



PIZZA HUT

Student name: Shakhawat Hossain
2030416
Lecturer name: Terry Walcot

COMPANY'S PROFILE

- Pizza Hut is a restaurant chain and international franchise based in Addison, Texas, USA (a northern suburb of Dallas)
- Two brothers Dan and Frank Carney of the American heartland borrowed 600 from their mother to open the first Pizza Hut restaurant in 1958. Fifteen years later, the first international location one store set in Canada opened.
- Pizza Hut is considered the largest pizza restaurant chain in the world, operating in more than 100 countries.
- The chain has 18,703 restaurants worldwide as of December 31st, 2020

(Pizza Hut Wiki, 2021)

MISSION

*'To be the best pizza
for every pizza
occasion'*

*'Alone we are
delicious, together we
are Yum!'*

We are P.E.A.R.L

Passion for excellence
in doing everything

Execute with positive
energy and need

Accountable for
growth in customer
satisfaction

Recognize the
achievement of others
and have fun doing it

Listen and more
importantly, respond
of the voice of the
customer

(Tihen,2018)

VISION

- To make the people know that for all the eating items they desire to eat can be made available in minimum time without our effort excluding money
- To improve the wellbeing of our customers, community and people connected to our enterprise. 'Run Great Restaurants'

2018)

(Tihen,





OBJECTIVES:

- Their goal is to reach 85% recognition of the new product in their target market
- As with all the business, the most important goal of a company is to increase revenue and profits
- Customer satisfaction is for most
- Practice what we preach; integrity, ethics and open communication

(Taylor,2019)

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TO EVALUATE THE APPROPRIATE USE OF CONTEMPORARY TECHNOLOGIES TO IMPROVE WORKPLACE EFFICIENCY AND EMPLOYABILITY: PIZZA HUT

▶ Digital Skills And Research Methods

▶ DSR Assessment 1



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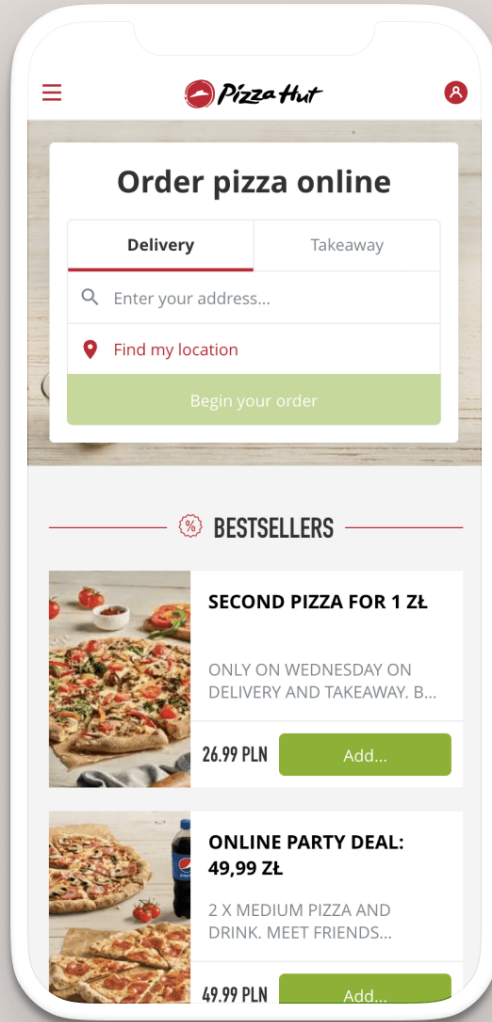
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BACKGROUND OF PIZZA HUT

- Pizza hut is a multinational restaurant chain that serves Pizza and different kinds of American dishes and desserts.
- The *company uses modern technology to expand their business all over the world.*



CHALLENGES FACED BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY



- The main problem faced by the company before the adoption of technology was getting online orders.
- They also faced the problem of increasing their franchises all over the world.

