

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 (live Ping Agents). The day of your scheduled go live date, Team Arria NuSutus will point your direct dial number to the Ping Agent Live 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 transfer a customer to the store to help with an order they cannot complete.

Why is this happening?

Having your incoming calls answered by a live Ping 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.



HELPFUL HINTS

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

Ping Agents use OLO to place orders. To ensure Ping Agents are supporting the most profitable deals for your store, please take a moment to prioritize your coupon selection and place the most valuable coupons first in your coupon list.

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 PCI Compliant payment capture tool. The live Ping 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.

How will Ping Agents know store specific information?

It's never been more important to keep store information up to date in OSIM. 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 the Ping Agents to better understand your store's location.

Will the phone in the store still ring?

Yes - Customers may route to 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 live Ping 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 live Ping 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. If you so choose, this number can also be provided to VIP and repeat customers.

What if the phone system fails?

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

- Non-urgent - Support@nusutus.com
- Urgent - call 1-855-211-1301. 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. However, now the straightforward ordering calls are being handled externally.



CALL TRANSFERS

Live Ping 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.



WEEK IN REVIEW

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