Technology Challenges

- Relying on outdated technology incapable of supporting growth
- Lacking digital ordering presence and ability to personalize guest engagement
- Previous POS system and digital channels struggled to support increases in order volume

PAR Solution

- PAR POS implemented 2023
- PAR Pay
- PAR Kiosks
- PAR Punchh implemented 2024
- PAR Ordering

Technology Results

- 5% improvement in order accuracy due to improved interface and workflows
- 18% reduction in chargebacks due to enhanced security and compliance
- Approximately \$1,500 in cost savings per week per store



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At the same time, support from Zaza's previous POS vendor proved inflexible, often pushing unnecessary system upgrades instead of scalable solutions. It was clear the brand not only needed new technology that could support their operations, but also a partner that could grow alongside them.

In 2024, Zaza set out to modernize its operations, partnering with PAR Technology and implementing PAR POS and PAR Pay to lay the foundation for its new and improved tech stack. PAR POS – the best-in-class restaurant cloud POS – and PAR Pay – an omnichannel payment gateway for EMV credit, EMV debit, and gift cards – served as the cornerstones, setting the stage for later integrations with PAR Ordering, PAR Punchh Loyalty, and PAR's self-service kiosks.

“Implementing PAR’s suite of solutions was incredibly easy and went very smoothly. PAR provided us with an experienced cross-functional team that worked exceptionally well together and ensured everything worked seamlessly. Implementing PAR POS, in particular, was one of the easiest projects I’ve been a part of. There were no issues whatsoever.”

Dave Green, Chief Marketing Officer at Zaza Cuban Comfort Food



Laying the Foundation for Growth Through a Unified Tech Stack

For Zaza, **creating a unified tech stack was crucial for modernizing its operations and preparing for the next level of growth.** By consolidating POS, payments, loyalty, and digital ordering into a fully integrated system, Zaza replaced a fragmented patchwork of tools with a frictionless solution designed to scale. Rather than juggling disconnected vendors and platforms, the team now can manage guest experiences, order flows, and front-end operations through a cohesive ecosystem. This unification has improved consistency across every customer touchpoint – whether online, in-app, or in-store – giving Zaza the confidence to expand nationally. “It’s night and day compared to where we were before,” said Green. “Everything just works together now.”

Sharper Orders and Smoother Training with User-Friendly Workflows

Zaza saw an immediate impact after rolling out the new systems across all locations. According to Dave Green, PAR POS’s intuitive, user-friendly interface has been key to achieving a 5% improvement in order accuracy.

“One of our key priorities was ensuring that we had the right tech stack in place to prepare for scale. Partnering with PAR for a unified system was one of the cornerstones of our strategy.”

Dave Green, Chief Marketing Officer at Zaza Cuban Comfort Food



5% Improvement
in order accuracy

“The flow of PAR POS just makes a lot more sense than our previous system. It makes it much easier to train cashiers and ensure they input orders accurately.”

Alex Cardetti, Director of Operations at Zaza Cuban Comfort Food

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Faster Checkouts and Fewer Chargebacks

Improving order accuracy marked just the beginning of the register-side gains the brand has experienced since implementation. Leveraging PAR Pay has further empowered the brand to trim approximately 20 seconds off transaction times. "The whole checkout process is a lot cleaner and quicker now," said Green. "It's much easier for the team, and it keeps the line moving, especially when it gets busy." PAR Pay accelerates the entire transaction process by streamlining payment flows, reducing authorization lag, and minimizing backend friction. This efficiency helps Zaza deliver faster checkouts that keep lines moving and service flowing smoothly, even during the peak periods.

At the same time, PAR Pay helped Zaza deliver a much safer checkout process for both customers and the business. With enhanced security features, full EMV support, and up-to-date compliance with PCI requirements, Zaza's is better protected against fraud and data breaches. These improvements have contributed to an 18% reduction in chargebacks. With enhanced payment security and deeper transaction visibility, Zaza's is enabled to protect revenue and streamline operations across all locations.



Approximately
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18% reduction
transaction times

"Payments are night and day compared to what we had before. We're seeing fewer issues, fewer disputes, and overall, a much smoother experience from both sides of the counter."

