



EAGLEBOYS

Media Release

FOR IMMEDIATE RELEASE

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EAGLE BOYS TO TRIAL WORLD FIRST PIZZA TECHNOLOGY

EAGLE Boys Pizza is bringing a world first innovation to Australia; a Virtual Drivethru allowing customers to have their pizza treat delivered to their car when they stop by their local store.

The trial will begin this weekend at Eagle Boys Deeragun, Fairfield Waters, Kirwan and Vincent in the Townsville area with customers invited to request the service when they order their pizzas via the Eagle Boys online ordering sites and apps.

The way-of-the-future technology allows customers to let the store know upon arrival with the simple push of a button, allowing the team members to know exactly when they need to step outside with the customer's meal.

Eagle Boys CEO Nick Vincent said it was an exciting innovation for Eagle Boys, providing customers added convenience.

"By introducing this technology, we are not only making the pizza ordering experience even more convenient for our customers, we are effectively eliminating the need for mums and dads to unload their kids when they arrive at their local Eagle Boys store, or for that matter, customers ever getting wet again on rainy nights just to enjoy our delicious pizzas," Mr Vincent said.

"When ordering the pizzas, customers will be asked to provide some basic details to help our friendly staff identify them upon their arrival."

Mr Vincent said with 70 percent of Eagle Boys' business being pick up orders he could see how customers would capitalise on the convenient door-to-car-door option.

"This is about giving customers an even more convenient option when they come to pick-up their order, and at no extra cost to the customer, the price is certainly right!" he said.



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“We believe this is the first time this technology has been available in the industry so we’re very excited to hear our customers’ feedback. We were the first pizza company to offer a drive-thru option, and now we’re using technology to take this concept to the next level of convenience.”

Eagle Boys Townsville franchisee Kathryn Authurs said she was excited for the trial to begin.

“We’re delighted that our stores were chosen to trial this world first technology as we’re always looking for ways we can go one step further for our customers,” Ms Authurs said.

“We’re very excited to give pizza lovers a new and improved pizza ordering experience, and what better way to launch it than on a weekend where all of the pizza lovers of Townsville are out voting in the election.”

The Virtual Drivethru customer option has been in production for 18 months, with Eagle Boys’ Research and Development Team recently working with Australian technology company, Delivery Command, to bring it to life at Eagle Boys.

If the trial is successful, it will be rolled out across the Eagle Boys network nationwide.

If you are a pizza lover in Townsville, you can trial the technology now by ordering online either via your desktop computer, mobile phone or the Eagle Boys app from the App Store or via Google Play.

Those not from Townsville can enjoy pizza the regular way – via the Eagle Boys Mobile App, online at www.eagleboys.com.au or by calling 13 14 33.

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