



# The Evolution of Financial Innovation: Next Steps to Improve The Customer Experience

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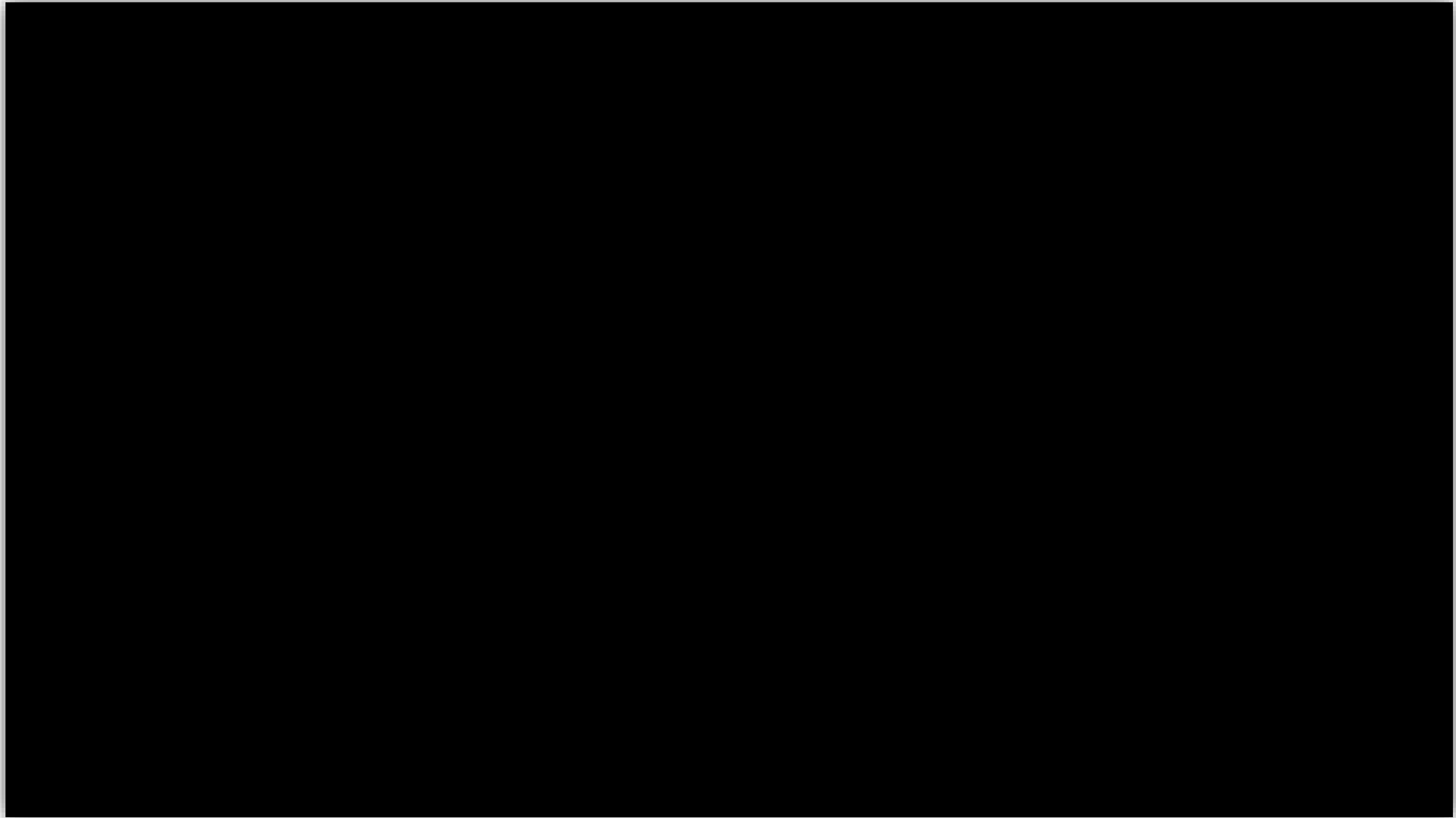
Jorge Ruiz  
September 2, 2015

