

Turning insights into rapid, organization-wide action

Background (Data + Insights)

Domino's Pizza Group identified a **critical decline in order accuracy**—**one of the most important drivers of customer satisfaction**. So, senior leadership decided to lean in and **focused on how to address it**.

With leaders, including the CEO and COO, actively engaged, the organization partnered with SMG to **uncover root causes of issues** and pinpoint where improvements would have the **greatest impact**. The team discovered that accuracy challenges were largely driven by **operational execution and communication at the store level**.

Action

- Secured internal investment and developed a **structured, multi-phase plan** with clear goals and field enablement
- **Engaged more than 550 field managers** through interactive webinars to align teams and share best practices
- **Enhanced reporting and visibility with AI-powered dashboards**, updated store-level tracking, and daily alerts to drive accountability
- Partnered closely with SMG to **embed insights into operations** and better understand the end-to-end experience
- **Mobilized cross-functional teams** to design and launch a targeted accuracy improvement campaign within just 20 working days

Results

- **30% of stores meeting or exceeding accuracy targets within the first month**
- **Strong early performance**, with many stores exceeding targets by up to 10%
- **Better alignment across leadership and field teams**, accelerating execution across the business
- **Communication identified as a key driver of accuracy**, enabling more targeted improvements
- **Established a scalable, phased approach** to sustain improvements over time

Next Steps

Domino's will continue the next phases of its accuracy initiative while **reinforcing best practices and embedding insights into everyday operations**. With **strong leadership alignment** and a **proven ability to act quickly**, the brand is well-positioned to **sustain and scale improvements across its organization**.



Xcellence Spotlight:

