



SOCIAL MEDIA MONITORING: DOMINO'S PIZZA

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PURPOSE:

Domino's Pizza was founded in 1960 and is the second-largest pizza chain in the United States with over 9,000 stores and 60 different international markets. The company went public in 2004 and has recently dealt with issues involving negative viral Youtube videos and consumership declining due to delivery methods and new fees. In 2009, Domino's tied last with Chuck E' Cheeses for best tasting pizza. The recent embarrassing videos posted on Youtube by company employees has required a thorough look in all online conversations and feedback in how Dominos is handling their recent public image and lack of great taste and quality.



METHODOLOGY:

Research for Domino's Pizza was conducted through many methods. The main social outlets focused on were Facebook, Twitter, Blogpulse, Google alerts and many personal blogs.

When visiting these websites, we tried to focus mainly on the feedback and overall view of the situation. These methods tend to give a good overall view of what the public is saying about Domino's Pizza.

These conversations on social media outlets are the future opinion of any establishment or icon. The credibility is determined by who made the blog and what personal experience or type of background they have. Most of the blogs and web sites were official sites. A lot of blogs you see are created by everyday people. These blogs all had credible backgrounds with knowledgeable users.

RESULTS:

Regarding Domino's Pizza, there is largely negative conversation taking place across the web at resources such as Twitter, Facebook and blogs. There are complaints about new fees, poor delivery service and website errors. Many Domino's customers expressed problems with the delivery service they were receiving; or rather, the lack of service.

There are 796 “fan photos” attached to the Domino’s Facebook page. Most of these photos depict perfectly formed pizzas and smiling, happy customers. However, there are a number of photos documenting upside-down pizzas and smashed desserts. They have also starting charging a delivery fee which has customers complaining on Twitter.

Customers have also expressed complaints regarding website problems. Considering Domino’s offers a purchasing program to order your pizza online, issues with the system are a real problem. One customer complained that the website insisted her address was not a real address, though clearly it is a real place. Another problem arises when customers try to use the Mozilla Firefox browser when accessing the website.



It creates a security warning informing the user that the site could be potentially harmful.

Domino’s staff is obviously attempting to implement social networking as a customer service tool, responding quickly to customer complaints and trying to smooth things over by directing them to “customer care” but there are objections to the new delivery fee, specific delivery problems and website errors. All of these may lead to company loss as frustrated consumers move elsewhere in the marketplace.

CONCLUSION:

Domino’s Pizza is utilizing social media as a way to better their company. The issue isn’t that they aren’t utilizing the social media outlets like Twitter and Facebook but that they are not listening to their customers that use these resources. Domino’s has made great strides in some of their media campaign attempts by depicting grumpy customers complaining of how their product is not made from real ingredients and showing the customers that they have but still Domino’s, if they want to be effective, utilize the information from their consumers through the media outlets. For a company that has had damaging Youtube videos posted about them, Domino’s is “going through the motions” but not really relating or interacting with their consumers. It is ironic because they are using social media to relate and get feedback but are not satisfying their consumership.