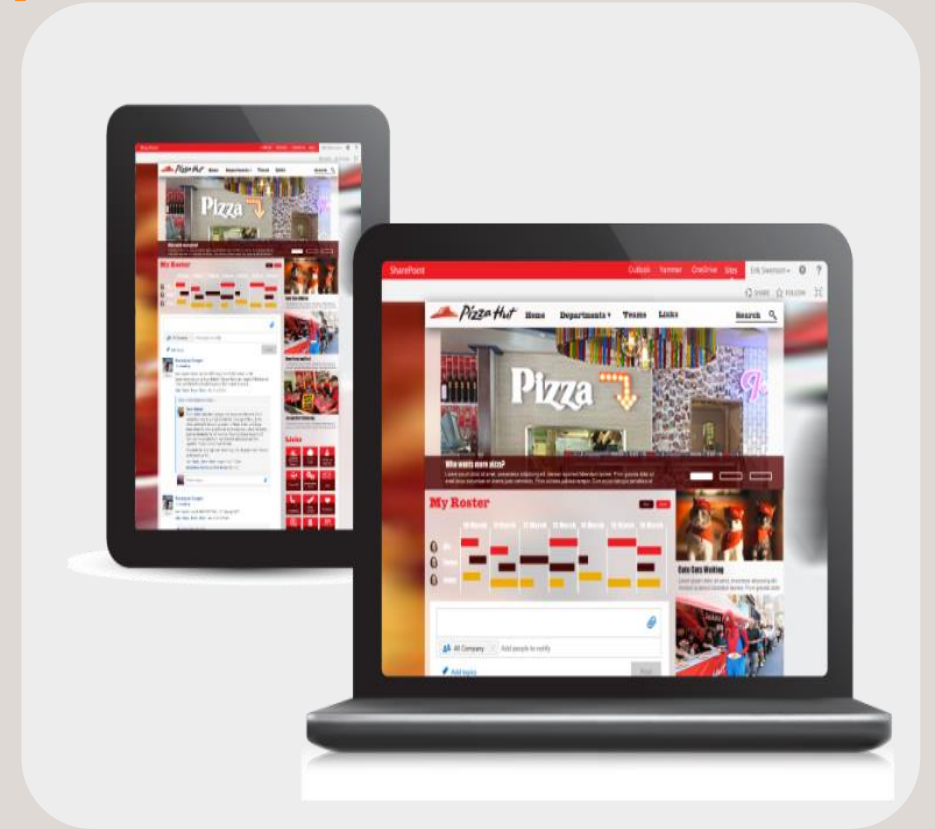
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- Branches *and different outlets were not able to communicate properly which shattered their performance.*
- The company faced the problem of managing its inventory and its employees.

HOW TECHNOLOGY HAS HELPED THEM TO IMPROVE THEIR WORKPLACE EFFICIENCY

- With the adoption of modern technology such as Office 365, the company were able to research their staff's needs and create personas to improve their service.



CONTD..



- Their employees are easily able to log in to their systems with the help of the right credentials that improved the company's digital workspace.
- They are also able to train and manage their employees with the help of new and advanced technology implementation.

