

# Domino's Revolutionizes Digital Ordering with DRU Assist, its Virtual Assistant Powered by Nuance

## **Domino's Pizza Enterprises Becomes the First Organization in Australia and New Zealand to Implement Nuance's Conversational AI Capabilities onto its Website and App; Delivers Innovation and Superior Customer Experience**

BURLINGTON, Mass., – March 1, 2017 – [Nuance Communications, Inc.](#) (NASDAQ: NUAN) today announced that it has partnered with Domino's Pizza Enterprises (Domino's) in becoming the first organization in Australia and New Zealand to deploy Nuance's multi-channel virtual assistant, called 'DRU Assist' by the brand. Based on Nuance's Nina virtual assistant engine, DRU Assist uses conversational AI to deliver superior customer service across Domino's mobile app and online ordering website.

Powered by Nina, Domino's DRU Assist engages with customers in human-like conversation via text or speech recognition – allowing customers to place their orders in record time. Beyond ordering, DRU Assist can converse with the customer about menus, ingredients, store locations and operating hours. DRU Assist also has a social side, engaging customers with a personality tailored to the Domino's brand.

"Domino's is already a recognized industry leader in digital innovation," said Robert Schwarz, managing director for Nuance Enterprise, Australia and New Zealand. "Through our partnership, we collaborated with Domino's to deliver a tailored, first-to-market solution that supports the brand and is on the cutting edge of innovation."

DRU Assist leverages conversational AI capabilities to deliver faster results compared to 'point and click' interfaces used in online ordering websites, and at the same time builds a closer connection to the customer. Further, through the use of the Nuance Nina engine, DRU Assist is able to provide the same conversational experience within the Domino's mobile app and website. This combination of advanced technology and marketing innovation enables Domino's to enhance its customer experience and further strengthen affinity and loyalty with the brand.

Group CEO and Managing Director of Domino's Pizza Enterprises, Don Meij said, "We, at Domino's, are always on the lookout for new ways to engage with our customers by leveraging the latest in technology innovation. Our partnership with Nuance Communications has not only enabled us to continue on our digital journey, but it has also allowed us to deliver an easy and seamless ordering experience for our customers – who are at the forefront of everything we do."

"The partnership has also allowed the Company its first step into AI and machine learning, a platform we intend to continue across all of our future developments," he said.

DRU Assist is launching first in Australia and New Zealand, while supported by global cloud technologies, it has been built with the agility and scalability to allow for expansion across Domino's other regions.

For more information about Nuance's Nina Virtual Assistant, please click [here](#).

[\(Tweet this news\)](#): .@Dominos\_AU Revolutionizes Digital Ordering with DRU Assist, its #VirtualAssistant Powered by @NuanceENT <http://bit.ly/2I5dcXY>

About Domino's Pizza Enterprise Australia

Domino's Pizza Enterprises Limited owns the master franchise rights to seven markets globally including Australia, New Zealand, Belgium, France, The Netherlands, Japan and Germany. The Company runs and operates over 2000 stores. For more information, visit [www.dominos.com.au](http://www.dominos.com.au).

## About Nuance Communications, Inc

Nuance Communications, Inc. (NASDAQ: NUAN) is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit [www.nuance.com](http://www.nuance.com).

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