

Unifying global customer feedback into one powerful CX ecosystem

Background (Data + Insights)

Pizza Hut set out to elevate its experience management program by:

- Unifying feedback that had been siloed across surveys, review sites, and third-party delivery platforms.
- Identifying opportunities within third-party delivery feedback despite inherent ambiguity.

Through its partnership with SMG, Pizza Hut developed a custom composite metric designed to **capture performance across all customer touchpoints**.

A key insight emerged: When delivery feedback is combined with survey and social data, it provides valuable signals to **drive more meaningful action**.

Action

- **Expanded its global framework** to integrate survey, reviews, and third-party delivery feedback into unified dashboards and reporting across all markets.
- Used **AI-powered text analytics** to turn qualitative feedback into clearer, more actionable insights across channels.
- Invested in **global enablement** to support platform usage and accelerate case resolution across channels.
- **Strengthened program fundamentals** through survey optimization, scalable invite strategies, and enhanced data integrity.

Results

- Established **one holistic view of customer feedback** across the global system.
- Enabled the organization to **improve actionability of insights across channels** and better understand where the greatest opportunities for improvement exist.
- Demonstrated **timely responses to reviews can shift brand perception**, with some negative customer reviews updated or removed.

Xcellence Spotlight:



Next Steps

Pizza Hut will continue to evolve its global program by deepening integration across feedback channels, advancing analytics capabilities, and **scaling best practices across markets**.

