



Introducing “Dom”

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Domino's Pizza
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Reinventing a 50+ year old brand



Started with a perfectly timed strategy

“In today’s world of deceit and mistrust, we will connect with our consumers by being unexpectedly real and transparent ... by actually listening!”



The reinvention extended to digital...



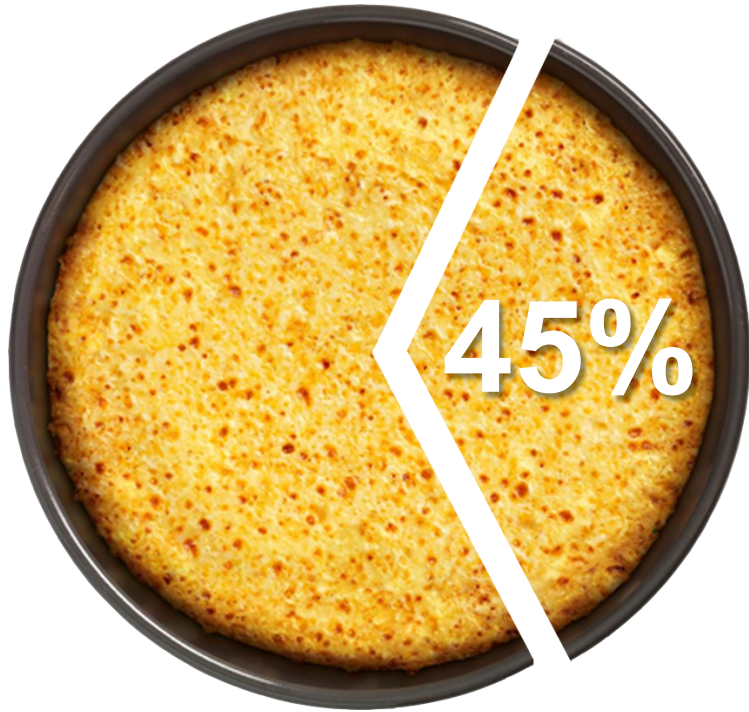
✧ ORDER ONLINE ✧



Significant Benefits to being Digital

- ✓ • Increased customer satisfaction
- ✓ • Increased revenue and profit
- ✓ • Better product mix & trial





~ 45% sales via
digital channels

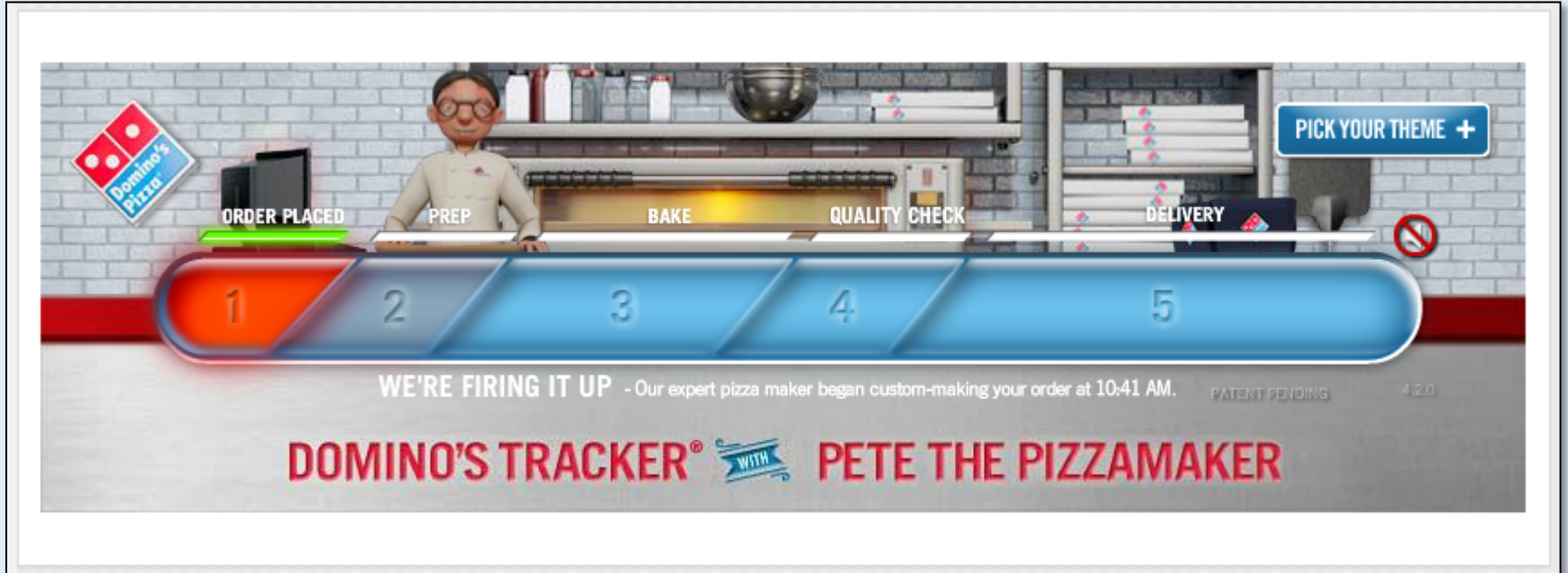
**+\$1B annual
digital business**



Using technology to drive better consumer experience... and that drives results




Domino's Tracker



Pizza Profiles

Hi, **Dennis**. Not Dennis? Sign Out

[ORDER ONLINE](#) [MENU](#) [COUPONS](#) [LOCATIONS](#) [TRACKER](#) [ESPAÑOL](#) [GIFT CARDS](#)






