

## **1. Introduction:**

This analysis will report on Dominos **Australian** website.

### **1.1 Back ground:**

Dominos is the brand chosen for the analysis of mapping consumer journey based on the service they provide online. From the very beginning since establishment in America 1960, Domino's differentiated themselves from others alike by offering the standard service of delivery that applied throughout the franchises situated globally. In fact, this very concept contributed to the success of the fast food chain in 1960 (Livingfarm.org 2014) where the major competition at the time was McDonalds and Pizza Hut. From this differentiation of service, this brand has continued to offer delivery to suburbs surrounding the franchise with efficiency of overall service matching the rapid development of technology. This is evident in the more recent years, as customers are able to complete their personal and customizable order from their smart phones and computers and choose to receive a delivery or physically pick up from the store. To be specific, (Ibisworld 2014) states that between 2011 and 2012, 50% of the revenue accounted for was as a result of online and mobile phone orders.

### **1.2 Industry:**

Just as Domino's adapted to the technology change to better the brand, Dominos in Australia has also adapted to the industry change for healthier options. (Ibisworld 2014) explains that over the past 5 years, consumers have distanced themselves from the typical fast food and opted for healthier products such as fresh juice, sushi and salads. As food trends and taste preferences too evolve, it is also stated that fast food outlets are opting for higher quality ingredients and alternate ways to engage and retain customers. McDonald's provides the 'Mcfancy' menu while Dominos offers the range of the 'Chefs taste plate' (Dominos.com.au 2014), which associates a premium menu with non-traditional ingredients.

The change in consumer behaviour has lead to a change in leading businesses such as Domino's providing a 'good choice' option and displaying nutritional facts to cater to this industry change. This aspect has a significant online presence when participating in the service as the customers are required to pass the 'good choice' option as a step before conducting their payment.

### **1.3 Target Market:**

For this reason of health, efficiency and technology input, Domino's provides a variation in target markets. However, specifically analysing the service of online ordering and customisation as a whole, the targeted market can be seen as the younger generation who are technology savvy and have the knowledge for online ordering procedures to promote efficiency as convenience (Ibisworld 2014).

### **2. Purchase Process:**

#### **a. Problem/ Recognition:**

The customer needs to recognise a desire to participate in the consumption of the service. This could be through the stimulation of an advertisement, promotion or general hunger (B2bMarketing.net 2014). Through this step the customer will engage in the first touch point of interaction by **awareness**. At this point in time it was my responsibility to take a Domino's order based on the influence of my families preference. As I categorize under the health conscious target market in the fast food industry (Ibisworld 2014), this automatically **engaged** my attention for nutritional information. Domino's has adapted to the health conscious change in the industry therefore finding the category of the healthy option in the 'Good Choice Range' was instantaneous. This factor promoted by Domino's also expanded my brand awareness.

#### **b. Information:**

This next step can still be a touch point for **awareness and engagement**. Information processing is discovering and assessing the products displayed on the website and finding satisfaction in the initial engagement that led the consumer to respond to the advertisement. The website contains many push advertisements and pop up promotions that require an action in order to continue with the experience. As a customer, the pop up advertisements heightened awareness of the given promotions and options that were unknown. This then leads to the touch point of customer's **engagement** as the customer is independently interacting with the website in viewing available information. For myself it was the active engagement in exploring options that could cater for my dietary needs. A list of nutritional information was discovered upon interaction as well as the 'Good Choice Range.'

**c. Evaluation:**

As this type of service is a low risk and low involvement, it is unlikely the customer will assess another business to evaluate other options. It is possible that customer will cease engagement and close down the browser however the evaluation for this example is the evaluation of products in which the customer would like to purchase. Other factors the customer may consider are the 'sides' in which they may want to order or perhaps include dessert in their purchase. The customer such as myself evaluated nutritional options to suit to my dietary needs, which lead me to open the nutritional information and assess the 'Good Choice Range.'

