

Domino's streamlines the planning of its franchise territories.

Client profile

- One of the largest pizza chains in the world
- Makes more than 60 million pizzas per year
- 21,000 employees with over 900 locations

Business goals

- Improve customer delivery reach and experience Increase store revenue
- Reduce legal risks associated with territory disputes

Benefits

- Increase internal productivity by removing barriers
- Boost revenue lost to unknown addresses
- Enhance customer ordering process



Overview

As the Domino's brand grows, managing franchise territories has become more complex and the risk of inadvertently creating territory conflict has escalated.

Pitney Bowes created a custom solution so Domino's can quickly govern its territories.

Business need

When a franchisee invests in a new business, their contract will set out the territory and number of homes within that territory. Franchise areas and associated purchase prices are determined by the number of reachable households, overlaid with socio-economic data. Territory disputes are common. To minimize risk, Domino's must ensure its data is accurate.

Previously, to determine the serviceable addresses within a territory for a new franchise, Domino's would take the street directory data, plot the territory and manually add all of the streets to a spreadsheet. This took two weeks or more and was rarely updated. Staff would often enter new addresses by hand. This resulted in a lot of bad data.

"With some areas rapidly expanding and developing, it is vital that Domino's has an up-to-date view of its franchise territories. Pitney Bowes has let Domino's update its territories as required. Accurate territories mean we do not waste time and energy marketing to dead addresses or missing out on new opportunities. It also minimizes any territory disputes."

—Wayne McMahon, CIO, Domino's Pizza

Technology used

MapInfo Professional®

A powerful desktop application for the visualization and analysis of geographical information.

Spectrum® Technology Platform

Consolidate customer information from disparate data sources for master data management, analytics and business intelligence.

MapInfo® StreetPro®

A detailed, interactive, editable and searchable dataset, which allows the user to perform a host of geographic, and spatial functions that you cannot perform with base maps such as Bing and Google.

"We are confident the changes we have implemented with the help of Pitney Bowes will not only help improve productivity through saving valuable time, but will also see an increase in revenue for both Domino's and our franchisees."

—Wayne McMahon, CIO, Domino's Pizza



Solution

Pitney Bowes developed a custom solution for Domino's to help it achieve its objectives:

Territory disputes: Pitney Bowes provides extensive, certified address validation technology. This ensures the most up to date and accurate data is being fed into the franchise process, avoiding issues further on in the tender and franchise management processes.

Territory creation: The Pitney Bowes solution now means addresses within a territory are determined within minutes, as the system automatically lists all addresses within a boundary. A new list is generated every quarter (or on-demand) allowing for territory adjustments due to fluctuations in the number of houses in a territory.

Delivery reach and data quality:

Pitney Bowes has also increased Domino's delivery reach by providing up to date street information from a validated source. The ability to keep up to date with any new builds, demolitions and changes to building use on a quarterly basis allows more targeted communications. This saves money on wasted direct marketing to addresses that no longer exist.

Customer delivery: Pitney Bowes has also interfaced the new address information with Domino's telephone and online delivery services. On entering an address in the system, it now points a customer towards their nearest store.

Benefits

Implementing this custom solution has benefited Domino's by allowing them to manage and update territories and reduce the time needed to do it. Unknown addresses are now a thing of the past. The real winner here is the customer. By improving the ordering experience and increasing internal productivity, Domino's gained the ability to find it's hungriest customer.