



Domino's Revamps Intranet

Site traffic doubles, companywide collaboration improves

Summary

The global success of Domino's can be attributed to its network of company and franchise-owned stores around the world. But when communication gaps became evident among the franchise and corporate team members, Domino's turned to the Liferay platform to create an intranet experience that connected users across roles and geographies and helped fuel a collaborative company culture.

dlive.dominos.com

In Brief

INDUSTRY:

Food Services

COUNTRY/REGION:

United States

USE CASE:

Intranet

KEY FEATURES:

Role-based permissions, social collaboration, customizable dashboard, user profiles



The Liferay site helped bridge communication gaps.

Stacie Barrett

Manager of Internal Communications for Domino's Pizza


Challenges


- Communication gap between corporate team members and the franchise system, including their employees
- Difficulty connecting teams across roles and geographies
- High costs associated with various software solutions

Results

 **2X SITE TRAFFIC**
To about 20,000 users per week

 **CULTURE CHANGE**
A significant shift in company culture to increased collaboration

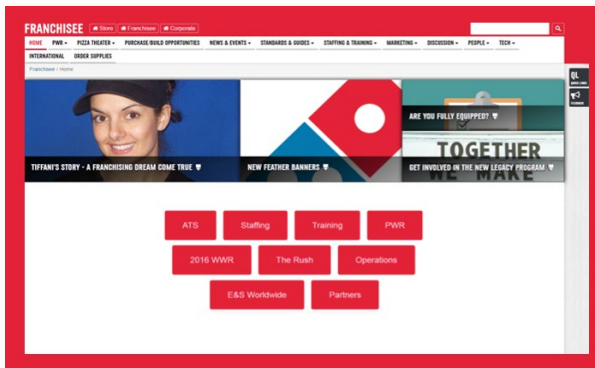
 **MULTIDIRECTIONAL COMMUNICATIONS**
Between the company and employees/franchisees

 **A SINGLE HUB**
Connecting all levels of the organization

A World Leader in Pizza

Domino's is a global brand and world leader in pizza delivery and made-to-order pizzas. Starting with a single pizza restaurant in Ypsilanti, Michigan in 1960, Domino's is now made up of more than 12,100 stores in over 80 markets.

As a global brand with over \$9.9 billion in global retail sales in 2015, Domino's Pizza consists of a network of company-owned and franchisee-owned stores in the U.S. and Internationally.



The Challenge: Connecting Team Members Across Roles and Locations

The Domino's world is made up of many different moving parts – from corporate team members and franchisees to their delivery experts collectively driving 10 million miles a day. Although this model is great for business, it doesn't prove to be an easy method for communication.

Many times, the corporate team members found gaps in communicating with franchisees and store team members. A coupon update seems simple enough, but communicating that to franchisees that may or may not be checking email, or relying on other communication methods, means the message could get missed.

With the help of Liferay, Domino's first developed a low-cost online operations manual, which then developed into a fully functional intranet that allowed users to have a one-stop-shop for all things Domino's. News updates, quick links and department-specific home pages were all features of live.dominos.com, their first go at the intranet game.

dLive: A Fresh Take

Live.dominos.com was a great starting point for Domino's. It created a new sense of togetherness along with a shift in culture towards a more tech-driven form of communication. After four years and much feedback from our users, the team decided to give the site a makeover.

“Our goal was to take the current live.dominos.com and create a site that allowed more customization and created a more user-specific experience,” said Stacie Barrett, manager of Internal Communications for Domino's Pizza.

Liferay's easy-to-use platform allowed Domino's in-house team to create a brand new intranet that was more than a great new look – it was a brand new way for Domino's corporate and franchise team members to get a user-specific experience with three separate home pages: Store, Franchisee and Corporate. Each site is designed for the group that it describes, allowing content to be more relevant to each user. Permissions are set to be site specific, allowing Domino's to share confidential information securely, which is important in the franchise model.

The platform also allowed Domino's in-house team to create new and exciting features to the site – most recently, a social sharing tool and an option for subscriptions. DPZ social came to life this past summer and now allows all Domino's corporate and franchise team members to share photos and posts just like they would on Facebook. This is a

fun and interactive way for store team members, franchisees and corporate team members to interact with each other.

A new subscription-based news tool has also launched, which allows users to pick and choose what content they would like to be notified about. Domino's in-house team worked within the Liferay platform to create categories and permissions to make this type of service possible.

These features, along with things like a customizable dashboard, user profile, messaging system and many others have made dLive a great place for user-specific information.

The Wrap-Up

With weekly support calls between Liferay and Domino's in-house team, along with previous work with Xtivia, traffic has increased from 8,000 per week with the previous site, to 20,000 per week with the new dLive. The platform has bridged communication gaps between a large system and proven to be a great communication vehicle for the Domino's brand.