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- CHAPMAN, S. 2021 Pizza Hut is leveraging technology to enhance its customers' experience in APAC [Online] Available at: <<https://technologymagazine.com/company/pizza-hut-leveraging-technology-enhance-its-customers-experience-apac//>> [Accessed on 19 July 2021]
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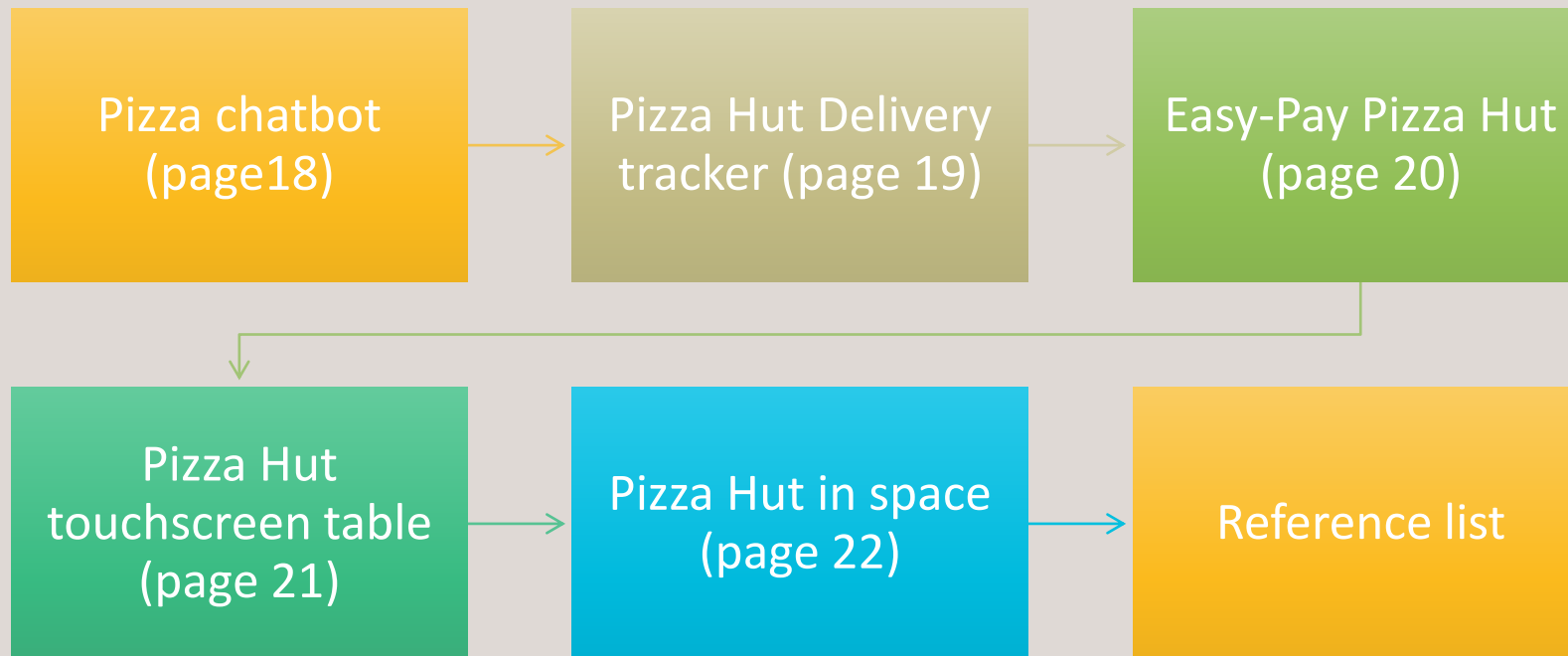
INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

