



A highly personalized and elevated service  
experience for Dunkin' Donuts customers.

# Challenge

Dunkin' Donuts had brand affinity—but it needed to reinforce brand preference. They called on us to create and introduce DD Perks—a highly personalized loyalty program that we could deliver at scale. The efficacy would be measured through 4 objectives:

1. Improve retention
2. Collect customer level data
3. Create a channel for more targeted offers
4. Exceed customer expectations for digital touchpoints





# Solution

We designed DD Perks not simply as a loyalty program—but as a way to impact Dunkin' Donuts entire customer experience, including site, email, app, social, and POS. Our solution works across a national footprint of 8,000 stores, many of them franchises.

Real-time data is at the core—giving us nuanced visibility into behaviors so we can create a highly personalized and elevated service experience. We develop personal portraits of customer behavior and their unique preferences to inform each targeted multi-channel campaign.

Anchored by these underlying consumer portraits, we strategically addressed the role of each channel in the consumer journey.



"I need my DD fix & I love my DD Perks."

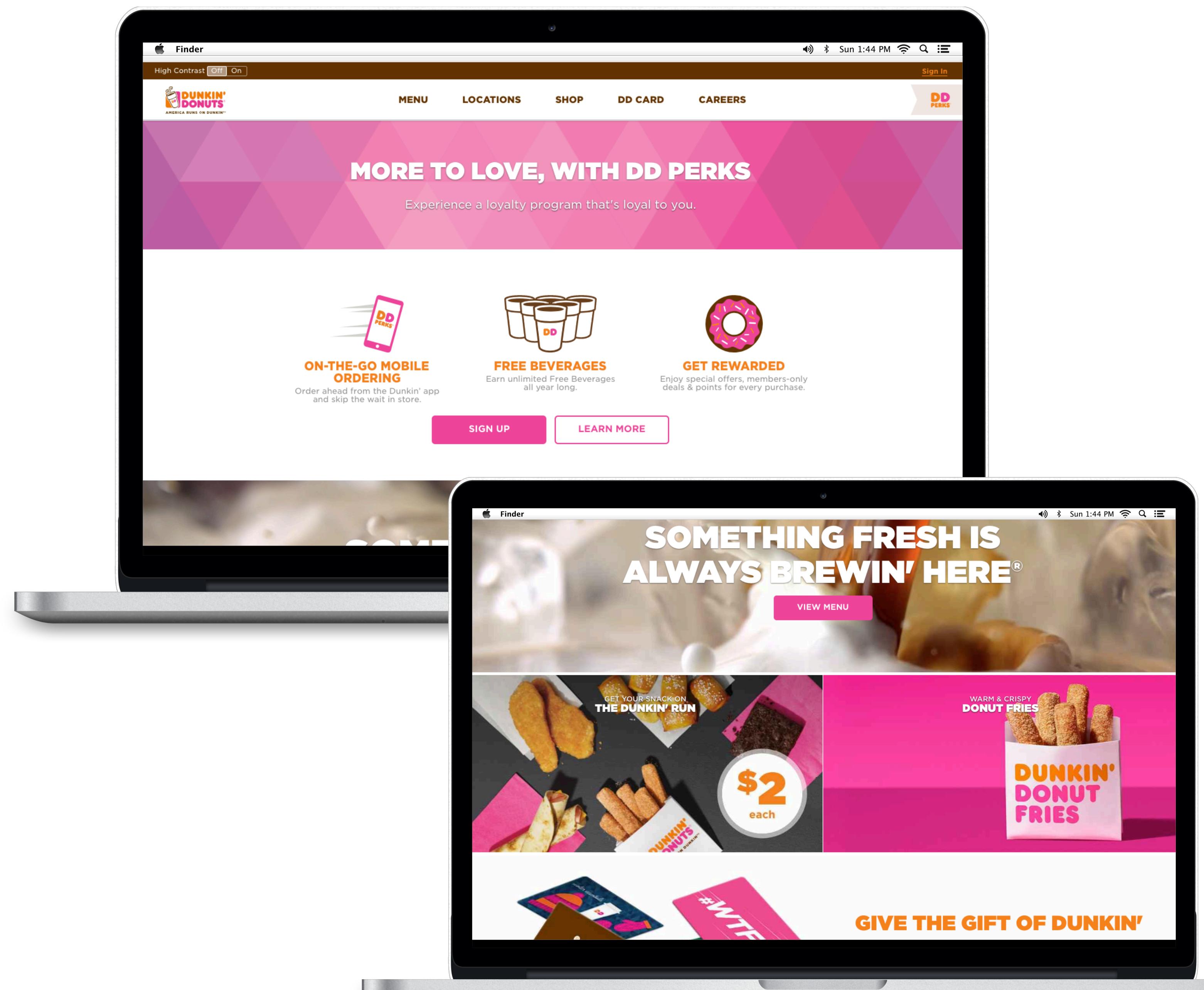


DD Perks Member, Regular Customers

The night before		Morning				Noon/Afternoon/Evening			
Doing	Planning for the next day	Start the day/heading to work	Stop by the store	Order breakfast/coffee	At the office	Out of the office	Afternoon slump	Stop by the store	Order coffee/items
Thinking	I am going to be busy tomorrow. I need to start my day right and efficiently.	I need my coffee already! I have to wake up and start the day.	Why is there always a line and why does it take so long to get my morning usual?	I wish I can skip the line and just go on with my life.	I am focused on getting things done for the day including both professional and personally.	I am thirsty/hungry, I could use a drink or snack.	I am dragging from the day. I could use a pick me up.	What am I in the mood for as an afternoon pick-me-up?	I'm tired but happy to be heading home. A pick-me-up will help energize me.
Research	Consumers will be more apt to order digitally, via text messages and mobile apps, both of which have posted strong growth in 2017.	Collect data around who they are, how often they eat at your establishment, and what they order. Restaurants can then use this data to target customers with incentives that drive future orders.	NPD forecasts that in 2018, foodservice consumers will be more strapped for time, given that the demand for convenience is growing exponentially.	Customers today expect flexibility with their ordering and dining options. Extend your POS across mobile, web and in-store to offer your customers easier ways to order, pay and dine.	