Domino’s Pizza Headquarters

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FOR IMMEDIATE RELEASE

Ann Arbor, MI, Oct. 12- Domino’s Pizza recently announced “Pizza Tracker”, where customers can monitor their orders online. Customers can log on [www.dominos.com](http://www.dominos.com) and monitor the progress of their pizzas and even leave a comment about the server. This service is very useful because of Domino’s motto of being the fastest delivery in America. Customers can find out exactly how long it takes for their pizza to come.

This new campaign is not taking the place of the old one but it’s making it more useful to the local stores and not so much for the international corporation. The new survey will focus on each store’s improvements. This system will be implemented in about 2 months. It is not for every store in the country. It focuses on the major cities such as Detroit, Chicago, Los Angeles, Atlanta, New York, etc. due to the increased business.

Domino’s adopted the same philosophy that other restaurants have where they will have incentives for the customers. Incentives include complimentary products for filling out the surveys. These will include free breadsticks, wings, etc. This campaign is geared to help the local stores to improve their service. This campaign combined with the national survey will help Domino’s all together as an international corporation. This campaign is set to start in mid-November. Also, each customer that fills out the survey will be entered into a national sweepstakes for a grand prize such as cash and cars. This campaign is set to run for about two months and depending on its success with the possibility of extension.