

# NEWS



Press Release

## DOMINO'S PIZZA LAUNCHES INDUSTRY LEADING 'REAL TIME' SERVICE MONITORING SYSTEM

- Performance levels up 33% -

Domino's Pizza, the UK and Ireland's fastest growing pizza delivery company, has launched an innovative new 'Real Time' monitoring system, to measure service performance in order to get pizza 'out-the-door' in the minimum amount of time. This industry leading initiative is set to boost customer service levels at Domino's nationwide.

The unique 'Real Time' system measures and drives store performance by monitoring the time it takes from when an order is placed by the customer until the time the pizza leaves the store. The groundbreaking data incorporates national average 'out-the-door' times for the whole of Domino's UK and Ireland business, as well as for individual stores and is updated every 20 seconds. This information can also highlight changing market conditions, such as staff shortages, and facilitate a speedy store response. Information can be viewed by in-store team members on screens, as well as by individual franchisees, and the corporate management team via an internal system or remotely via the internet.

Since its initial launch 'Real Time' has had a significant impact on in-store operations. Not only has it improved staff performance, but it has also had a direct impact on customer satisfaction and sales, with impressive measurable results:

- 33% increase in performance across the board following the launch
- In Q4 2006, customer service was the best on record, despite it being an extremely busy quarter, system sales being up 13.1% from the same six-week period in 2005. The only differentiator between the two sales periods in terms of operations was the introduction of *Real Time*
- Increased motivation and competition in-store and across the whole Domino's system. This is illustrated by the increase in the number of stores in the Domino's Elite Club, membership of which is awarded to stores that demonstrate exceptional customer service. Store count in this group went from 40 to 90 in the space of just two weeks, following the launch of Real Time - an increase of 125%

Patricia Thomas, Domino's Pizza Operations Director, commented, "When our customers order, they're hungry and at

# NEWS



customer satisfaction. We recognised that driving down 'out-the-door' times had a direct impact on customer satisfaction and sales, with stores clocking up the lowest 'out-the-door' times hitting the highest like-for-like sales growth in 2006. These stores also had the fastest level of repeat ordering."

Patricia continued, "'Real Time' is effective as it concentrates on ensuring our in-store operations are as efficient as possible to get pizza to the customer as quickly as we can. This removes any pressure from our drivers to make deliveries faster which could impact their safety and that of the communities we serve. Not only that, but the competitive spirit that using 'Real Time' has encouraged is so significant, that we are already approaching the customer service goals that we set ourselves for 2010."

Domino's has been at the forefront of home-delivered pizza innovation since it arrived in the UK over 20 years ago and was first to introduce a wealth of inventions from HeatWave™ technology which minimises heat loss during delivery to e-commerce. This latest technological innovation, 'Real Time', continues this market-leading tradition.

**ENDS**

**For further information, please contact:**

Jessica Gooch, Lexis PR on 0207 908 6447 / [jgooch@lexispr.com](mailto:jgooch@lexispr.com)

Jennie Hudson, Lexis PR on 0207 908 6496 / [jhudson@lexispr.com](mailto:jhudson@lexispr.com)

## **Notes to Editors:**

- Domino's Pizza Group Limited is the leading operator in the UK and Ireland's fast-growing pizza delivery market and is a subsidiary of AIM-listed Domino's Pizza UK & IRL plc (symbol: DOM). Domino's Pizza Group Ltd holds the exclusive licence to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991.
- As at 9 January 2007, there were 451 stores in the UK and Ireland. Of these, 361 stores are in England, 34 are in Scotland, 15 are in Wales, 11 are in Northern Ireland and 30 are in the Republic of Ireland.
- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's operates a global network of over 8,000 stores in more than 55 countries.
- As part of a commitment to delivering more to the communities served by its stores, Domino's Pizza is proud to support Special Olympics GB and Special Olympics Ireland.

# NEWS



- Further information and photography is available from Lexis Public Relations on + 44 (0)207 9086576 or [dominos@lexispr.com](mailto:dominos@lexispr.com) or at the Media Centre on [www.dominos.uk.com](http://www.dominos.uk.com).