



media release

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Telstra solution gives Domino's Pizza a better slice of the market

Pizza lovers will be able dial up a pizza on their mobile phones progressively from next month with the launch of new technology developed by Domino's Pizza and Telstra.

Prompted by the surge in Australian mobile phone ownership, customers will be able to dial Domino's Pizza's 131 888 number on their mobile phone and be connected to a nearby Domino's Pizza store after completing a number of automated voice prompts.

The launch follows recent trials of the new 131 888 mobile phone voice recognition system in South Australia and Toowoomba.

Previously, Domino's Pizza's 131 888 phone number could only be used from a fixed line because the call was automatically directed to the closest store.

The national rollout of the new system, designed in conjunction with Telstra, begins next month and is expected to be completed by October 2005.

Domino's Pizza CEO Don Meij said the new technology would give Domino's Pizza a competitive advantage by expanding the company's reach and giving customers easier access.

"The trial of the system found that not only was there a substantial increase in mobile phone orders, but also that the number of landline callers remained constant," he said.

"This new technology means we can reach those people who wish to order their pizza while they are on the run, such as traveling home on the bus or train."

Telstra State and Government Sales Managing Director, Tony Henshaw said Domino's Pizza customers can expect even more convenience when ordering their favourite pizza.

"Telstra developed this solution to solve a business problem for Domino's Pizza in order to significantly improve customer service," Mr Henshaw said.

Domino's Pizza has 380 stores across Australia and New Zealand, employing more than 9,700 staff and making more than 35 million pizzas each year.

Domino's Pizza (DMP) is Australia's first publicly-listed pizza chain, making its debut on the Australian Stock Exchange in May 2005.

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