STUDENT NAME: 1919624 FLORIN ZAHARIA

LECTURER NAME: TERRY WALLCOT

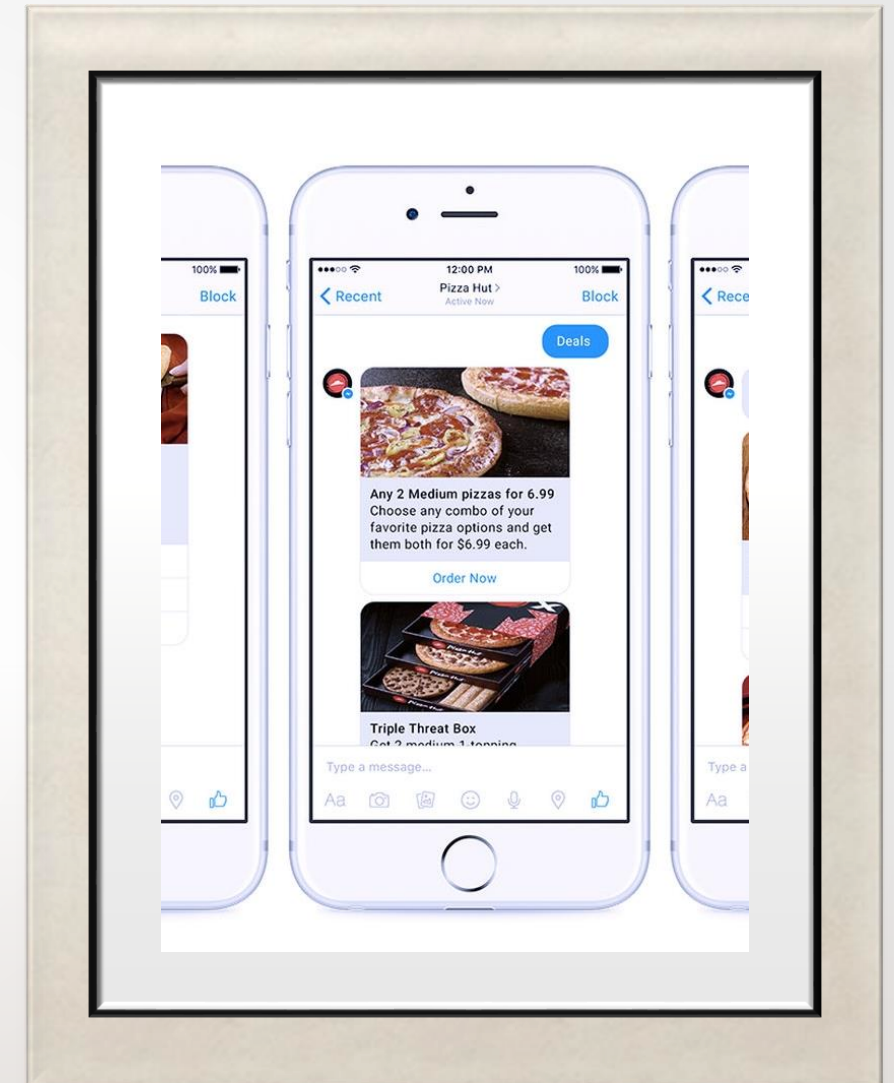


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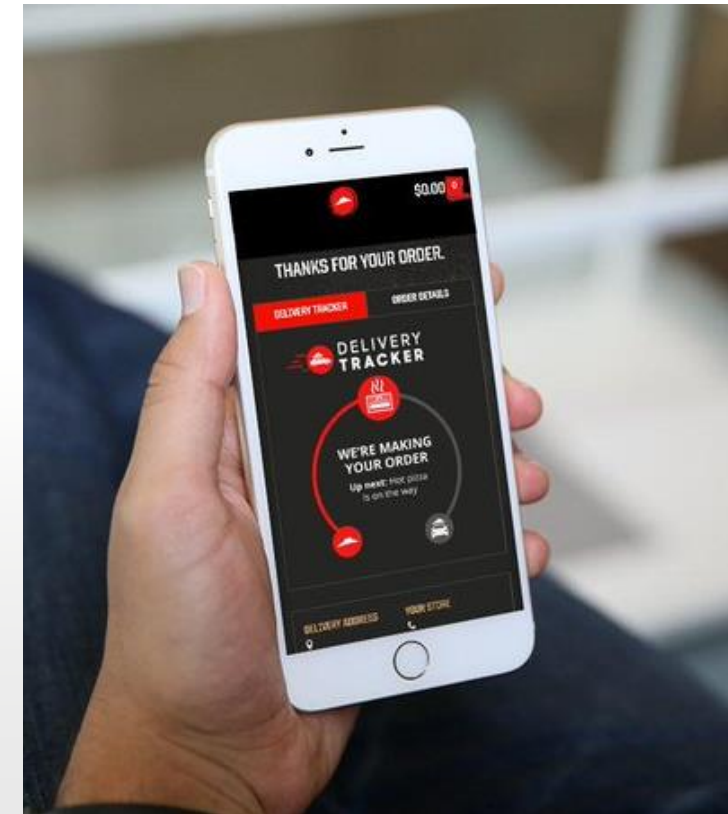
PIZZA CHATBOT

- One of the biggest restaurants chain in the world who sales pizza the Pizza Hut posses sales greater then 13 billion dollars, as a consequence they started to introduce the first pizza chatbot.
- The previously mentioned chatbot is utilising Facebook messenger with who you can text and order food.
- The consumer can also add Pizza Hut on Facebook and as a bonus you can add it as a friend on your social platform.
- Furthermore the chatbot has the functionality to save former purchases for frequent repeat orders. .(Brielle Jaeke 2017)



PIZZA HUT DELIVERY TRACKER

- Pizza hut had launch in 2017 the Pizza Hut Delivery Tracker who can aid tracking your pizza.
- The tracking take place in three step.
- 1. The moment when the order is accepted
- 2. When the food is being cooked
- 3. Last step is when the food is processed for delivery
- You can easily download the app from Google Play on your android phone, moreover you can willingly choose to receive notifications relating your delivery.(Plano 2017)



EASY-PAY PIZZA HUT

- • To be more efficient Pizza Hut has introduced Quick service & Easy-Pay to modernize pizza ordering and delivery proficiency.
- • The Company is presenting the brand-new Visible Promise Time which specifically come to help the public to see an estimated timetable of their dishes.
- • "Customer response to this has been extremely positive," said Concors. (Moneyfocus 2017)



A man and a woman are seated at a table, interacting with a large touchscreen interface. The man is on the left, holding a smartphone, and the woman is on the right. The table surface displays a pizza and various interactive elements. The background is dark and out of focus.

