

Streamline integrated insights to simplify orders + support customers throughout digital journey



Situation

Though their customers had historically preferred ordering by phone, Pizza Pizza began to see a significant increase in digital orders. But when 1 in 3 customers reported a problem with their online delivery order, the brand knew it had to make major improvements to its digital platform.

Pizza Pizza turned to its SMG team to uncover specific gaps in the digital customer experience and help prioritize its digital transformation efforts.

Insight

An integration of transaction data with customer-level data revealed customers placing complex online orders (i.e., multiple toppings, multiple items) were more likely to experience an issue than customers placing complex phone orders.

Text analytics also identified the need for improved visual cues that better represent the customer's order—along with a more simplified payment process to combat order abandonment at checkout.

Action

01 | Introduced step-by-step wizards to streamline the online ordering process + help customers navigate complex orders with ease

02 | Implemented dynamic product imagery that updates with the customer's online order

03 | Reduced the number of steps to complete online payments

Results

+ **12%**

YOY increase in digital sales

- **2 ppts**

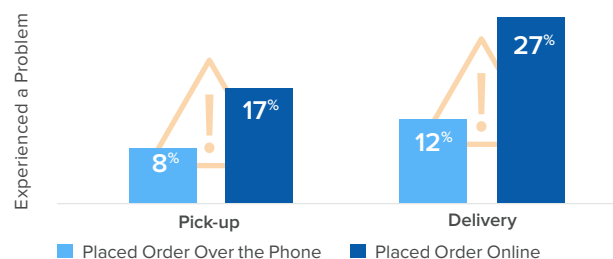
Decline in dissatisfaction with Ease of Placing Order Online

- **5 ppts**

Decline in dissatisfaction with Ease of Paying Online



Analysis revealed customers placing complex orders online were more likely to experience an issue



This Top Partnership Insight was awarded to Pizza Pizza in 2020