

Tutorial 10

Social Networking Disaster for Domino's

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Questions

1. Some observers believe that if an organization does not respond to an attack on its brand within the first 24 hours, then the damage has been done—lack of management response is judged as an admission of guilt. Others feel that some time is required to gather facts and figure out what happened before responding. With the advantage of 20/20 hindsight, how might Domino's have reacted more effectively?
2. Do you find it unusual that Domino's response was primarily through the online media rather than the usual printed press releases? Does this seem an effective and appropriate way to respond under these circumstances? Why or why not? Does Domino's use of the online media set a precedent for others to follow in the future?
3. Identify three lessons that other companies could learn from Domino's experience.

Answers

1. The domino of the company must react effective by reacting immediately to the scandal made by one of the employee, they must respond quickly because the company image will affected especially when the video was scattered and same of the customer were less likely to do so after seeing the video. although it is a joke and not true, but then the mind of the customers were easily be turn off, therefore there must be and action be taken such as press released and apologize immediately to the people what was really happened.
2. It is not unusual that domino response is through the online media since it is easier and fastest way to communicate people, it is also the latest technology not like the usual printed press released. Yes, it is an affective and appropriate way to respond because it is the safest and fastest way to do, online media is universal access today, it is more efficient and effective rather than to the other. Yes, I think domino set a precedent for others to follow in the future.
3. The three factors that might learn by other company from Domino are the following:

- Training and seminars of the employee must be implemented.
- Take an immediate actions on the problem that may occur.
- Develop proper management that could response quickly to problems.