Pizza Hut Orders Up Better Customer Experience

The fragmented legacy system was cumbersome and provided limited visibility into the customer experience. For example, the old system could catalog which customers abandoned their calls prior to ordering, but lacked the ability to identify when those customers dropped off. And that insight would have helped the team understand how to optimize the performance of the self-service application.

Out with the Old, In with New Ingredients

The Pizza Hut Australia team considered updating its legacy call-steering system, but chose to build a new solution using the Five9 Intelligent Virtual Agent (IVA) platform. Updating the legacy system would have required updates to several disparate components, with no guarantee that the patchwork approach would deliver much advantage. Pizza Hut Australia ultimately decided to build new applications for natural language call steering and self-service based on the latest IVA technology from Five9. Factors driving the decision included Five9’s attractive cost structure, robust reporting capabilities, and the ability to make future changes and updates without the need to engage outside development resources.

“With such a massive call volume, even the smallest inefficiencies are greatly magnified, negatively impacting our business and that of our franchisees.”

Patrick Branley, Director of Technology, Pizza Hut Australia

Solution

Five9 IVA routes incoming calls and allows customers to choose what they need. Callers state their address or location and are connected to place an order or provided with details of the nearest restaurant.

Results

• Solution creates cost efficiencies in contact center and call costs
• New system eliminates high lead-generation fees incurred by the legacy system
• System streamlines customer interactions and routes subsequent calls to caller’s preferred restaurant
• Robust, on-demand reporting aggregates customer interaction data and enables identification of trouble spots for adjustment
• AI and natural language processing enable a truly conversational, highly accurate interaction
• Ease of management allows in-house team to maintain and update IVAs
Pizza Hut Australia’s main phone number, the IVA asks if the customer is calling for pickup, delivery, or something else. Once the caller answers that question, they’re asked to state their address or postal code, and the IVA routes the call to the neighborhood restaurant.

Because speech recognition is based on Google’s speech-to-text and not a set of closed grammar, the experience is truly conversational and highly accurate. And due to the richness of Google’s mapping data, the customer can even geo-locate based on landmarks. For example, someone could indicate they are near a grocery store at the intersection of X and Y streets, and automatically be routed to the nearest Pizza Hut location.

“Closed-grammar architecture would have required significant front-end work to get the IVA up and running,” adds Branley. “But through Five9 we were able to use Google’s speech-to-text engine, which has been trained to understand and translate into text the numerous ways people describe addresses and locations. This meant that we didn’t have to construct grammars that would have included street names, house numbers, postal codes, or other types of location-matching information. We were also able to use Google’s geolocation API to find the location of the nearest store after the caller gives the virtual agent an address or location.”

“A Fresh New System

Five9 IVA capabilities enabled Pizza Hut Australia to centralize customer data via flexible API integration, coalescing what were previously disparate systems around a common set of services. Offering a broader array of self-service options enabled Pizza Hut Australia to improve customer satisfaction, increase loyalty, and ultimately drive repeat purchases.

At a more granular level, the new virtual agent capabilities deliver unique benefits for the company as well as individual franchisee. These benefits include:

- **Streamlined future calls:** System retains answers from each customer interaction so subsequent calls from the same phone number automatically route to the caller’s preferred restaurant.
- **Robust reporting:** On-demand reporting aggregates customer interaction data and enables Pizza Hut Australia to identify trouble spots and adjust as necessary.
- **Simple, in-house updates:** The Five9 Studio 7 platform’s drag-and-drop interface enables your IT personnel to make updates and build in additional functionality without having to engage outside development resources.
- **Ease of management:** A centrally located data repository empowers in-house staff to update the system without involving outside vendors.
- **Single API layer:** Website and IVA capabilities utilize the same intelligence to support existing and future capabilities.
- **Cloud-based architecture:** Everything is managed centrally in the cloud, so there’s no need to manage separate hardware, software, and other equipment.

Specific benefits to franchisees include:

- **Universal local calling:** Pizza Hut Australia purchased the virtual agents through its carrier, Telstra, which reduced telephony costs. Calls are connected as local calls, reducing transit costs.
- **Automation of re-orders:** Future iterations will include the ability to automate re-orders for frequent customers.

Looking into the Future

This Five9-enabled natural language call steering application is the first element of a multi-phase plan underway. Now that it has deployed the call-steering application, Pizza Hut Australia is focused on subsequent phases of its contact center initiative that include the automating common inquiries.

"Using natural language processing to automate the routing of inbound calls is an important first step in this process," says Branley. "We have plans to use Five9 IVA technology to further streamline and enrich the customer experience.”


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**About Five9**

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,000 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit [www.five9.com](http://www.five9.com) or call 1-800-553-8159.

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