*UNLEASH. DEVELOP. DISRUPT.*

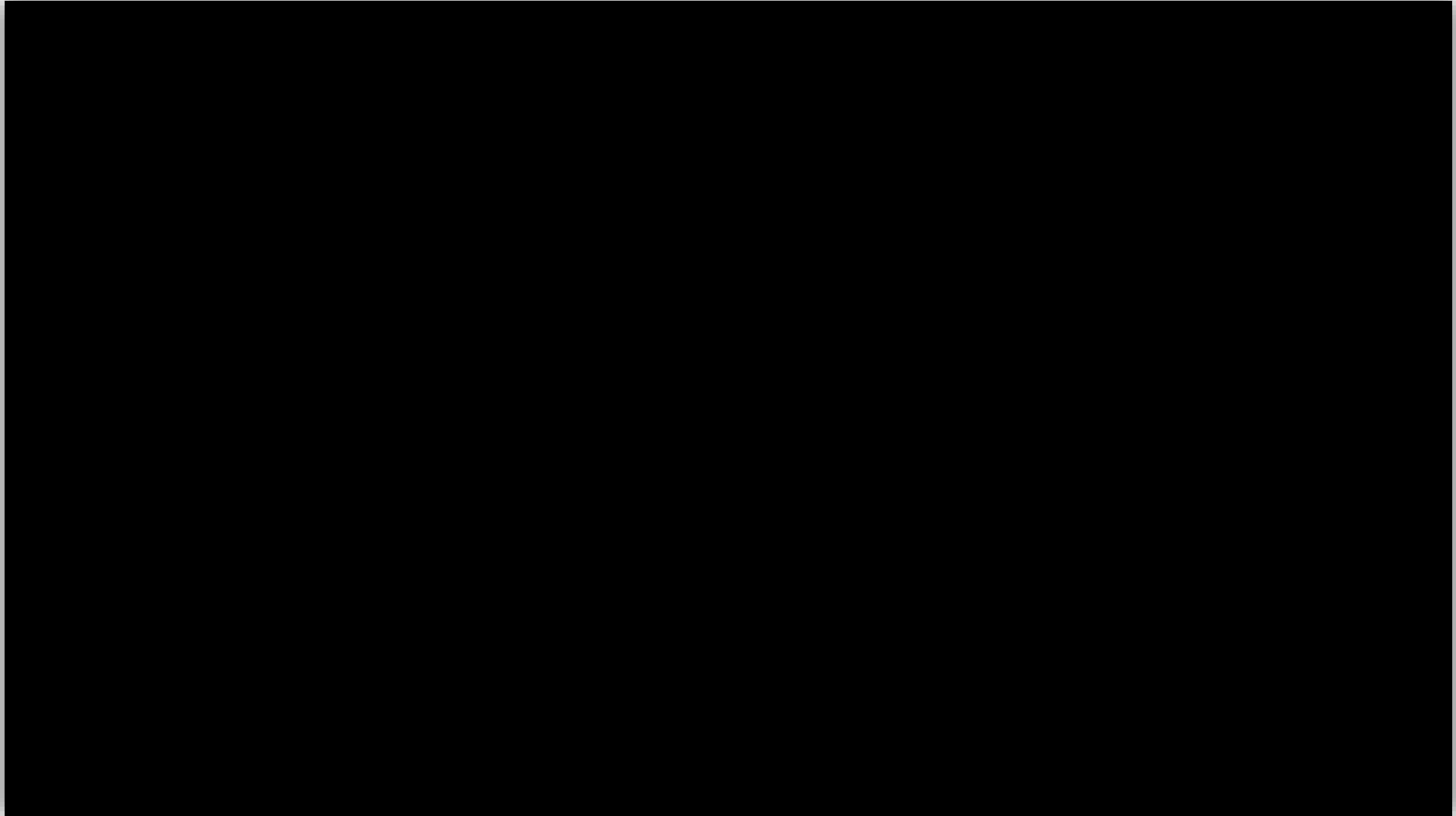
—• Business Cases

—• Mobile Disruption Principles

—• Digital Business Case



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*UNLEASH. DEVELOP. DISRUPT.*

- **Innovation** Advances Faster than **Technology**.
- It is not about **functionality**; it is about **lifestyle**.
- **Mobile** means **business**.

## Domino's to roll out tweet-a-pizza

 **Bruce Horovitz, USA TODAY** 12:18 p.m. EDT May 14, 2015



(Photo: Domino's)

 **2989**  **1783**  **961**  **3**  

Ordering a pizza is about to get as simple as a tweet.

Beginning May 20, Domino's, the pizza delivery behemoth, will roll out a "tweet-to-order" system for U.S. customers. Domino's will be the first major player in the restaurant industry to use Twitter on an ongoing basis to place and complete an order.

Even wackier: Domino's regulars will be able to order by tweeting only the pizza emoji to @Dominos.

"It's the epitome of convenience," says CEO Patrick Doyle, in a phone interview. "We've got this down to a five-second exchange."

