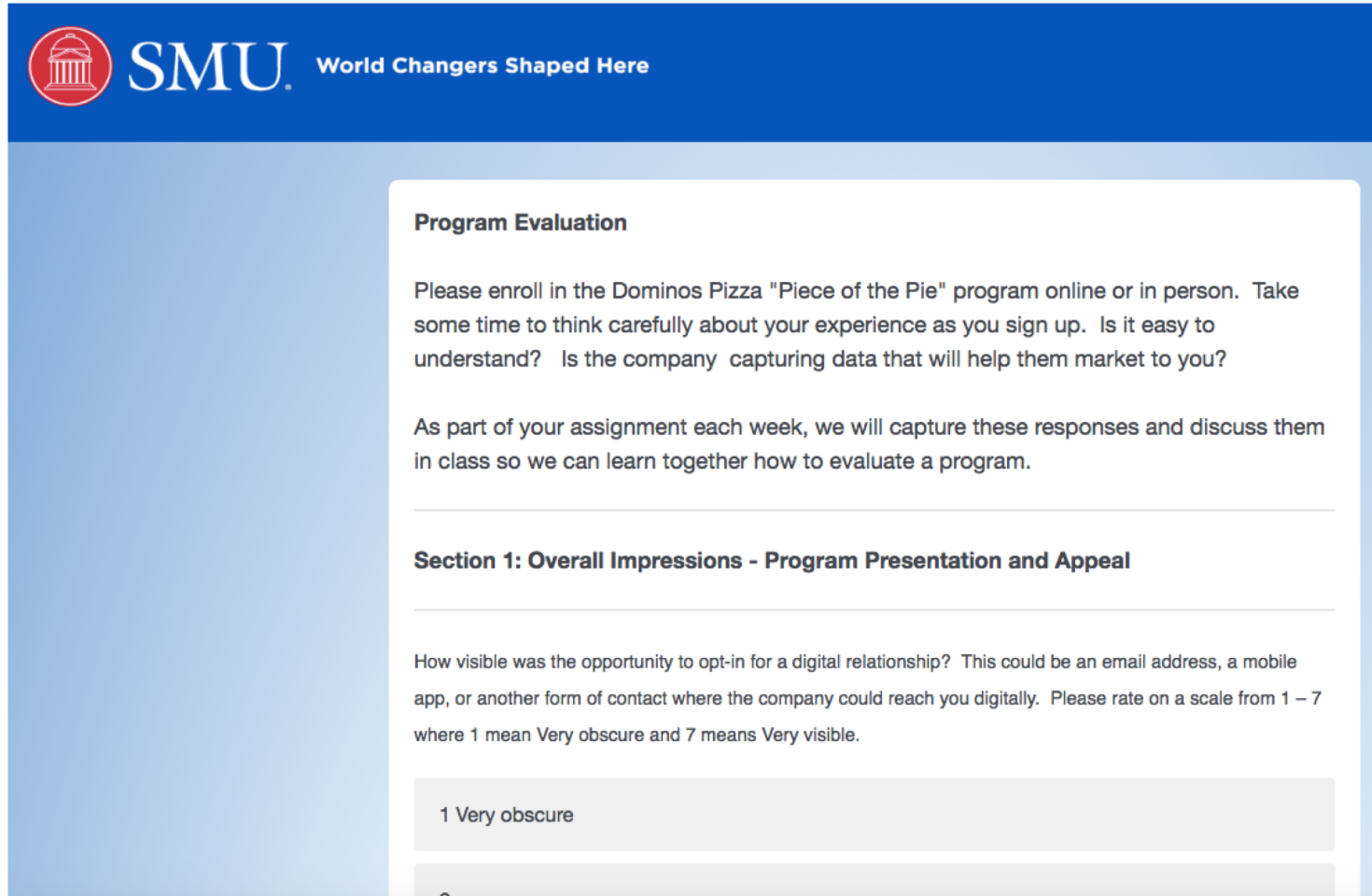





Each week, our students evaluate a program, rating its effectiveness for attracting the target audience and forecasting its likely enrollment success and profitability



 SMU. World Changers Shaped Here

### Program Evaluation

Please enroll in the Dominos Pizza "Piece of the Pie" program online or in person. Take some time to think carefully about your experience as you sign up. Is it easy to understand? Is the company capturing data that will help them market to you?

