

Case 1 - Domino's Pizza

Context: Domino's Pizza is one of the biggest pizza restaurant chains in the world. This is an international business operating in more than [83 countries](#). The business started its journey pretty successfully. In 2007, the stock price of Domino's Pizza was \$32.25. This was a good rise compared to \$14.70 in 2004. But in 2008, things started to change. Domino's experienced a steady decline. In October of the same year, their stock price was only \$5.95. The team started to look for ways to revamp the business and grow again.

Challenge: Drop in demand and decrease in popularity. Domino's Pizza had to transform their service delivery and bring more value to customers.

Solution: Domino's team understood that making tasteful pizzas is not enough in the competitive environment. Technology and business had to be brought together to produce extra value. This value would help the company stand out and immediately attract client attention. The team knew that if you offer customers a better service at the same price, they will choose you over the competitors. This was the point when Domino's turned into a tech-savvy company. Business technology was one of the tools that helped the business fight crisis. They started to integrate business technology to improve [agility](#).

The company's concept of [Domino's Anyware](#) enables clients to order their favorite pizza via dozen of channels. This makes it very convenient for people to make an order regardless of where they are. Namely, you can order via Smart TV, Facebook Messenger, Alexa, and even Twitter! Twitter is probably the most impressive and unusual place to make orders. But it works. Here is how:

Domino's Pizza makes this possible with the help of Artificial Intelligence and Machine Learning. [Smart chatbots](#) integrated into different digital channels process big volumes of data. They are also capable of automating order fulfillment. All you need to make use of Domino's Anyware is to have your Pizza account registered. All the information, including the one about your favorite orders, will be automatically extracted from the account. Chatbots enable users to place and track their orders, speed up order processing, and improve the service based on client feedback.

When the pandemic attacked humanity, Domino's also found a way to adjust. They offered the so-called [Carside Delivery](#) option. It is the delivery method that enables clients to choose a side of the car where their order will be delivered. If, for instance, a customer sits in the front seat, the delivery person will put the order in the back seat.

Value: How does technology help business? Let's see. With technology, Domino's has become a company delivering multi-experience client service. Customers truly enjoy the convenience that Domino's offers. The opportunity to order pizza nearly anywhere makes the business a part of a customer's daily routine. Clients see the presence of the business in many channels. This sets a robust connection with the audience. Figures point to great results, too. This year, Domino's increased their stock price to [\\$396.96](#).