



QWASI
Innovation Realized™



TOP PIZZA CHAIN, DOMINO'S, SELECTS QWASI TECHNOLOGY FOR EASY ORDER ACTIVATION AND CUSTOMER PERSONALIZATION

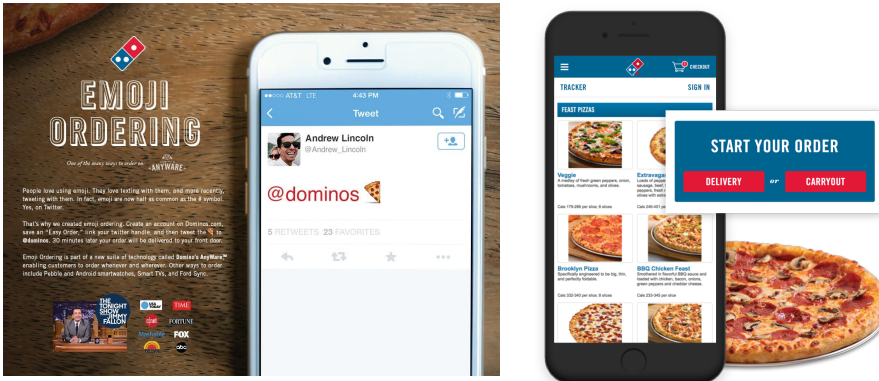
QWASI IS PROUD TO PARTNER WITH YES LIFECYCLE MARKETING TO BRING EMOJI PURCHASING AND CUSTOMER MESSAGE MANAGEMENT TO A TOP PIZZA CHAIN.



CHALLENGE

Raising awareness for digital ordering and building engaging platforms that elevate customer experiences and communications

Pizza chains have utilized online ordering services more to increase convenience for customers. Domino's wanted to elevate the customer mobile experience and find a way to drive engagement and personalization.



"We're now the fastest-growing restaurant company in the US, and we have been for the last few years now. Technology has been an important part of that. It's made the brand more relevant and interesting, and people are paying attention to what we're doing."

J. PATRICK DOYLE
CEO

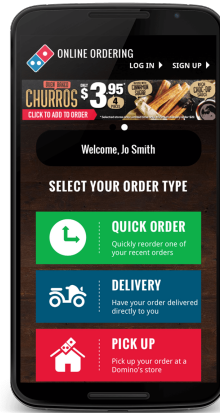
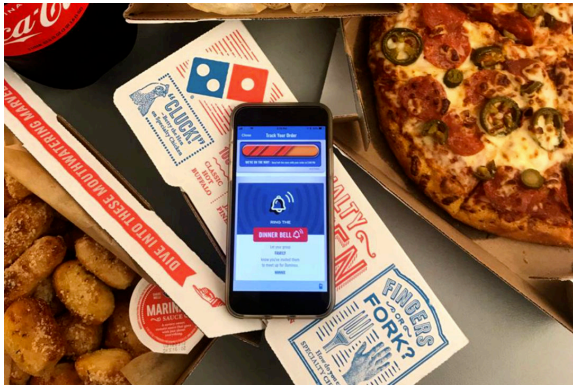


SOLUTION

Giving customers the ability to utilize emoji ordering and receive mobile marketing messages for reward redemption and personalized order experiences

QWASI Technology activated Domino's by leveraging mobile technology to deliver elevated customer experiences with digital ordering capabilities. QWASI helped Domino's to activate impulse purchasing with a simple one-click-to-order experience. These mobile tools allowed customers to personalize order and communication preferences and increased communications with the brand.





\$136B

The global online food ordering industry generated over \$136B in revenue in 2020.

DOORDASH

10%

The online food delivery services global market is expected to grow at a CAGR of 10.3%, due to companies resuming their operations and adapting to the new normal while recovering from the COVID-19 impact.

GLOBE NEWSWIRE

86%

of participants respond to mobile updates with feedback when they are offered simplified emoji click through to confirm

QWASI MARKETING

RESULTS



- +Personalized customer experiences
- +Increased use of digital ordering services
- +Promotion of brand story and mobile capabilities

QWASI Technology's activation of Domino's mobile platform increased customer engagement with the brand and use of digital and emoji ordering services. QWASI's work with Domino's made ordering easier, more efficient, and gleaned more insights from customer data across new communication channels. This activation led to 50% of the Domino's US sales coming from digital platforms, with more than half coming from mobile devices.



ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