Our research says that there are two overwhelming reasons that people do not join the loyalty programs of the restaurants they visit: They believe that the restaurants do not offer such programs or they are unaware that they do one way or the other.	You must establish the unique benefits you are offering your customers. The program should provide incentives and reward customers for dining at your restaurant and for sharing their dining experience with their friends and family.	More than 40% of Gen Y consumers are swayed by their friends, which is nearly twice the level of any other age group.	More than one-quarter of the Young Adult respondents said they had at least one QSR app on their phone. 7% said they had multiple apps.	Once a customer signs up, you can collect data around who they are, how often they eat at your establishment, and what they order. Restaurants can then use this data to target customers with incentives that drive future orders.
Opportunities	Learn about the ease-of-use DD app and its convenience factors:	Be reminded why they should head to DD:	Facilitate fast & easy ordering:	Make the checkout and pickup process easier and faster:	Opportunity to communicate tasks oriented DD activities:	Give a reason to find and stop-by the store easily:	Relevant promotional offer to stay on-top-of-mind:	Additional items to explore while in store:	Make the checkout and pickup process easier and faster:
Feeling	<ul style="list-style-type: none"> <li> Email on app and its benefits</li> <li> Download app</li> <li> Notification to encourage advance ordering</li> <li> Check balance and reload DD cards</li> <li> Customize my favorite items</li> </ul>	<ul style="list-style-type: none"> <li> Automated Email with offers</li> <li> Notification on DD perks rewards</li> <li> Personalized morning content</li> <li> Pre-order and pick up at the store</li> </ul>	<ul style="list-style-type: none"> <li> Look up and email offers for order</li> <li> Favorite items</li> <li> Browse menu</li> </ul>	<ul style="list-style-type: none"> <li> Present email coupon at checkout</li> <li> Redeem DD perks rewards</li> <li> Mobile pay</li> </ul>	<ul style="list-style-type: none"> <li> Solicit her feedback &amp; advice</li> <li> DD perk online registration</li> <li> Manage DD cards such as registering, reload fund, etc.</li> </ul>	<ul style="list-style-type: none"> <li> Notification on Regional offers through app</li> <li> Find a store based on current location</li> </ul>	<ul style="list-style-type: none"> <li> Notification with personalized offers</li> <li> Personalized offers</li> <li> Buy a coffee for a friend email</li> </ul>	<ul style="list-style-type: none"> <li> Explore menu</li> <li> Recommend products and/or personalized offer</li> <li> Redeem DD perks rewards</li> <li> Mobile pay</li> </ul>	

