

## New Pizza Hut Shortcut Fastest Way to Order

2008-05-19

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### Downloadable Widget Allows Consumers to Place Orders Directly from Desktop

Pizza Hut announced today the introduction of a new downloadable application that allows customers to place pizza orders directly from their computer desktops. The widget, dubbed the 'Pizza Hut Shortcut,' provides customers the fastest way to order their pizza online.

'More and more customers are finding that ordering from our Web site is fast and easy,' said Brian Niccol, Pizza Hut CMO. 'Now with the Pizza Hut Shortcut, we are taking our customer focus to the next level with the fastest way to place an order in the national pizza chain category.'

Setting up the Pizza Hut Shortcut requires a few simple steps. First, customers should register online and visit [www.pizzahut.com/pizzahutshortcut](http://www.pizzahut.com/pizzahutshortcut) to view a demonstration and download the desktop application. Once the Pizza Hut Shortcut is installed, orders may be placed directly from a user's computer desktop with just a few simple clicks. Customers can place an order from their computer at work before leaving and have their order delivered for when they get home - all with a couple simple clicks of their mouse.

In addition to fast, easy and convenient ordering from the Pizza Hut Shortcut, in future versions, customers also may use the application to check out the latest deals from Pizza Hut and be notified of specific specials in their area.

This article comes from Hotel News Resource

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