

PROFISEE CASE STUDY

Domino's



Founded in 1960, Domino's is the recognized world leader in pizza delivery operating a network of company owned and franchised owned stores in the United States and international markets. Domino's is a company of exceptional people on a mission to be the best pizza delivery company in the world.

Challenge

Needed Master Data to Optimize Sales & Profit

- Domino's had a strategic directive to uniquely identify customers, households and their pizza buying patterns.
- Duplicate customer information across multiple systems -different ordering systems for Online, app and phone; CRM; and Point of Sale (POS) system.
- Need to leverage corporate data across global franchisees.
- Customer identity stitching is currently not possible with the volume of data stored in transactions. This customer data is embedded in 1 Billion+ orders.
- Need to cleanse and correct data - address correction plus phone and email standardization.

Strategy

Create Comprehensive Customer Data Strategy

- Implemented an MDM hub for customer data by creating golden records across 150+ markets for customers across CRM, ERP, Big Data and BI/DW applications.
- Automated validation and identification of variances between systems using business rules.
- Cleansed, de-duped and synced records including creating ongoing workflow to easily maintain this data across systems.

Outcome

Improvements Achieved with Profisee Platform

- Optimized sales and profitability with highly targeted and strategic marketing campaigns. Millions to the bottom line directly related to having mastered customer data.
- Centralized data hub for customer. All systems that use Customer data are working from one, clean trusted view of this data.
- Established strong enterprise data management foundation, and eliminated manual processes within existing systems