

Domino's India Delivers on Innovation; Simplifies Ordering with Conversational IVR from Nuance

Automated Voice Ordering Over the Phone Allows Domino's India Customers to Skip Lines for Fast and Easy Service

BURLINGTON, Mass., – March 8, 2017 – Nuance Communications, Inc. today announced that Dominos India, the largest and fastest growing food service company in the country, is demonstrating their innovative use of technology by adding automated voice ordering capabilities through the phone. This new Conversational IVR platform is equipped with natural language understanding (NLU) technology, allowing customers to simply speak their orders naturally to self-serve, eliminating the need to wait on the phone or in physical lines.

The Conversational IVR system, now available in English and Hindi for the Delhi and NCR stores, provides a fast and intuitive process for customers to place their orders, streamlining the customer experience and improving the contact center efficiency. The voice ordering system offers an intelligent, human-like, and personalized experience for customers, allowing them to speak naturally in their own words as if they were talking to a Domino's employee. Not only does this voice ordering system prevent the frustration of waiting on hold or in store lines for service, but it also allows the employees to focus on other tasks, such as fulfilling orders.

"In today's digital world, customers expect their interactions with businesses to be when, where, and how they want," says Jason Stirling, senior vice president and general manager, Nuance, Asia Pacific. "This intelligent natural language solution is further proof of Domino's commitment to offering innovative technology to create a remarkably quick, easy, and efficient experience for customers. Through equipping the phone channel with Nuance's Conversational IVR system, Domino's India is delivering the convenience that customers desire."

"At Domino's India, we are committed to providing an outstanding experience to our customers and this partnership with Nuance is taking us to the next level in automation," said S. Murugan Narayanaswamy, Senior Vice President, Marketing, Domino's India. "By allowing our customers to self-serve using their phones, we are confident that ordering pizzas will be even easier. We are very proud to offer this new service to Domino's India patrons."

To learn more about Nuance's Conversational IVR, go [here](#).

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About Domino's India

Incorporated in 1995 and initiated operations in 1996 by Jubilant Food Works Limited. The Company is India's largest and fastest growing food service company, with a network of 1004 Domino's Pizza restaurants across 230 cities (as of February 11, 2016). The Company & its subsidiary operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. To know more about dominos; please visit <http://www.dominos.co.in/>

About Nuance Communications, Inc

Nuance Communications, Inc. 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.

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