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Rod Stringer, Owner
Domino's Pizza
1616 E. Wooster Street
Bowling Green, OH 43402

Dear Mr. Stringer,

I am writing to express my displeasure at the "service" provided by your company today. This is somewhat ironic, since I was using your company as part of my opening lecture for my Services Marketing classes at BGSU.

I called at about 11:00 a.m. to place an order. (I tried calling earlier, but apparently no one answers the telephone before 11:00 a.m.) I ordered 5 pizzas for delivery to BA 113 at 11:40 a.m. and another 5 pizzas for delivery at 1:10 p.m. for my next class (in the same room). The person taking the order repeated the order back to me, including the two delivery times and a "box" (square?) cut of the pizzas (which would result in more pieces).

When the first set of pizzas arrived, there were no napkins or plates (and only three of them had the box cut). I realized then that perhaps I should have ordered napkins when I called, as I had done the night before. (I ordered 4 pizzas on Monday evening to BA 1009.) Although I will admit that this is my fault for not asking specifically for napkins and plates, it would have been nice if the person taking the order had asked if I needed them—particularly when I told her I was going to serve the pizza to my classes. We made do with what we had, but the delivery person assured me that he would bring enough napkins and plates for 40 people when he returned with the second set of pizzas.

At 1:15 p.m., after not seeing the second set of pizzas, I had my wife call to inquire about the status of our 1:10 p.m. order. She was told that Domino's had gotten extremely busy, but that it would be only "5 minutes." (Since the order was placed at 11:00 a.m., I am not sure how we would have been anywhere but at the front of the queue.) The pizzas did not arrive within 5 minutes, but rather about 30 minutes after the phone call (at about 1:45 p.m.). (*I am not sure when, or even if, the pizzas would have arrived if my wife had not called.*) And, none of these pizzas had the box cut. Since the intent of serving the pizza to my class was to make a point about service delivery and customer expectations, a topic I was introducing early in the class discussion, it was extremely disappointing to not have the pizzas there when they were requested. (The class meets from 1:00-2:15 p.m. The late delivery forced me to discuss other issues out of order, thus losing the impact of what I wanted to say.) When the delivery person (the same guy?) did arrive with the pizzas, he indicated that no one had been informed as to when the second set of pizzas were to be delivered. And, to top off our experience, he had brought only 20 plates and no napkins. When I first saw the stack of plates, I immediately inquired as to where the other plates were...he ensured us there were 40; later (after we counted them) he said he had been told there were 40—however, there were only 20 plates. (Apparently Domino's drivers do not have extra napkins or plates at their disposal.) Very disappointing!

As I mentioned above, I had ordered these pizzas for my two Services Marketing classes. Unfortunately, the service today was very disappointing and most likely sent the wrong message to at least 40 potential customers. I have placed similar orders with Domino's in the past, but if I am to do so in the future I would need some sort of indication that this level of service is "the exception rather than the rule."

I understand that Domino's is supposed to have a good reputation as a service company and I would like to hear what you have to say in response to this situation.



Dwayne Gremler
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