

Consider using this optional resource and any additional resources created by your organization as part of your training plan for Pinpoint Delivery.

15 MIN KICK-OFF

- Meeting Owner: Franchisee/Manager/Trainer or other Above-Store Leadership personnel for your organization designated by the Franchisee.
- Group setting or a one-on-one conversation.
- This Optional Crew Meeting Guide is most beneficial when used along with the following optional resources: Pinpoint Crew Job Aid, Pinpoint Delivery Expert Job Aid, FAQs, Training Sign-Off Sheet, and any additional material your organization has created.
- Consider following the 5 Steps of On-The-Job Training below during your session and following the launch:
 1. **CREATE A POSITIVE ENVIRONMENT:** Set your team at ease. An open, positive atmosphere can help to create the best learning environment.
 2. **PREVIEW THE TASK:** Depending on your organization, some of your team may have experienced a Hotspot delivery in the past and some of them will be experiencing this type of delivery for the first time. Consider sharing what to expect to set them at ease.
 3. **DEMONSTRATE THE TASK:** Consider reviewing the training resources you intend to use during your training sessions and point out the differences between regular deliveries and Pinpoint deliveries.
 4. **PRACTICE:** Provide your team with the chance to practice customer scenarios.
 5. **PROVIDE FEEDBACK AND RECOGNITION:** Let your team know how they performed during customer scenario role plays.



INTRODUCTION

The Domino's Brand is thrilled to introduce Domino's Pinpoint Delivery™ as a new, exciting way for customers to have Domino's delivered! You may be familiar with Domino's Hotspots®, which are preset delivery locations without traditional addresses, such as parks and beaches. Domino's was the first brand to offer this delivery method! This has helped create even more convenience for the Brand's delivery customers. At the time, these Hotspots relied on the store to guess where a customer may want their order delivered, and they may not have been the most convenient locations for customers. Pinpoint Delivery is the evolution of Hotspots, relying on advances in GPS technology to take out the guesswork. With Pinpoint Delivery, your customers who order using the Domino's App can drop a pin at their desired delivery location.

The App will find the approved location closest to the pin, where a Delivery Expert should be able to conveniently park and create a Pinpoint Delivery location or "pickup spot." If the customer is satisfied with the location of the pickup spot, they can continue placing their order or try to set a new location. With Pinpoint Delivery, your customers can now order Domino's virtually anywhere!



NEW DOMINO'S PINPOINT DELIVERY™

Here are some of the major highlights:

- Pinpoint Delivery will be available to customers starting June 12, 2023.
- It will only be available to customers ordering using the Domino's App and who pre-pay for their order.
- Once a customer selects a Pinpoint location and pays for their order, they cannot change the pickup spot.
- The Driver App will offer suggested directions to the pickup spot coordinates.
- Customers will have enhanced visibility throughout the Pinpoint Delivery experience.
 - The customer can see the Delivery Expert's approximate GPS location and ETA updates.
 - The customer can see their estimated time and distance from the pickup spot and can get suggested directions from the App.
 - To minimize confusion, the customer will be notified when they arrive at their Pinpoint Delivery pickup spot.

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- In the event that the Delivery Expert arrives before the customer, the customer will be notified that their Delivery Expert has arrived and is asked to head to their pickup spot.
- Customers can now call their Delivery Expert from the App! Don't worry, customers will not have access to the number for the phone being used by the Delivery Expert.
- There is a NEW feature that helps Delivery Experts to identify a Pinpoint Delivery customer at the pickup spot. To use this feature, customers tap "Signal Driver," and their phone will display the Domino's logo to hold up and flag down their Delivery Expert.

DELIVERY EXPERT SAFETY TIPS

Safety is a top priority, and it should start before any of your Delivery Experts leave your store with security callbacks. The *Pinpoint Delivery Expert Job Aid* outlines Delivery Expert safety recommendations and pro-tips to keep in mind when delivering Pinpoint orders. It is recommended that you remind your Delivery Experts that if at any time during the delivery they feel that something isn't right, they should leave the Pinpoint location and return to your store immediately.



CONSIDER REVIEWING THESE OPTIONAL RESOURCES

- *Pinpoint Crew Job Aid*
- *Pinpoint Delivery Expert Job Aid*
- Introduction to Pinpoint eLearning Module (Learning Hub for Subscribers)

POTENTIAL CUSTOMER SCENARIOS

Consider working with your organization's leadership to prepare responses to the potential scenarios below or create your own scenarios. Determine your organization's suggested responses, share with your team, and allow them to practice.

Scenario 1: Customer asks you to meet them at another location that is not the Pinpoint pickup spot.

Never meet the customer at any location other than the Pinpoint pickup spot

Scenario 2: Customer is not at the pickup location. You have tried to call them unsuccessfully through the App. How long should you wait at the location?

Unless a safety concern arises, wait 4 minutes before leaving the Pinpoint location.

Scenario 3: You arrive at the pickup location and someone who does not match the description provided by the customer says the order is theirs.

If they are not using the Signal Driver feature, ask questions such as, "What is the name on the order?" and "What are the items in the order?" to help identify the customer.

