

Dunkin' Donuts Strengthens Customer Loyalty Using Salesforce

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SAN FRANCISCO, Oct. 6, 2016 /PRNewswire/ -- Salesforce (NYSE: CRM), the Customer Success Platform and world's #1 CRM company, today announced that Dunkin' Brands—the international franchisor of quick service restaurants serving hot and cold coffee and baked goods, as well as hard-serve ice cream—has successfully deployed the Salesforce Customer Success Platform—including Salesforce Platform, Marketing Cloud and Sales Cloud—to get smarter about its customers, deliver 1-to-1 loyalty journeys, and empower employees to run their business from their phones.

Dunkin' understands that loyalty can only be earned by putting the customer at the center of everything it does—a commitment that has earned it the #1 ranking in customer loyalty and engagement in the out-of-home coffee category for 10 consecutive years, according to the [Brand Keys Customer Loyalty Index](#). Dunkin' turned to the Salesforce Customer Success Platform to bring its customer engagement initiatives on one platform, as well as automate and streamline internal processes so that it can dedicate more time to delivering unmatched customer experiences.

Dunkin' Builds Loyalty Through Insight and Personalization

The Dunkin' Donuts loyalty program, [DD Perks®](#), is designed to provide its customers with rich, personalized experiences through the delivery of content and offers that are relevant to their individual preferences. Using Marketing Cloud, Dunkin' Donuts is able to analyze and respond to a customer's behavior throughout their loyalty journey—from acquisition to onboarding to engagement. Since June 2015, the brand has sent more than 1.5 million DD Perks members through onboarding journeys. These journeys deliver personalized messages to customers educating them on program benefits, providing exclusive offers on their favorite products, details on how to place On-The-Go orders from the Dunkin' Donuts mobile app and more.

Additionally, Dunkin' expects to send more than 700 million emails this year and uses Marketing Cloud to power its email marketing—ensuring it delivers customers only the most relevant and targeted content. Marketing Cloud also enables Dunkin' Donuts to connect with guests through its mobile app—giving them the opportunity to receive exclusive mobile offers, order On-The-Go, and pay right from their mobile device. The Dunkin' mobile app has been downloaded more than 16 million times since its launch in 2012.

Automating Internal Processes

Dunkin' also uses Salesforce to empower its employees to work from anywhere, run their business from their phones and streamline internal processes.

Comments on the News

"The demands of customers today are greater than they've ever been due to the wealth of information and access right at their fingertips, and if Dunkin' isn't delivering on those expectations, our customers will go somewhere else that will," said Scott Hudler, SVP and Chief Digital Officer, Dunkin' Brands. "The Dunkin' brand was built on brick and mortar locations, but now, we have evolved our engagement strategy to make the customer experience even better, across physical stores and digital channels. That's what Salesforce is helping us do."

"Customers expect a seamless and personalized experience from the companies they do business with, every step of the way," said Bob Stutz, CEO, Marketing Cloud and Chief Analytics Officer, Salesforce. "For more than 60 years, delivering a great customer experience has been key differentiator for Dunkin', and now with Salesforce, the company is able to extend that personalized, 1-to-1 customer experience across digital channels."

Experience Dunkin' at Dreamforce 2016

Register to attend [Dreamforce](#), Oct. 4-7 in San Francisco, to see how Dunkin' is using Salesforce to create personalized, 1-to-1 journeys for its customers. Dunkin' will be featured in the Marketing Campground in Moscone South, Halls A, B and C as well as in the Salesforce for Marketing keynote on Thursday, Oct. 6 from 9:30-10:30 a.m. PT in Moscone North, North Hall D.

About Dunkin' Brands

With more than 19,000 points of distribution in more than 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of the second quarter 2016, Dunkin' Brands' nearly 100 percent franchised business model included more than 11,900 Dunkin' Donuts restaurants and more than 7,700 Baskin-Robbins restaurants. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

About Salesforce

Salesforce, the Customer Success Platform and world's #1 CRM company, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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This press release contains "forward-looking statements." All statements other than historical facts included in this press release, including, but not limited to, statements regarding the timing and the closing of the transaction, the financing for the transaction, the expected benefits of the transaction, prospective performance and future business plans, and any assumptions underlying any of the foregoing, are forward-looking statements. These statements are based on current expectations of future events. If underlying assumptions prove inaccurate or unknown, or unknown risks or uncertainties materialize, actual results could vary materially from the parties' expectations and projections. These forward-looking statements reflect Salesforce's expectations as of the date of this press release. Salesforce undertakes no obligation to update the information provided herein.

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