



## TECHNOLOGY

# San Francisco-based pizza chain boosts customer connection with Ovation, Marqii



Extreme Pizza's recent tech partnerships are upping its customer experience game. (Photo: Extreme Pizza via Twitter)

July 16, 2021

San Francisco-based 30-location chain, Extreme Pizza, recently partnered with Ovation and Marqii improve its online presence and digital customer experiences, a news release said.

The brand recent used these partnerships to enhance the marketing strategy accompanying its launch of a salad menu, called Extreme Greens, featuring made-to-order and create-your-own salads.

Through its involvement with Ovation, the company has a solution to resolve guest concerns in real-time, get more five-star reviews, discover insights to improve, and drive revenue. Ovation's integration with the brand's online ordering platform, Hungerrush, has connected the customer database and loyalty program with instantaneous guest feedback and immediate company responses.

Extreme Pizza's said that by using Ovation's two-question SMS-based survey as a "digital table touch," it has redefined guest feedback and boosted customer experience and online reviews.

"The No. 1 thing guests want to feel when they give feedback is heard," Ovation founder and CEO Zack Oates, said in the release. "Ninety-one percent of consumers feel satisfied if their feedback is handled promptly and personally -- and that is exactly what we enable guest-centric brands like Extreme Pizza to do -- all while getting more five-star reviews."

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specific data to customers with a series of "clicks," with plans to roll they system out to the more than 40 points where customers can engage the brand online.

In the same dashboard, Extreme Pizza can receive and respond to customer reviews in real time. The release said that all this effort has resulted in an increase in "Pizza near me" searches and an overall improved customer experience for the brand.

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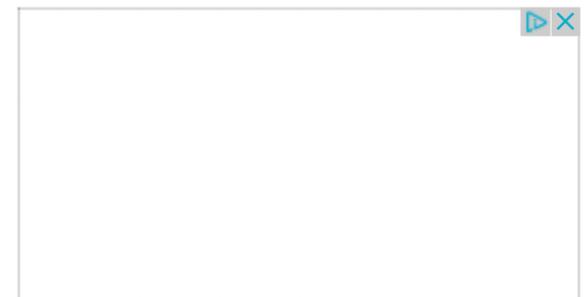
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