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emnos wins customer strategy & loyalty role with Pizza Express

emnos UK welcomes a new client on board.

Pizza Express has chosen to work with emnos to look at routes to further develop customer loyalty and to build on their excellent growth, even during the current downturn.

Pizza Express serves over 500,000 customers every month, and is one of the leading chains in the UK. Recent innovations such as their new product Leggera Pizza have moved forward the market, and opened up healthier eating options for diners.

Pizza Express is part of The Gondola Group Limited which is the leading UK casual dining group operating ASK, Zizzi, Kettners and Byron together with various smaller brands.

The Group employs approximately 13,500 people, and serves over 38 million meals a year in over 585 restaurants.

The cooperation with emnos will continue over various stages through until early 2010. Stage 1 is a 12 week customer and programme assessment phase. During this period, emnos will assess options for developing the Pizza Express member programme through key objectives and agreed requirements.

Research through qualitative groups will then be conducted among diners. emnos will use these findings as a basis to develop strategies for customer proposition, optimum customer journey and marketing communications.

In stage two, a detailed business case will be developed and investment requirements estimated. Stage 3 comprises the customer engagement and launch.

Bob Willmott, emnos Director commented:

Pizza Express is a great brand, growing its position in tough times for the sector. emnos looks forward to building an ongoing customer relationship with Pizza Express and hopes this path the way for future projects to support Pizza Express in 2010 and beyond.'

More information about Pizza Express:

www.pizzaexpress.com