WELCOME DENNIS

YOUR EASY ORDER™

With your Easy Order, you're just a few clicks away from your favorite meal. You can edit your order and modify the details before checkout.

TWO WITH CHICKEN

-  1 MEDIUM (12") THIN PIZZA
No Robust Inspired Tomato Sauce, Cheese, Bacon, Pineapple, BBQ Sauce
-  1 MEDIUM (12") THIN PIZZA
Robust Inspired Tomato Sauce, Cheese, Onions, Italian Sausage
-  1 SPECIALTY CHICKEN – CLASSIC HOT BUFFALO

[REORDER NOW](#)

LOCATION
Home
3330 GEDDES RD

HOW
Delivery

PAYMENT
Cash

[REMOVE EASY ORDER](#)

YOUR RECENT ORDERS

Click to view any of your recent online orders below so you can easily reorder or save one as your Easy Order.

FRI 8/8/14	FRI 8/1/14	SUN 7/20/14	MON 7/7/14	WED 6/19/14
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[REORDER NOW](#)

You can add items, edit your order and modify your settings during checkout.

CHOOSE ANY 2 OR MORE \$5.99 EACH


2-item minimum. Handmade Pan Pizzas may be extra. Bread bowls may be extra.

[ORDER NOW](#)



MEDIUM 2-TOPPING HANDMADE PAN PIZZAS FOR \$8.99 EACH

[ORDER NOW](#)




New

GROUP ORDERING TOOL

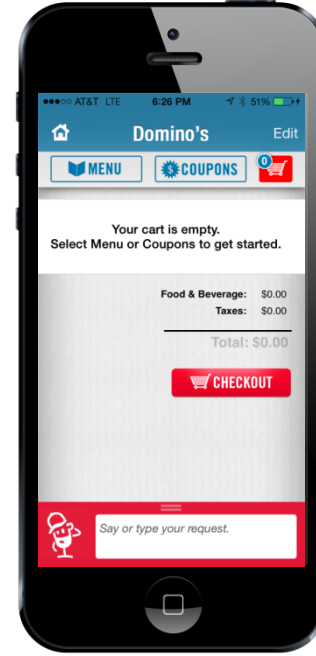
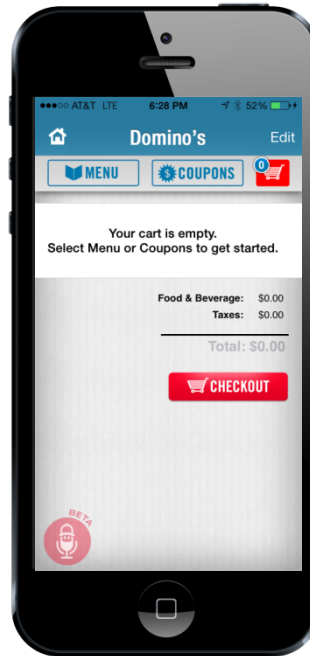
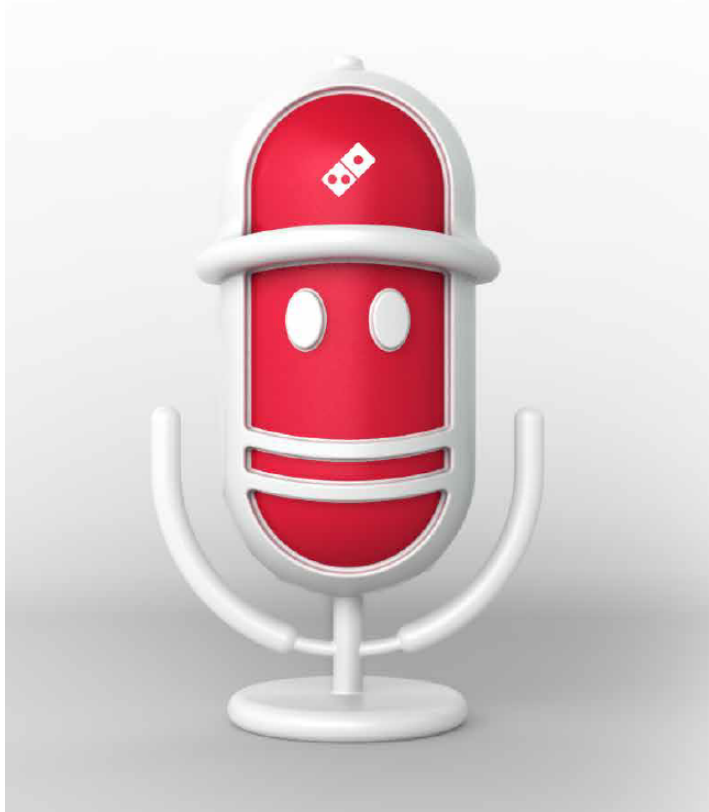
Big orders made fast and easy.

