

Domino’s Delivers Delightful Customer Experiences to Boost Incremental Revenue

20%

Uplift in Revenue from the Loyalty Management Program

Multiple

Automated Customer Journeys in Place

About Domino's



Domino’s is a global brand founded in 1960 and 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. In 1996, the first Domino’s Pizza store opened in New Delhi. Since then, Domino’s Pizza India has remained focused on delivering great-tasting pizzas and sides, superior quality, exceptional guest care, and value-for-money offerings.

Our customers deserve meaningful engagement that is contextual in nature and caters to their needs and preferences. As an early pioneer in the QSR industry, we're always on the lookout for innovative solutions that can facilitate excellent customer experiences. With MoEngage, all this is possible in real-time.

Sandeep Anand,
CMO at Jubilant FoodWorks Ltd., Domino's

Business Challenge

With technology entering the industry, the changing times prompted Domino's to look into better UI to interact with its customers. This meant cohesive app, website, and in-store experiences and rest assured, the brand has been delivering customer excellence on all fronts. The performance driven brand’s long-term vision of keeping up with the customer’s pulse, increasing the market share, and improving customer experiences even more meant the need for an engagement partner to enter the picture.

MoEngage Solution

The brand's previous engagement partner fell short when it came to features that could help the brand achieve the objectives mentioned above. Without the correct set of product functionalities to support them, Domino’s was searching for a platform that could bridge this gap. MoEngage met each and every expectation the QSR giant had with regard to customer engagement.

After onboarding MoEngage, Domino’s could clock when the drop-offs were about to happen, meaningfully re-engage with those customers, and bring them back into the funnel stronger than before. This eventually translated to the brand achieving its overarching business goals by seeing a significant uptick in its incremental revenue.

Driving success through loyalty initiatives and effortless campaign management

As a part of Domino’s ‘Cheesy Rewards’ loyalty program, they send nudges like ‘You’re X points away from a free pizza’, asking customers to use up their reward points lest they expire. These communications were a part of over 6-7 automated journeys (or Flows) that were set in place via MoEngage to execute this. The loyalty program turned out to be so successful that the revenue generated and the number of orders coming in through the program exceeded the numbers coming through the rest of the database (over 20% more).




From building customer segments to content creation and campaign dissemination, Domino’s team found everything to be as easy as it can be with MoEngage. The lack of coding assistance or knowledge required to take a campaign from idea to reality also helped the cause. This stellar feature of the platform significantly reduced the time and effort required in the entire process for Domino’s.

Products Used

-  **Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).
-  **Customer Insights & Analytics**
Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Result

Using MoEngage, Domino's was able to:

-  Automate multiple customer journeys for its **millions of customers**
-  Manage its Loyalty Program **end-to-end** through the platform
-  Clock **20% uplift in revenue** coming in from the engagement from the **loyalty program**

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino’s, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a [Customers’ Choice Vendor in the 2022 Gartner Peer Insights ‘Voice of the Customer’](#) for the Multichannel Marketing Hubs Report and a Strong Performer in the [Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation](#). See how MoEngage’s customer engagement platform can power your growth

Get a demo of MoEngage today!

To learn more, visit www.moengage.com.