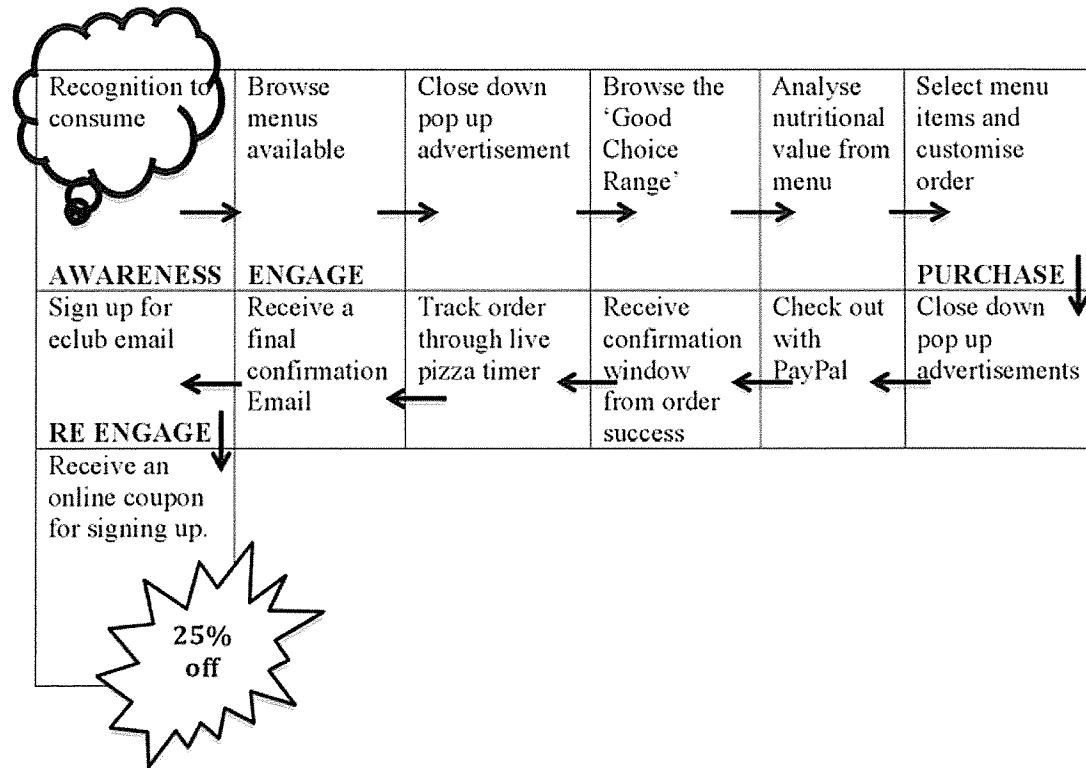
**d. Purchase Decision:**

**Purchase** is another touch point where a decision occurs when the customer selects the item/ items in which they wish to select. On the website, once a customer selects an item, they are automatically directed to select the option of delivery or pick up and enter relevant personal information. From there, the customer is able to add on, customize and provide specification of their order. After selecting a product I wanted to order, the confirmation of delivery or pick up and purchase choice was chosen before continuing with the rest of the order. I chose the service of delivery and the payment of PayPal to accompany the purchase decision.

**e. Post Purchase Behaviour:**

**Reengagement** is the final touch point for the consumer journey and occurs post purchase. After submitting the order for Dominos, a series of reengagement tools were implemented to provide options in maintaining a relationship post purchase. This was through signing up to the 'eclub' to receive updates via email and a menu dedicated to the list of social media icons to stay connected to the business. There is also an option to create an account on the spot to remember the order combination. All this information and interaction was available on the same page as my live timed tracker so I never lose current contact of my experience. I did sign up for the eclub via email and automatically received a coupon for my next online order to encourage a repurchase.

**3. Mapping the Digital Journey:**



**4. Critical Analysis of the Customer Experience:**

Originating from the 1960's (LivingFarm.org 2014) , Domino's has gathered a loyal customer base and generational recognition. Passing through the revolution of media, technology and the Internet, Domino's has also collected a large following of likes on social media engaging a strong online presence. Currently, the official Dominos Facebook page posts on a very regular basis, updating their viewers from everything to new locations, renovations and of course menu items. Considering that this page also has over 1 million likes (Facebook 2014), every post and interaction engages a large variety of audiences to be directed back to the main website.

Domino's has also outsourced a campaign called 'Pizza Mogul' where customers are able to name and create a pizza to be featured on the menu as an item through their website. By adapting to the culture of technology and social media, a strategy as such is beneficial in further engaging the customer in opting for their input but also in

creating activity and online awareness for customers like myself who had no idea of the concept.

First impressions when entering the website is the symmetry. The symmetry of the website allows order, format and presentation of the website to be received positively as the layout is appealing to the eye. This factor retains customer engagement and increases the likeliness for the customer to make a purchase. Immediately, the bold colours of the specific icons stand out against the textured black background, which also makes the moving icons of information more visible. As a customer this aspect of the website design promoted further engagement and exploration into the website.

However with further interaction with the website, Dominos uses push marketing to encourage add ons to an order, or to stimulate a desire to order. This push marketing happens a numerous amount of times throughout a customers' experience with an action to accept or deny on consumers' behalf to continue with the order. These pop up advertisements consume majority of the screen to deliver an enticing image however it forces the consumer to view it. In many ways, this strategy can benefit Domino's due to the desires it may evoke for an impulse in purchase but from a customers' perspective, this constant interruption in purchasing process can position the customer to respond negatively. Viewing the website from a customers' perspective, the constant pop up promotions was viewed more as an obvious way to increase the price of my order than to benefit me in acknowledging what I may need.