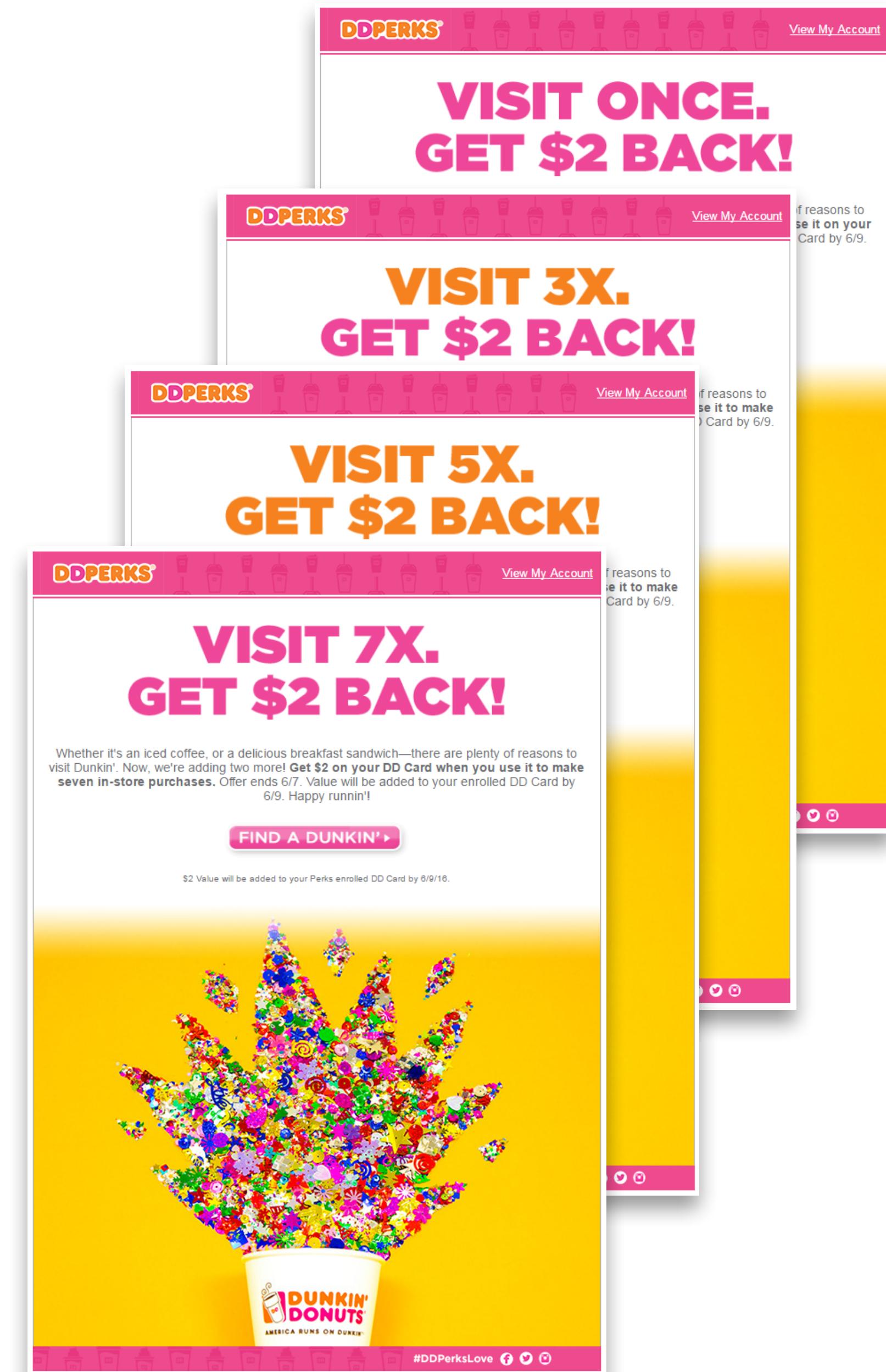
## Site

Thanks to our end-to-end work, the new DunkinDonuts.com delivers a compelling, relevant and easily navigable user experience for visitors. It's mobile-first and modular, serving up the best experience regardless of the visitor's device. It offers localized content, so a visitor will receive specific offers, promotions and products based on their geography. To accommodate menu updates and ever-changing business needs, we implemented an Adobe AEM CMS system that enables the Dunkin's site to stay flexible and up-to-date. For responsiveness, no detail went unnoticed —we addressed every breakpoint to create a highly fluid, well-planned user experience. Our research showed that hover-based navigations consistently frustrate users, particularly those on touch-screen devices, so we created a click-based global navigation that provided a cleaner, more user-friendly interface across devices. To fine-tune the experience and upsell visitors, the site is consistently customized based on purchase behaviors over time.



