

Dodo Pizza's voice bot replaced a contact center and cut costs threefold with a conversion rate of 27%



From local callbot for 1 pizza restaurant to a large-scale project with speech analytics for 50+ branches!

Challenge

Due to the high cost of call center services, Dodo Pizza could only afford to call 1000-3000 customers a month

The main goal was to reach customers who had stopped ordering from Dodo pizza and then find a way to bring "lost" customers back

Dodo Pizza is a fast-food restaurant chain specializing in pizza

The company has 739 branches in 15 countries, including the UK, Europe, and the United States

Solution



Tanya 1.0

- Calls lost clients on schedule
- Sends promo codes using SMS
- Recognizes the context
- Converts speech to text and saves it to CRM

The Dodo Pizza team came up with an idea of using Aimylogic builder to design a voice bot, Tanya

Tanya 2.0 started calling people who regularly ordered from Dodo pizza but eventually stopped



Tanya 2.0

- Calls new and old clients on schedule
- Sends promo codes using SMS
- Recognizes the context
- Converts speech to text and saves it to CRM
- Obtains customer feedback
- Repeats oneself when the talking is indistinct
- Analyses questions, creates schedules and lists automatically

How does the voice bot work



Client onboarding questionnaire, Sergiyev Posad city

How did you know about Dodo Pizza?

- 22% Social media
- 19,6% Outdoor sign
- 19,4% Internet
- 10,2% Heard from a friend

Any comments on the taste of our products?

- 88% No
- 3,4% Yes
- 3% Not recognized

Evaluate the level of courier services from 1 to 10

- 78% Rated 9-10
- 9% Rated 7-8
- 2% Rated below 7
- 2% Never placed an order

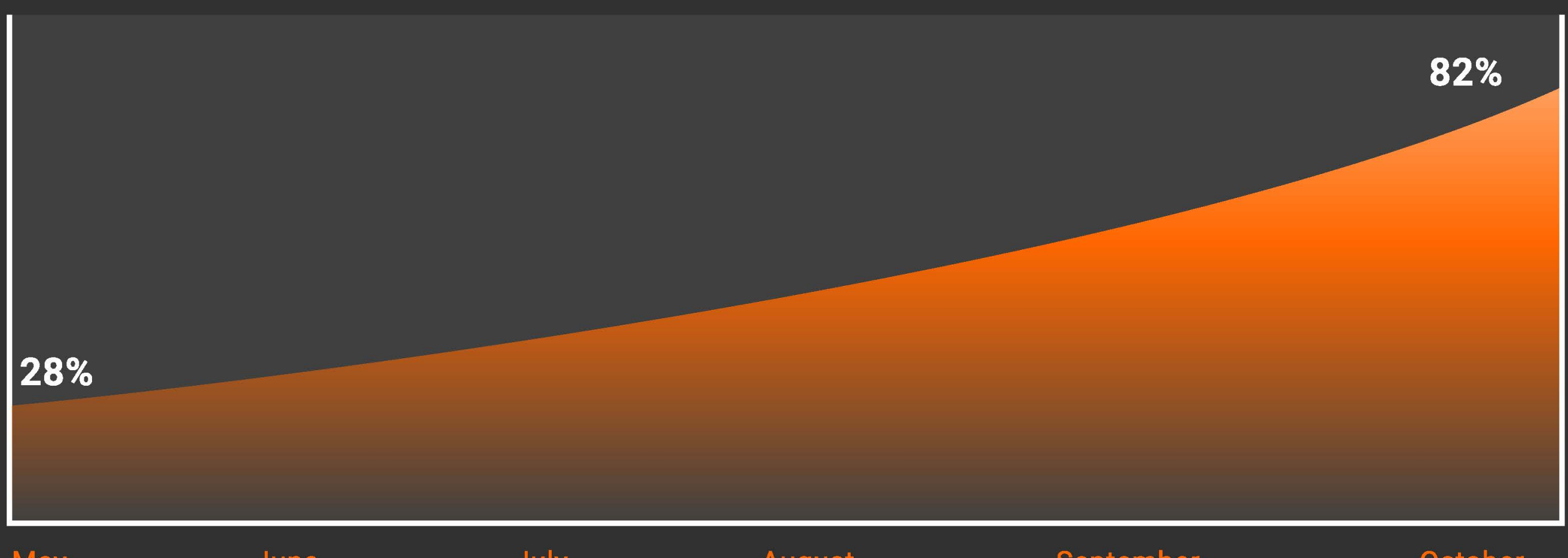
How likely you would recommend our service?