As part of your assignment each week, we will capture these responses and discuss them in class so we can learn together how to evaluate a program.

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### Section 1: Overall Impressions - Program Presentation and Appeal

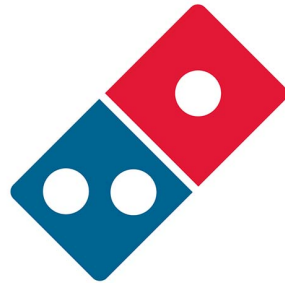
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How visible was the opportunity to opt-in for a digital relationship? This could be an email address, a mobile app, or another form of contact where the company could reach you digitally. Please rate on a scale from 1 – 7 where 1 mean Very obscure and 7 means Very visible.

1 Very obscure

2

# Evaluating a Program



## Domino's®

**PIECE of the PIE REWARDS**

*Become a member to earn points toward FREE PIZZA*

Already have a Pizza Profile? **SIGN IN TO ENROLL**

Don't have a Pizza Profile? **ENROLL NOW**

**1 ORDER = 10 PTS**

**60 PTS = FREE PIZZA**

**EARN 10 POINTS FOR EVERY ORDER OF \$10 OR MORE\***

**ONCE YOU EARN 60 POINTS YOU CAN REDEEM THEM FOR A FREE MEDIUM 2-TOPPING PIZZA**

\*Only one order per calendar day can earn points

### Overview:

Please enroll in the **Domino's Piece of the Pie** program online. Take some time to think carefully about your experience as you sign up. Is it easy to understand?

As part of your assignment each week, we will capture your responses and discuss them in class as we evaluate a program.

### Section One – Overall Impressions

Q1. How visible was the opportunity to opt-in for a digital relationship? This could be an email address, a mobile app, or another form of contact so the company can reach you digitally. Please rate on a scale from 1-7 where 1 means Very obscure and 7 means Very visible.

1 2 3 4 5 6 7  
Very obscure Very visible

Q2. How appealing was the consumer proposition to motivate enrollment? If you are not the target audience, picture who you think the target audience might be and rate the appeal to them. Please rate on a scale from 1-7 where 1 means Very low appeal and 7 means Very high appeal.

1 2 3 4 5 6 7  
Very low appeal Very high appeal

Q3. How clear was the presentation of benefits being offered? Please rate on a scale from 1-7 where 1 means Not at all clear and 7 means Very clear.

1 2 3 4 5 6 7  
Not at all clear Very clear

Q4. How would you describe the ease of earning the benefits offered? Please rate on a scale from 1-7 where 1 means Very difficult to earn and 7 means Very easy to earn.

1 2 3 4 5 6 7  
Very difficult Very easy

### Section 2 – Forecasted Performance

Please estimate percentages based on the attractiveness of the program benefits and your perception of how the target audience will react.

Q5. What percent of the target audience would you expect to join the program?

Q6. Of those who join, what percent of the members would you expect to actively participate?

Q7. For those who are active, what percent annual sales lift would you expect?

# Are You Engaged?



**amazon**



**facebook**





Last Fall, Hal Brierley joined two American Airlines CEO's to discuss the evolution of the AAdvantage program and it's importance to the world's largest airline

Students are asked to watch the video and be prepared to share their reactions





# Customer Engagement

Creating and managing relationships  
to profitably drive desired customer behavior

establishing a programmatic relationship  
using recognition, benefits, and incentives

to create an opportunity cost for not  
being a regular, frequent customer



To survive, a well-crafted Customer Engagement Program will need to offer member benefits, recognition, and rewards whose costs are more than offset by sustainable incremental revenue

