



Domino's Pizza
www.dominos.com

"As a pizza company, you only have the opportunity to connect with customers when they place and receive their order."

"In order to reconnect with our customers we wanted to be able to offer real-time updates on the delivery time and order confirmation."

"Mobile marketing via Air2Web has allowed us to increase customer relations and provide the customers we value with valuable information regarding their order."

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Case Study: Domino's Pizza

Offer customers ordering tools and updates on orders via mobile devices

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery operating a network of company-owned and franchise-owned stores in the United States and international markets. Domino's Pizza's Vision illustrates a company of exceptional people on a mission to be the best pizza delivery company in the world.

Objective

Domino's prides itself on quality customer service in a timely manner. To improve on its service, Domino's wanted to allow customers to place their orders and receive updates on delivery times via their mobile devices.

Solution

Domino's serves hundreds of thousands of customers all across the U.S. every day. In order to further connect and maintain quality customer service, the company needed a way to keep its customers updated in real-time. Mobile marketing was just the solution that Domino's was looking for. To provide customers with additional ways in which to place their orders and receive updates on their orders Domino's partnered with Air2Web to implement a mobile marketing campaign.

Results

By highlighting the mobile marketing capability via the Domino's web site, the company was able to provide customers with additional ways in which to place their order and keep updated on the time of delivery. Through Air2Web's leading mobile marketing technology Domino's was able to further connect with customers and provide them with real-time updates.

To find out more about Air2Web's Mobile Alerts solution, please visit www.air2web.com or call 888-229-4644.