- 87% Would recommend
- 2,9% Were undecided
- 2,2% Would not recommend
- 0% Never placed an order

Results

US \$84,000

↑ 27% is an average lead conversion rate
↓ by 3 times the cost of contact with customers was reduced



50 pizza restaurants are all set up now

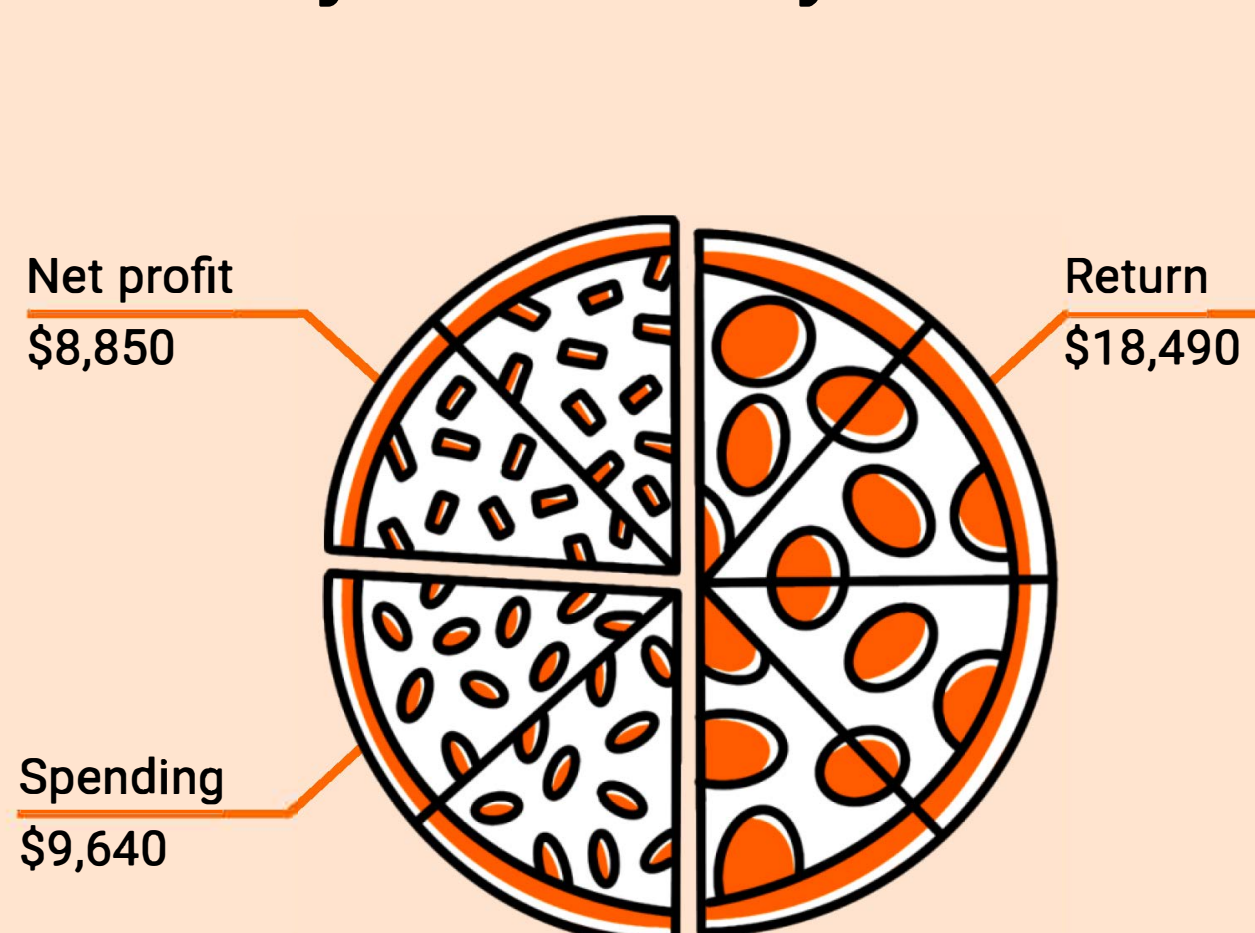


That's 3 times less than cost per contact:

Robot (a call+text message with a promo code) = \$0.05

Call center (a call+text message with a promo code) = \$0.2

Tanya 1.0 + Tanya 2.0



paying for minutes, text messages, voice-over recording, hosting, tax remissions, third-party developers, consulting developers, business analysts, etc.

2 months of work brought \$80,900



- Outbound calling to 150,000 lost clients
- 26000 agreed to get the promo code
- 5664 have used the promo code and realized the income of \$82,000 to 30 pizza restaurants

High outbound calling conversion rate

- 27% Average lead conversion (script fully completed)
- 20,7% Lead to sale conversion
- 8,22% Organic growth (lost client made an order with no call)
- \$3,580 Total orders volume (via organic growth)
- 12,13% Number of orders increased after successful communication
- \$1,286 Weekly revenue after successful communication
- \$0,3 Cost per lead
- \$1,2 Customer win-back cost
- \$122 Outbound calling costs
- 10,54 Efficiency factor (lost client made an order with no call)

We create solutions and tools to make any conversational experience smooth

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