Domino's Delivers Delightful Customer Experiences to Boost Incremental Revenue With MoEngage

EVERYDAY VALUE

2 PIZZAS STARTING

REGULAR SIZE @ ₹**99*** EACH

MEDIUM SIZE @ ₹**199*** EACH

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.

Crust to Customer: Domino's' Journey to Crafting Beloved Brand Experiences

Before there was such a thing as food delivery apps, Domino's was on its way to building a name for itself and shaping how the industry grows by doubling down on principles like convenience and reliability.

Therefore, in today's context, anyone who recognizes the brand knows Domino's is more than just a pizza chain. It's about the feelings it invokes in its customers.

Budding from those two sentiments, it has now snowballed into one of the most loved pizza brands globally.

The QSR giant's core values like

Put People First

Do the Right Thing

Champion our Customers

have been the key reasons that they have been one of the top brands in the pizza industry stratosphere for decades now. Additionally, the authentic taste of its pizzas, coupled with campaigns like

Khushiyon ki Home Delivery

#OrderKarna SafeHai

during the pandemic, has made Domino's a household favorite in India.

However, if you look at the brand from the lens of what makes it tick, one of its biggest strengths is its ability to adapt to customer preferences and feedback. With technology entering the industry, the changing times prompted the pizza chain to look into better UI to interact with customers. This meant cohesive app, website, and in-store experiences and rest assured, the brand has been delivering customer excellence on all fronts.

But the buck doesn't stop there.

The purpose-inspired and 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.

The Challenge:

Achieving these objectives meant targeting the right customers at the right time, automating the customer journeys end-to-end, gauging drop-offs, and re-engaging dormant customers into becoming active ones.

moengage

Elevating Customer Engagement at Scale Through MoEngage

Domino'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. Another aspect to note is the scale at which the brand operates.

Over 10-12 Lakh (1-1.2 Million) customers browse the Domino's website and app daily, and even higher numbers monthly. This meant a massive scope for customer engagement yet a huge responsibility w.r.t. the infrastructure required for customer engagement for those numbers. That's when MoEngage stepped up to the challenge.

> "
>
> With MoEngage, our current measurement of success is on point. Whatever KPIs and metrics we were trying to track can be measured easily using the platform, whether it is open rates, conversion rates, incremental revenue, etc. The platform has been a game changer for us.
>
> **Sakun Suri**
> Manager - CRM Marketing at Jubilant FoodWorks Ltd.

Through the customer engagement platform, 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.

In line with their "Put People First" core value, Domino's also used MoEngage to gather feedback via surveys sent through in-app nudges.

The platform helped them better understand the customer's pulse and kept them conscious of whether things were on the right track.

Appeasing a Nation That Celebrates Every Occasion

In India, the occasions to order pizzas to celebrate are numerous. From IPLs to Holis to Diwalis and everything else in between - Domino's disseminates a lot of offers during such festivities, so the communications must always be on-point.

> We reach out to our customers 4-5 times every 24 hours, so timely delivery of these communications is critical. MoEngage has also delivered excellently on this front.
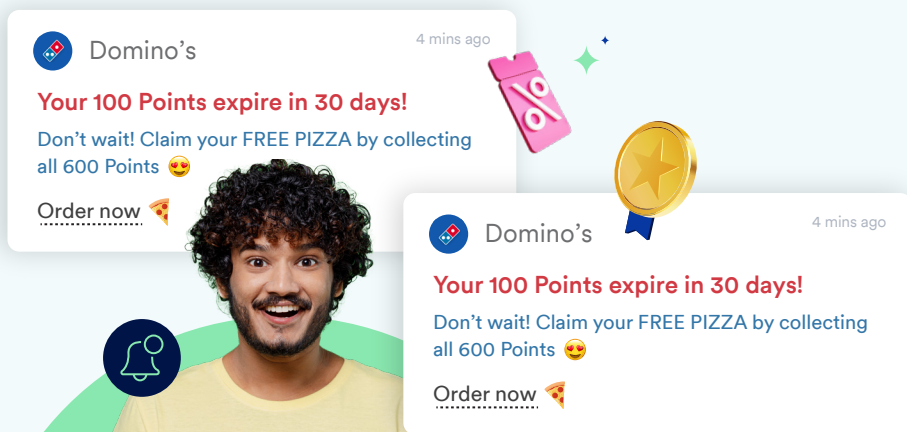
Sakun Suri
Manager - CRM Marketing
at Jubilant FoodWorks Ltd.

