

Zero-Click Ordering from Domino's® -- When One Click Is One Too Many
Wednesday, April 06, 2016 11:07:00 AM (GMT)

ANN ARBOR, Mich., April 6, 2016 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering platforms**, is launching the easiest way for consumers to order yet: zero-click ordering. As a brand that is committed to providing customers with ordering choices, the new Zero Click app for iOS and Android™ is available beginning today and allows customers to easily place their Easy Order.

<https://photos.prnewswire.com/prnvar/20160405/351837>" id="pmi_dvpmejpg41b4leftMSAsset658520" style="TEXT-ALIGN: left; WIDTH: 100%">

When Domino's launched the Easy Order in 2013, which refined the ordering experience down to five clicks, it seemed like the height of convenience for consumers. It wasn't.

Zero-click ordering is as easy as it sounds. Download the app and link it to a Domino's Pizza Profile. When the new app is opened, the saved Easy Order is automatically re-ordered without a single tap, swipe or click. Customers will see a 10-second countdown timer before the order is placed (giving consumers a chance to stop their order) and voila!

"We think about how to make digital ordering better all day and all night," said Dennis Maloney, chief digital officer at Domino's. "Zero-click ordering is a dream come true for us. I'm not saying the idea came to me in a dream (and I'm not saying it didn't), but I challenge someone to dream up an easier way to order."

More information and a short video of zero-click ordering can be found at anyware.dominos.com, along with information about all of the AnyWare™ ordering platforms, including emoji, Twitter, text, smart TV and Amazon Echo.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 12,500 stores in over 80 international markets. Domino's had global retail sales of over \$9.9 billion in 2015, comprised of more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the fourth quarter of 2015, Domino's had global retail sales of over \$3.3 billion, comprised of over \$1.6 billion in the U.S. and over \$1.7 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the fourth quarter of 2015. Emphasis on technology innovation helped Domino's generate over 50% of U.S. sales from digital channels at the end of 2015, and reach an estimated \$4.7 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and has recently introduced several innovative ordering platforms, including Ford SYNC®, Samsung Smart TV® and Pebble Watch, as well as Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards, its first digital customer loyalty program.

Order – dominos.com
AnyWare Ordering – anyware.dominos.com
Company Info – biz.dominos.com
Twitter – twitter.com/dominos
Facebook – facebook.com/dominos
Instagram – instagram.com/dominos
YouTube – youtube.com/dominos

Photo - <http://photos.prnewswire.com/prnh/20160405/351837>
Logo - <http://photos.prnewswire.com/prnh/20120814/DE55948/LOGO-b>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/zero-click-ordering-from-dominos---when-one-click-is-one-too-many-300246647.html>

SOURCE Domino's Pizza

Countries: United States
Industries: Retail, Food & Beverages, Restaurants
Languages: English
Primary Identifiers: DPZ-US
Related Identifiers: DPZ-US
Subjects: New Products & Services