



TOSHIBA

Domino's Pizza

Business type:
Restaurant franchisee
Year started: 1999
Location: Greenville, OH
Peak call volume: 150
per day

Customer's Needs

- Reliable phone system to handle high volume of incoming calls
- Integrated auto-attendant
- Simple programming
- Remote access
- Caller ID to identify inbound callers

Results

- Increased per-order price through effective use of auto-attendant
- Increased business through reliable phone system
- Improved customer satisfaction
- Enhanced employee security through caller ID



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Domino's Pizza Orders Combo

Customer Success Story

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Domino's Pizza Orders Combo Toshiba Telephone System from Doss Business Systems



"Our telephones are the foundation of our business" says Rick Wilson, Owner of Domino's Pizza in Greenville, Ohio. "Our success depends on a 'PSI' combination: product, service and image," he explains. "That involves taking an order quickly and accurately, and getting it delivered properly. Ninety-eight per cent of that business is done over the phone."

Our previous phone system was old and continuously breaking down during peak hours. It was no longer supported by the manufacturer and could not be upgraded to provide the features that we needed to operate our business efficiently and safely.

Reliability and service were the critical requirements for his franchise's new phone system. When it came time to look at alternatives, Wilson called on DOSS Business Systems. The professionals at DOSS Business Systems carefully evaluated his requirements and recommended a leading-edge, IP ready, system from Toshiba Business Telephones.

"Domino's relies heavily on their phones to operate the business," says Ken Centers, who worked with Domino's to provide the new telephone system. "If the phones are down, they aren't making money. The Toshiba Telephone System is one of the most reliable phone systems available today and offered all of the advanced features requested by Wilson for his Domino's franchise.

"Caller ID functionality provided by the Toshiba CIX 40, helps us keep our employees safe. " Caller ID is required by Domino's for good reason," Wilson says. "It lets us see if someone is calling from a landline or a cell phone. If it's a cell phone call, we use a different process to verify the order, because some locations have had problems with delivery people being robbed by cell phone callers who say, "Meet me at such-and-such a location".

As for the auto-attendant, Wilson explains, "With remote access, we can dial in to the system – say during a winter storm – and program temporary greetings." But most critically, the feature improves customer service: "We've been able to speed up our order-taking because we record daily specials into the auto-attendant.

With the Toshiba CIX 40 Business Telephone solution from DOSS Business Systems, we've got an integrated package, and we haven't had a single minute of downtime with it," Wilson summarizes. Increased sales, improved customer satisfaction and enhanced employee security, That's quite a combo.