Points to Pizza: Unveiling the Success of the Domino's Loyalty Initiative

In 2023, Domino's launched 'Domino's Cheesy Rewards,' a loyalty program for its customers that enrolled anyone who fulfilled the criteria of placing six orders with an average order value (AOV) of Rs 350 and above. The said customers would get 600 reward points, after which they could avail of a free pizza.

The supplementary engagement required would be crucial for the success of this initiative. This also required a deeper integration with their database to ensure the rewards points data was flowing into MoEngage accurately.

Consequently, nudges like **"You are X points away from a free pizza"** or prompts like asking customers to use up their reward points lest they expire were disseminated. These communications were a part of over **6-7 automated journeys (or Flows)** that were set in place via MoEngage to execute this.

Domino's   4 mins ago
Your 100 Points expire in 30 days!
Don't wait! Claim your FREE PIZZA by collecting all 600 Points 😍
Order now 🍕

Domino's   4 mins ago
Your 100 Points expire in 30 days!
Don't wait! Claim your FREE PIZZA by collecting all 600 Points 😍
Order now 🍕

moengage

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).**

"

At the center of all our efforts lies the ideology of keeping customers first. Opting for MoEngage as our engagement partner has been another step toward becoming more customer-centric. 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.

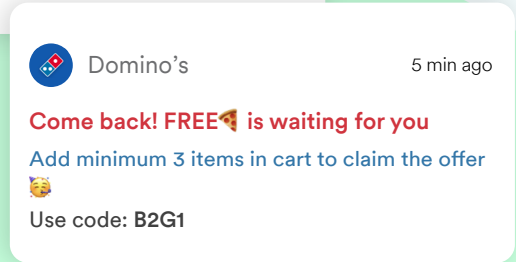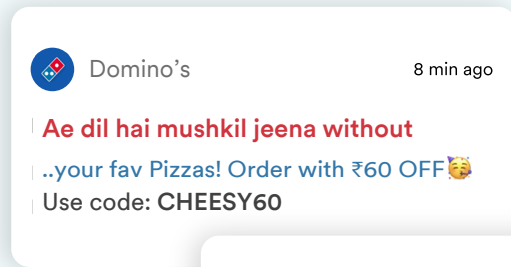# Effortless Campaign Management Via MoEngage

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.

"

Analyzing data through MoEngage is simpler than ever. Before, we had to go to our analytics team, time and again, who would facilitate this for us. However, the bandwidth issues persisted. But now, with MoEngage, we can understand customer behavior, preferences, and how they respond to the campaigns we send out daily. We utilize this data to fine-tune our strategies and ensure we're doing all we can to increase customer satisfaction.

Sakun Suri
Manager - CRM Marketing at Jubilant FoodWorks Ltd.

moengage

Another feature that speaks volumes about the kind of partnership Domino's and MoEngage have is finding a partner that doesn't just want to help your brand achieve your goals but also grows with the brand. The efforts need to be end-to-end collaborative, and MoEngage also came through on this front.

Domino's 8 min ago
Ae dil hai mushkil jeena without ..your fav Pizzas! Order with ₹60 OFF🥳
Use code: **CHEESY60**

Domino's 5 min ago
Come back! FREE🍕 is waiting for you
Add minimum 3 items in cart to claim the offer 🥳
Use code: **B2G1**

"

MoEngage is great to take feedback on. Our brand has requested new features to be added to the platform several times. Whenever our team relayed such feedback to the MoEngage team, they promptly took it in stride. MoEngage initiated the implementation immediately, ensuring our team didn't face any issues. It's, to date, the best marketing automation platform I have worked with.

Sakun Suri
Manager - CRM Marketing at Jubilant FoodWorks Ltd.

Customer Speaks

If you had to describe **MoEngage in 3 words,** what would those be:

Automated

Data Friendly

Easy-to-use
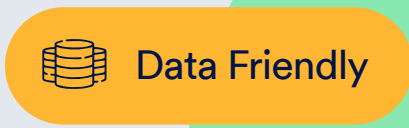
moengage

Results

20%
Uplift in **Revenue** from the Loyalty Management Program

Multiple **Automated** Customer Journeys in place

End-to-end **Loyalty** Program Management

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Punjab National Bank, Hindustan Unilever, Samsung, Flipkart, Domino's, Nestle, Landmark Group, BigBasket, 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. MoEngage was also named a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023 Vendor Assessment.

See how MoEngage's customer engagement platform can power your growth strategy:

Get a demo of MoEngage today!

To learn more, visit www.moengage.com.

moengage