

# Order online and track your pizza with Domino's

Domino's Pizza has launched an online ordering platform, which will allow customers to order pizza in a matter of minutes. Online ordering is available to customers ordering on [dominospizza.co.za](https://dominospizza.co.za) as well as using the Domino's Pizza app available for iOS and Android, giving customers a seamless experience between platforms.



"Customers are increasingly looking for convenient solutions to make their time-pressured lives easier. With this insight in mind, we have created a solution that makes it a fast, efficient and engaging experience when our valued customers order pizza from Domino's Pizza," said Jay Currie, CEO Food Division of Taste Holdings.

The Domino's Pizza online ordering platform works exactly like a normal order. Once a customer places an order via online ordering, it appears on the Domino's Pizza system as if the customer is in the store. Once the order is received, the pizza is prepared and then dispatched seamlessly.

A functionality unique to South African's is the Domino's Pizza Tracker, which gives customers the ability to track the status of their pizza from preparation to the minute it leaves the store.

## Remembers the most frequent order

The intuitive interface also remembers the user's most frequent order and customers who have created a profile can simply click Your Easy Order to get their favourite pizza on its way in under 30 minutes. "We're on a journey to bring innovative solutions to pizza fans everywhere. It's an exciting time for us and it's really just the beginning," said Currie.

Online ordering is 3D-Secure, meaning that the channel is bank certified and customer information is not stored on the Domino's Pizza servers. For added security, it makes use of a One-Time Pin (OTP). "The safety of our customers is of priority and we have built a secure and robust system," Currie concluded.