Scenario 4: You place a security callback to a new customer that placed a Pinpoint order, and they don't answer.

Just like any unanswered security callback to a new order, the Delivery Expert should not leave your store until the callback is successfully completed. Consider leaving a voicemail explaining that the Delivery Expert cannot leave the store until you speak to the customer.



CLOSING

Now you know what Pinpoint deliveries are, what to expect, and what is needed. Remember the best practices and safety recommendations whenever preparing and delivering Pinpoint orders. Delivery is all about creating convenience and Domino's Pinpoint can help do that for your customers! More convenient delivery locations could mean more deliveries for your store!

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FREQUENTLY ASKED QUESTIONS

Q. How will Deliver Experts know where to deliver the customer's order?

- A. Google uses the customer's geolocation to return the most convenient approved Pinpoint Delivery location near the customer. Suggested directions in the Driver App will lead directly to the customer's location.

Q. Can a customer set a new Pinpoint Delivery location once an order is submitted?

- A. No. A customer cannot set a new location after an order is submitted. Customers may use the "Set New Location" feature in the App and adjust their pickup location before an order is submitted and if the location is within the store's designated delivery area.

Q. What if a customer attempts to place a Pinpoint Delivery and it is outside of the designated delivery area?

- A. Customers will receive an error message stating that the pin is outside the delivery area and are prompted to drag the pin to a different location within the delivery area.

Q. Can customers place a Pinpoint Delivery order to a location within a Pulse-designated Limited Delivery Area (LDA) set by a Franchisee?

- A. No. The ordering system will not allow a Pinpoint Delivery order to be sent to a GPS location (pickup spot) within a Pulse-designated LDA set by a Franchisee. That customer may instead choose a Pinpoint location outside the LDA, traditional delivery service to an address outside the LDA, any nearby Hotspot set by the Franchisee to pick up their order, or carryout.

Q. Can customers contact Delivery Experts through the App?

- A. Yes. Customers can contact Delivery Experts through the App once the order has been dispatched. Once the order is complete, the "call driver" feature will disappear. Customers will still be able to call the store before an order is dispatched and after the order is delivered.

Q. Can Delivery Experts contact customers through the App?

- A. Yes. Delivery Experts will be able to call customers via the App. This is a functionality that is currently live for traditional and Hotspot deliveries. The Delivery Expert's call will go through the Driver App and will be masked. The customer will see the Delivery Expert's call come through as a local telephone number.

Q. Are security callbacks required for Pinpoint delivery orders?

- A. Security callbacks must be completed to confirm all orders for first-time customers and orders that are suspicious in nature before the Delivery Expert leaves your store. Just like with any delivery, it is always a great customer service best practice to complete a customer callback.

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Q. Can customers request Contactless Delivery for a Pinpoint order? If so, what are the delivery procedures without a pizza pedestal.

A. Yes. A customer may select the contactless option. If the customer does select this, they are informed in the App: Your Delivery Expert will find a suitable location to drop off your order at the pickup spot. Suitable locations may include a bench, chair, or any object that is high off the ground so that the food is not compromised. The Delivery Expert should confirm that the customer is present before leaving the customer's order in a contactless location.

Q. What actions should a Delivery Expert consider taking if they arrive at the Pinpoint Delivery location and cannot find the customer?

A. In the event that a Delivery Expert arrives at a Pinpoint location before the customer, the customer will be notified that they should proceed to the pickup spot. The Delivery Expert should contact the customer within the App and confirm pick up location details. If the customer does not answer, the Delivery Expert should leave a voicemail, if possible, stating that they will be leaving the location within 4 minutes. After 4 minutes the Delivery Expert should return to their store.

Q. Is there special customer-identifying information provided to the Delivery Expert to help them locate the customer?

A. Yes. When placing a Pinpoint delivery order, customers are required to provide specific clothing indicators such as a color of shirt /or an accessory.

Q. Is there a way for a customer to signal a Delivery Expert when they are at the Pinpoint delivery location?

A. Yes. Customers are reminded to use the "Signal Driver" button at the bottom of the App which will illuminate a Domino's logo that a customer can use to signal a Delivery Expert.

Q. What if a Delivery Expert cannot drive or bike to a Pinpoint order location (i.e. a parking lot is closed, or there is construction in the way)?

A. Google should be aware of closed locations and not present a Pinpoint Delivery spot in those conditions. In the event that a Delivery Expert can't drive or bike to the Pinpoint location (let's say an accident just happened), then it is recommended that they call the customer through the App and inform them of the situation.

OPTIONAL MANAGER TRAINING REFERENCE GUIDE

Optional Training Sign-Off Sheet



Consider using this form during your session to sign off on who has completed Pinpoint Delivery training.

TEAM NAMES	DATE OF SCHEDULE TRAINING	TIME OF SCHEDULED TRAINING	TRAINER RESPONSIBLE	TEAM INITIALS	TRAINER INITIALS
<i>(ex.) Debbie</i>	<i>6/5/23</i>	<i>2pm-3pm</i>	<i>Jackie</i>	<i>DP</i>	<i>JW</i>

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