



Enhancing Customer Engagement with Augmented Reality Game

COMPANY PROFILE

Pizza Hut has been serving Hong Kong for over 30 years and its first restaurant was opened in 1981. The Hong Kong operation employs thousands of staff with over 100 outlets throughout Hong Kong and Macau, including takeaway and delivery services.

Restaurant business lies heavily in the constant state of activity along the customer journey. Pizza Hut focuses on leveraging technologies like social CRM to build better customer interactions.

Create Top-of-mind Awareness

The recent hit of the Augmented Reality (AR) game has influenced the market and generated tremendous publicity. Riding on the market trend, Pizza Hut planned an AR based entertaining game that would promote their delivery service in an innovative way. It aimed to let the customers feel involved with the environment in sense of augmented reality, in experiencing their fast delivery services virtually.

The AR game was a key component of Pizza Hut's advanced Mini-Plate campaign. Its mission is to deliver high level of engagement and interactivity with customers in strengthening brand loyalty. PCCW Solutions was tasked with delivering a completely new game timely at launch, which would both support Pizza Hut's business needs and give consumers a great AR experience.

User Experience Matters

Great AR experience depends on a rich layer of beautifully designed 3D contents. PCCW Solutions managed the game contents creation and designed high-quality 3D animated graphics modeling different dishes attaching to Pizza Hut's brand.

The AR game is a simple and fun interaction with great user experience. This encouraged customers to download Pizza Hut's mobile apps for the game ticket to try out the game, striving for high scores to redeem the miniature of our signature dishes (Mini-Plate) and discount coupons.

Challenges

- Increase members' stickiness with the brand
- Short development lead time
- Maintain customer loyalty

Solutions

- AR structure and programming
- AR function and interaction programming
- AR materials integration and 3D positioning
- 3D graphics, user interface and experience design

Value Created

- Enhance customer engagement
- Acquire and retain more customers
- Effective promotional tool



“The augmented reality based fun game helps us to enhance customer engagement and strengthen customer loyalty. We are fully satisfied with PCCW Solutions’ implementation within a short lead time.”

- Ravel Lai, Regional IT & Digital Director, Jardine Restaurant Group

Extending the Reach

With positive market responses, Pizza Hut Hong Kong intends to extend the AR game to more outlets in Hong Kong. The touch point would enable the restaurant staff to interact more with the customers, encourage them to play the game in redeeming coupons for next visit. This will certainly help Pizza Hut further enhance customer engagement, acquire and retain more customers to solidify its market position.

Fast Time-To-Market

PCCW Solutions has vast experience in implementing AR applications, assisted clients to adopt the AR technology in different forms for revamping their business. With strong capabilities and understanding of project requirements, PCCW Solutions developed the AR game within 2 months – from designing the game flow, AR development, 3D graphics production to quality assurance throughout the development cycle.

• AR Development

- › AR structure and programming
- › AR function and interaction programming
- › AR materials integration and 3D positioning

• Production

- › 3D graphics design – animation, modeling and special effect
- › User interface and experience design
- › Game scoring consulting and design

• Services

- › Technical consultation and project management
- › Quality assurance with performance and functionality testing

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.