## Email

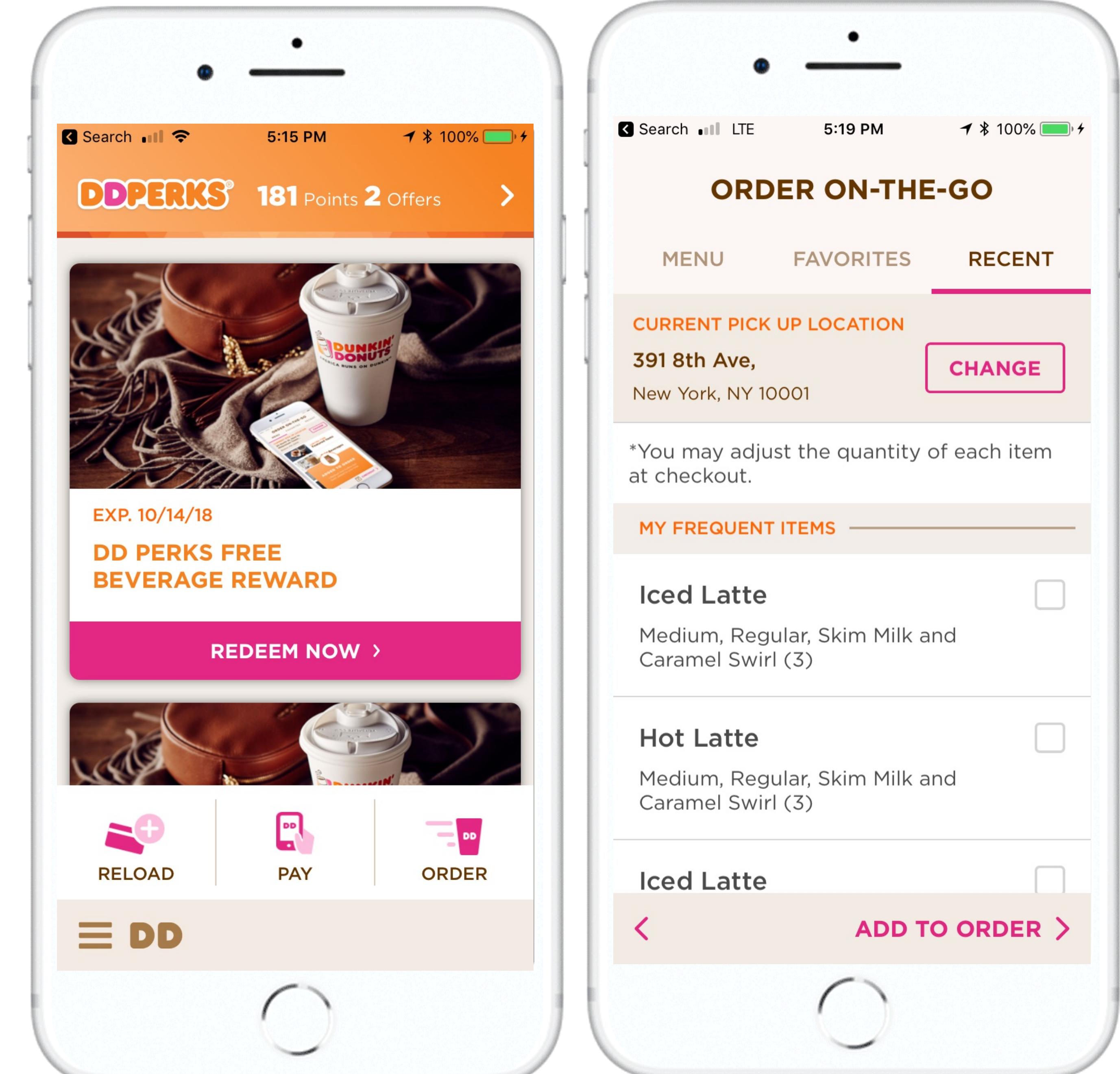
We push customer segments to the Salesforce Marketing Cloud, sync them with the loyalty database, and deliver targeted and customized offers accordingly. We then send behavioral data back into the platform to inform the paths of individual customer journeys. We use Movable Ink, a technology partner, to make emails feel delightfully personalized—for example, we can pull as many as nine data points into the top section of an email to show a subscriber's personal purchase history. We added whimsical branded touches—including animated GIFs—and transformed each "zero" to resemble a donut with sprinkles. We also partnered with Scratch-It to tease offers, driving significant lifts in email engagement and loyalty enrollment.



## Mobile App

We designed and built Dunkin's "On-the-Go" mobile app to make the Dunkin experience a natural extension of consumers' lives. The app allows users to place a mobile order up to 24 hours in advance—then they simply show up at the store, skip the line and grab their order.

Payment is done through the app in advance. For added convenience, the app saves customers' favorites, which they can then edit as desired. The app also has built-in smart functionality to provide users with personalized content based on the time of day and their ordering behavior, and a dynamic rewards tracker shows the points they've earned and their progress towards earning the next free beverage.



# Results

- 8 Million active DD Perks members in under 3 years
- 315% increase in active DD Perks members from 2015 to 2018
- 12% of annual sales made through the On-the-Go mobile app in 2018
- 3,566 unique personalized product recommendations
- Improved in-store operations with time saved with app users

