

Ping Agent Store Onboarding

What to Expect and Helpful Tips for Your Store Rollout



WELCOME

What's happening?

Shortly, your store will be supported by a team of customer service agents (Ping Live Agents). The day of your scheduled go live date your Nusutus team will point your direct dial number to the Ping Live Agent Call Center. Once the number is pointed to the call center, the only calls going into your store should be questions on existing orders or when an agent needs to to the transfer the call back to the store, this call will be logged by the agent and we will monitor these transfers.

Why is this happening?

Having your incoming calls answered by a Ping Live Agent means your phone will ring less enabling you to have more time to go about your in-store tasks, make great food and deliver a better in-store customer experience.

How does it work?

When a customer dials your store number the call will be transferred to Ping Agent. The customer will first be greeted by an automated message prompting them to choose one option if they are placing a new order - in which case they will be transferred to a Ping Agent and answered within 2 rings. Or a second option if their call is about an existing order - in which case the call will be transferred to the store.



PROGRAM PHASES

How will Ping Agent be rolled out?

The product rollout of Ping Agent will take place in 3 phases.

Phase 1:

- Begin centralizing food order management to Ping Live Agent, reducing in store staffing for order management
- Begin sharing more customer profile information to the agent desk-top

Phase 2:

- Advance work to increase revenue and profitability on each order
- Advance franchisee access to data

Phase 3:

- Initiate move of phone orders to the Ping AI Agent for an immersive experience
- Identify other calls that can be moved out of the store to the Ping Live Agent



HELPFUL HINTS

How do I ensure Ping Agents are promoting the newest and most profitable deals to my customers?

Please keep us informed of any changes to your specials or promotions or if you add a new service like car side delivery. This will ensure your Ping Agent store profile is updated and the most popular and most profitable deals are promoted to your customers. Please email support@nusutus.com with your store number and details on what has changed and what you would like us to promote.

How will the customer pay for their order?

Customers paying with Visa, Mastercard, American Express or a debit card will be asked to key the card number and security code into a payment capture tool. The Ping Live Agent will only ask for the billing zip code and expiration date.

If a customer wishes to pay with cash or with credit card at delivery or pick-up, the agent will follow the conditions your store indicates on Dominos.com.

Will the phone in the store still ring?

Yes - Customers may press 2 to speak with in-store personnel about an existing order. In addition, if the customer needs to speak with the store based on something that comes up during the ordering process, the Ping Live Agent can transfer the customer back to the store for you to manage.

What types of calls will the store receive?

Most calls that a Domino's store normally receives can be classified as a new food order or something else. Your store will still receive all the something else calls which can vary from an existing order modification to a customer complaint or compliment.

Will caller ID information display on the in-store phone system?

YES - Most times your system will show you the same customer profile information you're used to seeing. (If it is available to the Ping Live Agent then it should be available to you).

Our drivers need to speak to the store directly and quickly, how will that be managed?

Your manager has been given a special direct dial number that can be given to your delivery drivers, as required.

What if the phone system fails?

Monitoring systems and your current systems escalation processes are in place.

- Non-urgent - Support@nusutus.com
- Urgent - call 855-211-1301. press 2 for support.

If for any reason the system fails, your store can start receiving all inbound calls directly and quickly until the fault can be diagnosed and repaired.

My online ordering system doesn't seem to be working, what do I do?

We do not control any function of your OLO, please direct your request to your corporate contact.

What if a customer has a complaint about their order?

Your store should continue to manage complaints as they have in the past. If you deem this is an issue with something the Ping Live Agent may have contributed to please send a message to:

- Support@nusutus.com
- Subject: Ping Live Agent.
- Provide the phone number the customer called from, day, and approximate time.

Our team will review the call recording and respond within 48 hours.

Is it still important to answer the phone quickly in-store?

YES - Even more so than before, as the phone will ring with scenarios that couldn't be dealt with in the call center and your customers will need your full skill set to problem solve, resolve queries and provide great service.

You may feel like you're only receiving problem solving calls, but this is to be expected, as these calls were always part of your normal call flow but, now the straightforward ordering calls are being handled externally.



Our Ping Live Agents are trained to do different transfer types depending on the caller's identity and specific situation. However, they will in **all cases** look to do a **Cold Transfer** as the preferred option.

Cold Transfer - the call is transferred to the store, and the agent at no point shares the line with the Domino's team member that answers the phone.

Consultative Transfer - the call is put on hold, the call center agent calls through to the store and speaks privately conveying information just to the Dominos team member, then connects the call.

Warm Transfer - the call is never put on hold, the call center agent calls through to the store, and all three parties share the line until the agent disconnects from the call.

OSOM Store Updates

It's never been more important to keep this up to date. Any additional information our Ping Live Agents can get from the Domino's website assists them to better manage a successful call. Please (if you haven't already) add **Additional Location Description** to your store's profile as this is a big help for carryout address validation and for our Agents to better understand your store's location.



As part of our hyper-care onboarding support, we are inviting you and the managers at your stores to participate in a "Week in Review" session. During this 30 minute meeting we will review key data from the first week and answer any questions you may have. We will reach out

to book this meeting with you. Please feel free to invite other team members that you would like to be part of this meeting. With any new program there can be some bugs and we are committed to working with you to make this program a success and of huge benefit to your business.

Thank you. You have completed the Ping Agent onboarding process.

Now, let's go Crush the Rush together!

Team Arria NuSutus