**Assignment #1**

**Introduction about company**

**Domino's Pizza, Inc.** branded as **Domino's**, is an American multinational pizza restaurant chain founded in 1960. The corporation is headquartered at the Domino's Farms Office Park in Michigan. Listening to clients feedback and embracing digital permitted Domino’s to be crowned the largest pizza company in the world and to finally pass its old rival Pizza Hut.

**Digital Transformation in company. How does company change traditional business operation to new level using Digital Transformation**

To arrive where they are today, Domino’s changed the company’s entire ethos, transforming it from a fast food business into a company imbued with [programming hires, digital marketers, and other tech personnel.](https://medium.com/online-marketing-institute/how-digital-marketing-crowned-dominos-the-king-of-pizza-3d327d7350f8) The entire corporate structure was also revised and the focus shifted towards digital sales and advertising. [It was crucial that everyone at the top, from the Board of Directors to the CEO, was on board](https://www.forbes.com/sites/kylewong/2018/01/26/how-dominos-transformed-into-an-ecommerce-powerhouse-whose-product-is-pizza/#2fd3266a7f76). As a result, Domino’s is an “e-commerce company that happens to sell pizza.” Thanks to Dom the Pizza bot, customers can now order from whatever channel they choose. These practices help to make the user experience more fun and less frictionless. Domino’s has also taken an interest in self-driving cars and delivery robots to develop an automatic delivery system.

**Assignment #2**

**What is Multi-Experience Development?**

Multi-experience development platforms (MXDPs) help enterprises to rapidly scale their applications across a range of devices and platforms. MXDPs can help you develop a single application that can be deployed on a variety of devices. This greatly shortens down your efforts and gives brands more control over their digital experiences.

**What are the advantages of conversional applications for enterprises?**

Speed: They help to share information faster and widely.

Improved customer satisfaction: All the benefits above will result in increased customer satisfaction which can lead to increased customer advocacy and sales.

Cost savings: Companies’ need for growing the customer service department can be managed by rolling out increasingly capable bots handling more and more complex queries.

**What is Salesforce?**

Salesforce is a cloud computing service as a software (SaaS) company that specializes in customer relationship management (CRM). Salesforce's services allow businesses to use cloud technology to better connect with customers, partners and potential customers. The software has become the number one for customer success and helps businesses track customer activity, market to customers and many more services.