Providing a connected and personalised experience for customers at Pizza Hut Restaurants

The challenge
In line with their 40th anniversary celebrations, and a renewed push to understand and react to their customers, Pizza Hut Restaurants wanted a new website. Amaze was tasked with delivering a completely fresh online experience with a unique personalised feel, which both supported Pizza Hut Restaurants’ business needs and gave consumers an enhanced experience.

The solution
The new website, built on the EPiServer 7.1 platform, provides Pizza Hut Restaurants’ users with the right information at the right time and in the right place. It is one of the first full EPiServer 7 deployments and is the first fully Responsive Web Design in the UK on EPiServer 7.

The website has been designed to be fully responsive and accessible on all devices. It delivers personalised content based on the device used and locality of the user, as well as their previous interactions with the site, via the Pizza Hut Restaurants CRM system. Not only does the site respond to users, it also facilitates different messaging from Pizza Hut Restaurants – meaning that restaurants that are usually full at a specific time do not have diners driven to them with discounts.

This new site also enables Pizza Hut Restaurants to fully coordinate their systems with a new booking engine, send in-store information directly to the site and crucially, allows customers to interact with both the brand and the site, on a completely new level.

Since the brand is currently going through a lot of changes, Pizza Hut Restaurants have decided to use digital as the primary outlet to communicate developments to customers. By focussing on content and putting CRM at the heart of what they do, Pizza Hut Restaurants now feel they can stand apart from their rivals. One example of using customer data to engage visitors is by using sales statistics, fed directly into the site in order to display unique store information like ‘Top five pizzas in Manchester’.

With results from the site looking strong, restaurant bookings up and an increase in pages being viewed, the client is very happy with the results so far.

The future
Later this year, as part of Pizza Hut’s continued 40th anniversary celebrations, the casual dining chain will roll out a full digital communications roadmap with Amaze, including social and search elements, of which the new dynamic website plays an integral role.

“The new website acts as our digital flagship restaurant, with a unique personalised feel for our users, which supports our business needs. The team at Amaze has captured the very essence of our approach to casual dining and translated the importance of locality into a clever and very personal user journey.”

Kathryn Austin - Marketing Director, Pizza Hut Restaurants