PIZZA HUT TOUCHSCREEN TABLE

- Moreover, Pizza Hut has brought in a piece of the future introducing Touch Screen table that let the customers personalize their pizza to the very best quality.
- With the aid of Chaotic Moon design agency, they brought into being this new concept of futuristic table.
- You have different choices:
 - 1. Size
 - 2. Crust flavour
 - 3. Sauces
 - 4. How many slices
 - 5. Also, in what shapes (Evans & Lindsay, 2012).

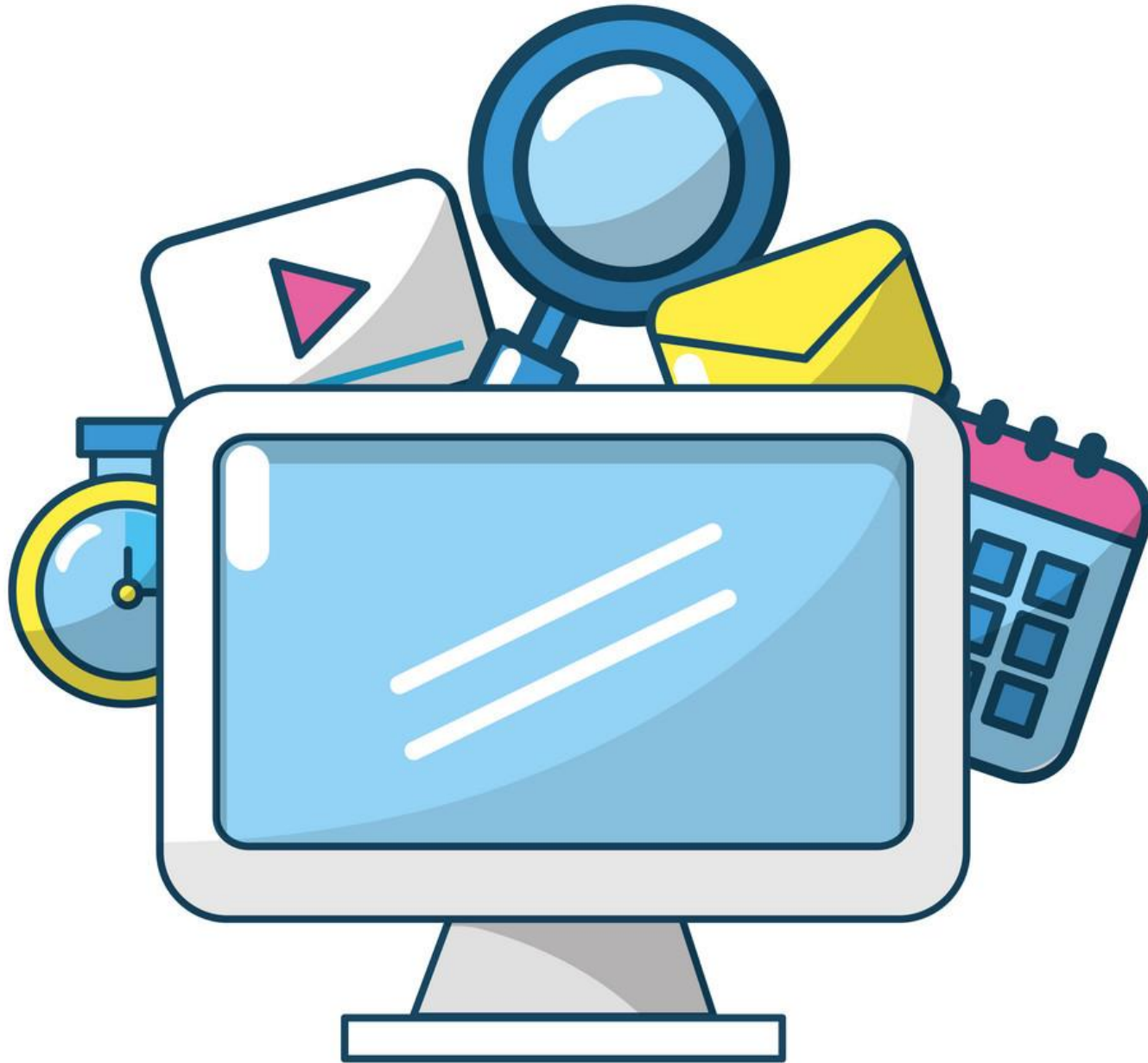
PIZZA HUT IN SPACE

- Pizza hut it is the verry first company that has delivered pizza in the space to the International Space Station.
- Their logo was on the Russian Proton spaceship, that advertise cost them over a 1.000.000 US dollars



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THE IMPACT OF THE TECHNOLOGY INTRODUCED

ADVERTISEMENT

- Due to advertisement the number of customers will increase.
- The profits will also increase and so will the sales.
- Advertising will help promoting the company or products around the world.
- As technology has developed, the opportunities for advertisers to interact with audiences has also developed.