Alex Cardetti, Director of Operations at Zaza Cuban Comfort Food

Elevating the Guest Experience Through Personalized Engagement

With point-of-sale and payment systems now running above expectations, Zaza turned its attention to another pain point: the digital guest experience. "Prior to PAR Punchh and PAR Ordering, our mobile app and online ordering were outdated and clunky," said Green. "The user experience did not live up to our standards, and we saw a decline in online transactions, especially through the mobile app."

To ensure a successful rollout, Zaza turned to FullON, a go-to-market consulting agency, to develop a strategy-first plan that aligned their operations with PAR Punchh, leading to the launch of Zaza's Amigos Program.



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Momentum was immediate. The team initially set conservative loyalty signup goals based on past performance but quickly surpassed projections. In just three months, the program saw 5,000 sign-ups, increased customer frequency, and higher average check sizes, deepening Zaza's connection with its guests. While Green appreciated the "holistic approach", Alex Cardetti, Director of Restaurant Support at Zaza Cuban Comfort Food, said "The work the FullON and PAR Technology team did was an amazing testament to their commitment to excellence that will help us continue our upward growth."

The Amigos program helped jumpstart adoption, supported by prominent digital prompts during checkout and eye-catching in-store signage, like napkin dispensers and phone boards with QR codes. The program exceeded expectations and set a new benchmark for loyalty success. **"When we added Punchh, things really took off," Green shared. "The data shows we're giving our amigos a better experience online, and they're rewarding us with increased frequency."**

Enhancing Online Ordering Accuracy and Sales

In addition to loyalty, Zaza streamlined its ordering flow with PAR Ordering.

"We've improved accuracy across the entire digital order flow, from POS to online ordering, and the KDS screens in the kitchen. We've reduced errors and even highlighted items that were previously missed, like empanadas and pastries, which come from the front case, not the kitchen. This has really helped improve the order accuracy."

Dave Green, Chief Marketing Officer at Zaza Cuban Comfort Food

The integration of **PAR Punchh** and **PAR Ordering** has also led to higher check averages, especially at kiosks, and boosted order frequency. "The kiosk check averages are phenomenal, and even with the app and online ordering, we've seen a rise in check averages and overall order frequency," Green said. Moreover, with PAR Pay powering payments across these channels – kiosk, mobile app, and online ordering – Zaza ensures a unified, guest-friendly checkout experience that aligns with its digital strategy.

Big Savings, Less Busy Work

With the help of PAR's suite of solutions, Zaza Cuban Comfort Food has unlocked significant operational savings across the board. By streamlining workflows between front-of-house, online ordering, payments, and loyalty, the brand is now saving approximately \$1,500 per store per week, a major boost to their bottom line.

Additionally, thanks to PAR's integrated reporting and smoother reconciliation processes, Zaza has also saved operators and in-store managers over 30 hours per week.



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“Our managers used to spend hours every week manually tracking sales, reconciling third-party orders, and dealing with payment disputes. Now, with the PAR systems in place, everything’s cleaner. It’s much easier to pull the reports we need, track orders, and close out shifts.”

Alex Cardetti, Director of Operations at Zaza Cuban Comfort Food

Store-level managers can now quickly access the data they need to make informed decisions without having to dig through multiple platforms. Meanwhile, PAR’s unified platform has streamlined the process of reconciling online, mobile, and in-store payments, reducing the need for time-consuming manual work.

A Partnership that Goes Above and Beyond

Partnering with PAR has exceeded Zaza’s expectations, offering not only cutting-edge technology but also a level of support and responsiveness that has helped them navigate challenges and fuel their growth. For Green, who comes from a background in technology, the true measure of a great tech partner is not just about smooth operations but how they handle challenges when they arise.

This level of service and dedication is exactly what Zaza values in a partner. With the right tools and a trusted partner now in their arsenal, Zaza can scale confidently, knowing their technology and support will continue to evolve alongside their growth.

“PAR has definitely delivered on all fronts and exceeded our expectations. I can confidently say that whenever there has been an urgent issue, the PAR team has been incredibly responsive and there to help us find a resolution. Whether it’s Punchh, PAR Ordering, POS, or Payments, PAR’s support teams have been exceptional!”

Dave Green, Chief Marketing Officer at Zaza Cuban Comfort Food



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