Another aspect that was not found favourable in my consumer experience was that the website takes the consumer out of the order process if the customer has left the order page stagnant for a period of time. This means that the customer has to re enter the personal details needed in order to begin the order again. This can prove a nuisance and lose customer engagement especially if order is on an impulse. After leaving the page due to browsing other sites, I did not feel as urgent to re enter my details and submit an order and could have easily left it.

Towards the end of the experience, customization of the order was the most interactive and rewarding part of the experience. Dominos allows the customer to personalise the order through 'Pizza Chef' which simulates the feeling of playing a

game. Every detail of the creation becomes specific to my preference so even if Domino's provided an option in their standard menu that could not cater to my needs, I could create my own. Being more health conscious, the display of my tailored nutritional information in the pizza I was creating was also a positive reinforcement to cater to my own personal needs.

## **5. Recommendation:**

### **a. Tailor the suggestions to an order selection:**

To avoid dissatisfaction of the customer and forcing advertisements throughout customer's experience, Dominos should use the advertisements as a means of assisting the customer to better their order, instead of pressuring the customer to buy. As we receive ads online on a daily basis, it may seem second nature to automatically close down pop up advertisements regardless of the content. Therefore for the benefit of customers and the brand, adopting a website software that introduces relevant and meaningful promotions to a customers' selection instead of random advertisements will better position the customer to respond to the advertisements. For example, as I am a customer that selected the 'Good Choice Range,' offering a side salad and water meal combo with my meal may be more relevant than advertising a dessert. Rewording these advertisements can also make a difference in positioning the customers to respond. Visuals and emotional words can persuade a consumer to make a decision however; positioning the consumer to appear like the service is being tailored to them may be more effective. For example, by using accompanying phrases such as "*' we notice you chose (x) have you thought about (x)?'*" with existing visuals can aid in contributing value to the customers' experience.

### **b. Creating organised personal accounts:**

Since customization of the pizzas can be tedious and repetitive, creating personal accounts that hold payment details linked to a source like PayPal and delivery details can prove efficiency with returning customer loyalty. Domino's already provide a similar service to this, however by integrating official and interactive software as such, customers will have their own recipe database in relation to their preference and habitual consumptions from Domino's. This means that customers do not have to go through the same process every time they wish to make an online order with the website providing a memory bank for past pizza combinations. By having personal

accounts, customers are able to sign in and order more efficiently but also have an email associated with the business that Dominos can send new information to. From business side, retention of customers will be a result of this recommendation and a customer database will allow further analysis in trending online behaviour. Such information can be used for future implementations and improvements of the business. From the customer side, this recommendation will allow secure and efficient online purchases without having to repeat the same procedure with each purchase behaviour.

**c. Virtual docket of order to be more organised:**

When customising the order online, the items changed or added can be seen on a virtual docket that also lists the pricing of each item. This is useful as it allows the customer to track the cost build up of their order however, The organisation of the information is very unclear when listing the price of extra surcharges and add ons to the docket. The format currently of the order structure gives the impression that every item selected or changed is apart of one large pizza without being able to differentiate between which customization belonged to which pizza. This is because the space in which the items are being listed is very condensed so information requires effort to read. Clarity in being able to see how the costs equal the final total is beneficial in enhancing consumer behaviour and response. Spacing out information and organising the figures to total each pizza, despite the add ons and surcharge will better differentiate the costs applied to each product.

## REFERENCES:

B2bmarketing.net. 2014. '5 Steps To Understanding Your Customer'S Buying Process | B2bmarketing.Net'. <http://www.b2bmarketing.net/blog/posts/2013/06/24/5-steps-understanding-your-customer%E2%80%99s-buying-process>.

Clients1.ibisworld.com.au.dbgw.lis.curtin.edu.au. 2014. 'Curtin University Library'. <http://clients1.ibisworld.com.au.dbgw.lis.curtin.edu.au/reports/au/industry/majorcompanies.aspx?entid=2005#OC>.

Dominos.com.au. 2014. 'Pizza Menu - Traditional, Premium & Classic Pizzas - Domino's Pizza'. <http://www.dominos.com.au/menu/pizzas>.

Facebook. 2014. 'Domino's Pizza - Australia'. <https://www.facebook.com/DominosAustralia>.

Livinghistoryfarm.org. 2014. 'Fast Food During The 1950S And 60S'. [http://www.livinghistoryfarm.org/farminginthe50s/life\\_16.html](http://www.livinghistoryfarm.org/farminginthe50s/life_16.html).