



CUSTOMER STORY

Pizza Hut transforms global customer experience with Fullstory





ABOUT

For over 60 years, Pizza Hut has been a global leader in the food industry, renowned for its quality cuisine and exceptional customer service. Operating in more than 110 markets worldwide, Pizza Hut faces the complex challenge of maintaining brand consistency while adapting to the unique digital needs of each region. To meet this challenge, Pizza Hut turned to Fullstory's behavioral data platform, transforming its approach to customer experience and delivering personalized interactions across its diverse global operations.

INDUSTRY

Food & Beverage

COMPANY SIZE

Enterprise

RESULTS

6.5%

6.5% increase in total transactions

Enhancing problem-solving and conversion rates

Fullstory's insights enabled Pizza Hut to quickly identify and resolve digital experience issues. In one instance, the team discovered through Fullstory that an experiment with promotional banners in the checkout basket wasn't visible to all customers. After addressing this issue, the company saw an impressive 6.5% increase in total transactions.

Improving cross-functional collaboration

Fullstory's data democratization improved collaboration across departments, enabling more informed decision-making and cohesive customer experiences. Keane noted, "So many of the teams in the business use Fullstory, and we all love it—the Marketing team, the E-commerce team, the UX Design team, the Customer Experience team, the Product Management team, the Data team."

Adapting to market-specific needs

Fullstory enabled Pizza Hut to recognize both universal trends and market-specific nuances. For example, the data revealed distinct customer behaviors between the UK and Indian markets, where vouchers and promotions played vastly different roles in purchasing decisions. This insight allowed Pizza Hut to balance global brand consistency with local relevance, tailoring its approach to different regions' unique needs.

Preparing for AI integration

With Fullstory's standardized data model, Pizza Hut is well-positioned to integrate AI technologies. Keane explained, "The Fullstory data model is already established, so we can run AI models. So what that means is it's straightforward for our teams to surface those trends and use them immediately in real-time." This preparation promises even more personalized and efficient customer experiences in the future.



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Nicola Keane
Head of Global MarTech
Pizza Hut