It's all about attracting busy, younger consumers. For Domino's it was a no-brainer, with upward of 50% of its sales already taking place digitally.



**USA TODAY**  
Domino's app lets you voice-order pizza

One analyst says it's savvy PR. Domino's will enjoy a "burst of publicity" as social media buzzes with the news, says Rebecca Lieb, digital advertising analyst at Altimeter Group. In the early going, she says, it also gives Domino's a competitive edge.

"Domino's digital platforms comprise 30% of sales in the U.S.; in April it reached the \$1 billion milestone in online sales. Both mobile apps – for the iPhone and Android – are in top 15 in lifestyle rankings with the iTunes store and on Google Play. The Android app generated more than 140,000 downloads in its first two weeks after being released."

**Scott Davis, Forbes Contributor**  
**Jun 21, 2015**



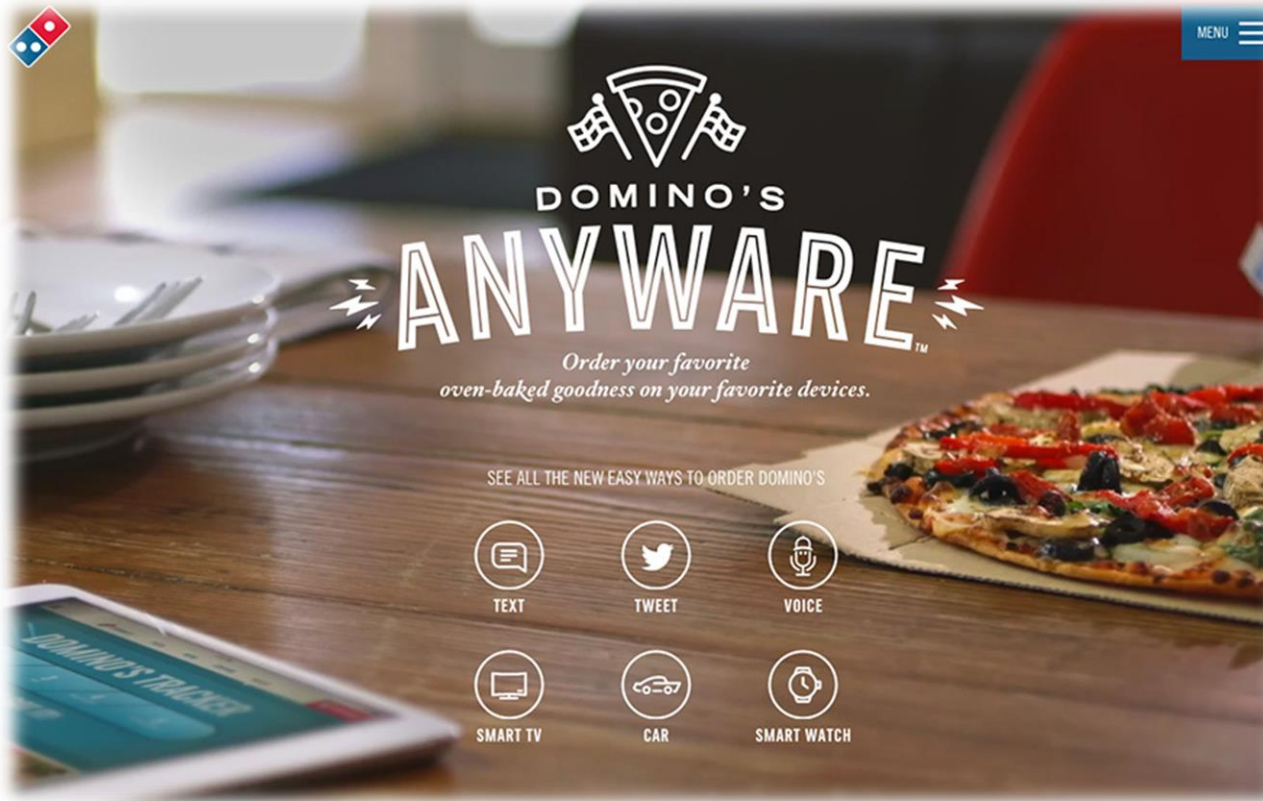
## Pizza Tracker

**ORDER PLACED**   **PREP**   **BAKE**   **QUALITY CHECK**   **CARRYOUT**



**WE'RE FIRING IT UP**

Our expert pizza maker began custom-making your order at 10:40am.



## → Tweet a Pizza



## → Smart Watch



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Thank you!