[ORDER NOW](#)

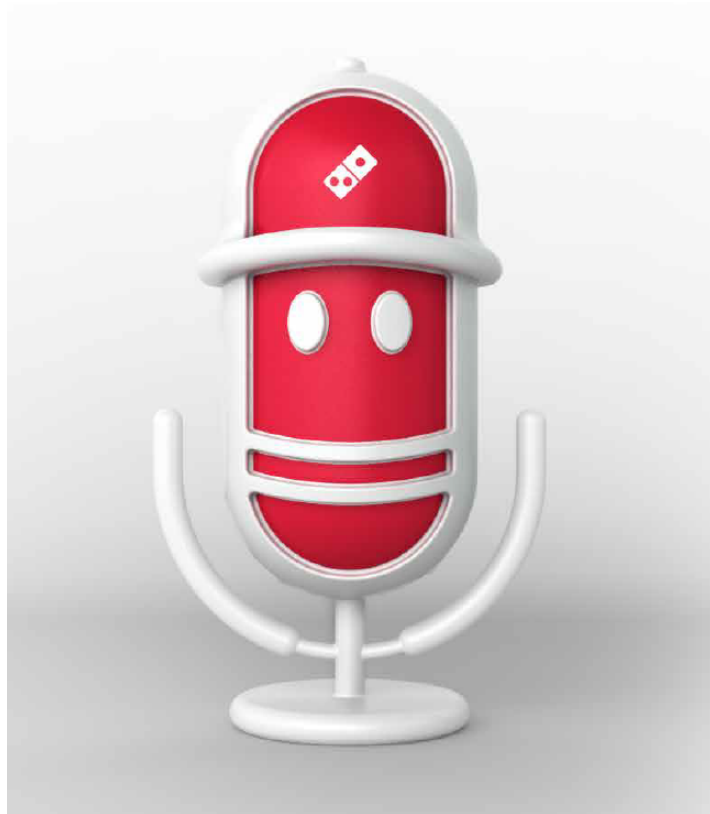




And Now Voice Ordering in our Apps



Introducing “Dom”



Why Introduce a Virtual Voice Assistant?

- Pizza is a “complicated simple” product
- Ordering pizza by voice a common practice
- Allowed us to break some digital constraints
- Foundational technology
- Strong brand message: both in technology as well as implementation

~ 8,000,000,000,000,000,000,000,000!



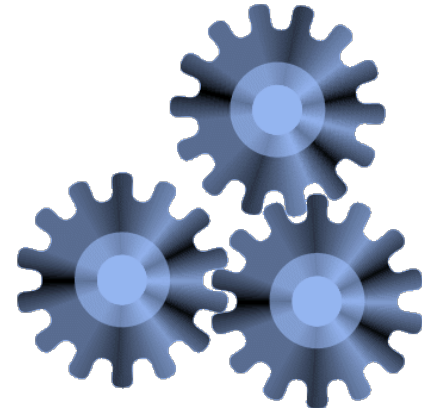


Implementation vs. Other Projects

**DOM is fully integrated
into ordering process...**

Implementation vs. Other Projects

- Required us to really push our technology
 - Nuance great partners!
- Huge learning curve
- Like anything really worth it...
 - HARDER, LONGER and MORE EXPENSIVE!



DOM DEMO



Dom Demo

- New Order
- Build a pizza
- Add a fully customized pizza all at once
- Ambiguity clarification
- Product exploration (Have any chicken?)
- Coupon selection & completion
- Checkout / upsell
- “Easy Order” process
- Personality / Brand commands



What does the consumer think?

“I love it, I want to use it already. I wish I could use this for every application in my life...”

“I think it’s great, I mean anything that makes it easier for the customer and saves confusion”

“Oh yeah, I’d love to use that. It was easy....Whenever you tend to do those interactive voice things, they always repeat what you say in that extremely boring voice. And this wasn’t...”



What does the consumer think?

- Using voice functionality is faster
 - Both perceived and actual time savings
- Using voice functionality is simpler
 - Less steps than touch
- Using voice functionality is easier
 - Process seems more natural and intuitive to consumers
- Positive “brand” impact



Domino's recently described as:

A 'technology company'
disguised as a 'marketing company'
disguised as a 'pizza company'





Q & A