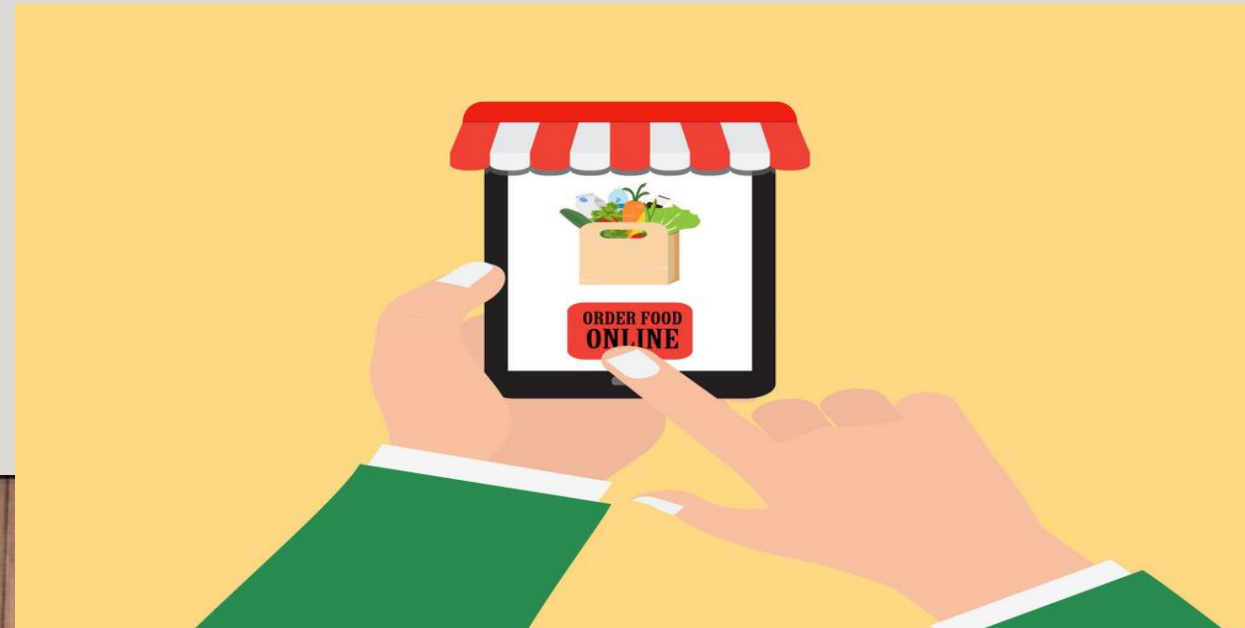


PREPARATION

- Having technology will save time waste and in the cooking industry it will make it easy to bake or cook.
- There are modern equipment that are introduced to help prepare to work.

ORDERS

- This will makes activities for customers easier.
- Customers will be attracted as ordering online means less time wasted.
- Customers will gain good communication and relationship with the company.



TRANSPORT

- Transportation is very crucial as it helps deliver products more efficiently.
- Products will be at the location of delivery in a matter of a short amount of time due to technology.



MATERIAL

- Material can be delivered through online services in a short amount of time which makes it quick and easy for the business.
- The material can be found at a good place with great prices and on time.

CONCLUSION

- In conclusion modern technology has impacted all 5 of these categories.
- Technology has a positive impact mostly as it makes companies do many jobs efficiently.
- However there are some negative impacts like having be glitches or bugs that may slow down a service online.

REFERENCES

CONCLUSION

It can be concluded that now a days digital skills and modern technology are the main source to get the success position for any company or organization

By adopting digital skills with technology, today Pizza Hut could reach their goal even in the Space which is astonishing for any company.

The company also able to update their whole management system which assist to get more profit within this modern technology and digital skills.