Dunkin’ Donuts, the global donut company and coffeehouse, is an American staple. Founded in 1950, Dunkin’ Donuts built its brand on delivering award-winning customer service across its 11,000 locations.

As the company began to adopt a digital strategy, they doubled down on their mobile investment to reach customers wherever they were. However, the Dunkin’ Donuts app was not performing as well as the mobile team had hoped. Their App Store rating was low, and they had a difficult time hearing from customers using the app outside of App Store reviews, which didn’t help them communicate directly with mobile customers. The team sought to improve their app’s ratings and to better leverage their app as a customer feedback channel, and they turned to Apptentive to help.

How Dunkin’ Donuts went from 2-stars to 4.5-stars, and obtained 20% survey response rates in iOS 11
Dunkin’ Donuts partnered with Apptentive in 2017 and began using the Love Dialog feature of the product. Apple’s iOS 11 release was already on the horizon, and the Dunkin’ Donuts mobile team relied on Apptentive’s expertise to mesh what they knew about in-app customer behavior with the iOS 11’s new communication guidelines.

Dunkin’ Donuts was one of Apptentive’s earliest adopters of the Apple ratings prompt, and the success of their decision is hugely evident in their results. Just one day after launch, the Dunkin’ Donuts app went from 2-stars to 4.5-stars.

Before partnering with Apptentive, Dunkin’ Donuts saw an average of 25 App Store reviews in a week, 60% of which were 1-star. After launching their Apptentive integration, the app sees an average of 3,599 reviews a week, with less than 2% being 1-star, and 83% being 5-star.
Lastly, Dunkin’ Donuts saw 74% of their mobile customers respond “Yes” to the question “Do you Love Dunkin’ Donuts?” Asking whether a person loved the app or not helped the team segment the group of customers to ask for a review (those who responded “Yes”), and helped customers who responded “No” get in touch with the team to better understand how the experience could be improved.

**LEVERAGING THE DUNKIN’ DONUTS APP FOR PRODUCT FEEDBACK**

Dunkin’ Donuts also leveraged the Apptentive Surveys feature to turn their app into a product feedback channel. The company asked questions around which features of their app could be improved to better drive their product roadmap, and to hear first-hand how customers experienced existing features and functionality.
The mobile team received over a 20% response rate on most of the surveys they ran in the first few weeks, which is well above Apptentive’s 13% average response rate. The open-ended feedback in their product surveys also allowed the team to lean on their existing mobile customers as a focus group as they brainstormed new product ideas and prioritized bug fixes.

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