

## Pizza Hut Announces Launch of Total Mobile Access

2008-01-17

---

### First Restaurant Chain to Offer Both Text and Mobile Ordering Options Nationwide

Pizza Hut is introducing two new ordering options that are the most flexible and easy to use in the pizza industry. Beginning this week, Pizza Hut will offer 'Total Mobile Access,' which allows customers to order pizza from their mobile phones via text messaging or mobile Web. Pizza Hut is the first and only restaurant chain to offer both ordering options on a nationwide basis.

'Text messaging and mobile Web are an integral part of millions of Americans' lives, and we're excited that these fast and flexible ordering options can now be used to order Pizza Hut pizza,' said Brian Niccol, Pizza Hut CMO. 'Online ordering has become one of the fastest growing segments of our business in recent years, so adding Total Mobile Access is the latest way we can make the process of ordering America's Favorite Pizza more convenient for our customers.'

### **Total Mobile Access**

Pizza Hut programmers relied on consumer research and insights to develop a system that required as little effort as possible by customers, while still providing a full array of ordering options. Customers first log on to pizzahut.com to create their 'Pizza Playlist,' a collection of up to four favorite orders. Once they are registered, ordering is just a couple steps away either through text or mobile ordering - whichever is more convenient for the customer.

### **Text Message Ordering - Fastest Access**

Text message ordering is two simple steps. Using any cell phone, customers first send a text order to '749488' (749HUT), which is then followed by a confirmation text from Pizza Hut. A user-friendly tutorial can be accessed online at: [www.pizzahut.com/mobiletutorial](http://www.pizzahut.com/mobiletutorial).

### **Pizza Hut Mobile Ordering - Most Flexible Access**

Customers with a Web-enabled phone seeking flexibility also can use their Pizza Playlist to order through the Pizza Hut mobile Website: [www.pizzahut.com](http://www.pizzahut.com), which will automatically be modified to fit to a phone's screen. The mobile Website has a simplified menu featuring popular orders and a store locator.

'We've designed our ordering system to be user-friendly with just a couple of steps, as opposed to the overly complicated, multiple-step system our competition devised,' Niccol said. 'While our major competitors have either mobile ordering or text ordering, we're the first to offer both nationally. When you use Total Mobile Access, a hot and delicious Pizza Hut pizza is just a click or a text away.'

With the addition of Total Mobile Access, Pizza Hut maintains its standard of offering customers more access points than any other pizza chain. Pizza Hut customers can order America's Favorite Pizza at 6,200 restaurants nationwide, through online ordering at [pizzahut.com](http://pizzahut.com), and now via text message and mobile Web.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30803.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)