

## **Perth pizza lovers more likely to log on to online ordering**

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Perth pizza lovers are more likely to order a pizza online compared to other Australians with almost a quarter of Eagle Boys store sales in the city now coming from online orders. This compares to a national online ordering sales average of 15 per cent. Eagle Boys CEO Todd Clayton said he expected levels of online ordering to hit new highs this festive season given the high penetration of home internet and the growing smartphone market.

“Latest sales figures show Perth customers are continuing to take advantage of the convenience of logging on to the internet to view our menu and order Eagle Boys pizzas, whether it is via a PC or through smartphone internet access,” Mr Clayton said.

“During the past 2 months, Perth residents ordered over 650,000 pizzas online. As a result, we’re continually reviewing our technology offering as it’s predicted online ordering will increasingly represent a significant portion of nationwide store sales given the latest advances in the smartphone market.”

Eagle Boys was the first Australian pizza maker to take advantage of the Windows Phone 7 platform by introducing the smartphone’s first pizza store application in October this year.

The Eagle Boys Pizza App is the result of extensive research into online customer usability which revealed a surge in online ordering and the popularity of mobile commerce.

“Eagle Boys Pizza customers are continually looking for easy to use, convenient ordering that suits their busy lifestyles and that’s proven to be the case in Western Australia,” Mr Clayton said.

“Launching the Eagle Boys Pizza App was seen as a high priority to satisfy our customers’ growing appetite for convenience by offering access to a virtual Eagle Boys menu and store locator at customers’ fingertips.”

A second version of the application will be released in early 2011 and will offer online ordering capabilities and special features, which are set to rival competitor mobile applications and further boost Eagle Boys online ordering sales.

The Eagle Boys Pizza Apps form part of a \$3 million technological initiative and are set to position Eagle Boys Pizza as Australia’s online pizza restaurant of choice.