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Dunkin' Donuts' app provides fast food

Local favorite to allow customers to avoid lines with on-the-go ordering

[Donna Goodison](#) Monday, March 07, 2016



Credit: Chitose Suzuki

‘VIP’ SERVICE: Dunkin’ Donuts VP Scott Hudler, above, says the company’s VIP app will let customers skip lines.

Dunkin' Donuts introduces it's new app to place your order online!

Dunkin' Donuts will expand the test of its mobile "on-the-go" ordering to select Massachusetts and Rhode Island locations tomorrow to allow its DD Perks rewards members to place and pay for their orders via an app to avoid lines at its restaurants.

The pilot mobile ordering system, which launched at 125 Dunkin' Donuts in the greater Portland, Maine, area in November, will be offered at nine Dunkin' locations in Boston and 19 others in Avon, Canton, Hanover, Leominster, Milford, Newton, Norwood, Wakefield, Wellesley, Weymouth and Cranston, R.I.

"We've been really pleased with what we're seeing," Scott Hudler, Dunkin's vice president of global consumer engagement, said of the Portland-area test, which includes some New Hampshire and southern Maine stores. "Usage continues to rise. We want to extend it to Boston — our hometown — and get greater and more robust consumer data."

Only DD Perks members can download the special "Dunkin' VIP" app, currently available for iOS phones only. The mobile ordering transaction takes place on the phone and is completed at the restaurant when customers check in, with the payment charged to the customer's virtual Dunkin' Donuts card via the app.

"The great thing about on-the-go ordering is it allows the Dunkin' customer to come in and avoid standing in line," Hudler said.

Dunkin' customers — particularly in the Northeast, where Dunkin' is a local favorite — often limit themselves to buying only coffee when they see lines, forgoing other items such as sandwiches, according to Hudler.

"We think that on-the-go ordering will allow them not to have to self-elect because of the wait time," Hudler said.

Customers who want to place mobile orders simply tap the images of what they want to buy using the Dunkin' VIP app. Only menu items sold nationally are currently available. Orders can be placed up to 24 hours in advance, and customers can create favorite orders for quick reordering.

When they're ready to pick up an order, customers can tap "Ready to Pick Up" from the order confirmation page or the "Order Information" orange bar. The pickup spot is designated in participating restaurants by a pink place mat, where orders will be waiting with receipts with customers' names for grab-and-go-ease. Customers also can opt to pick up orders at drive-thru windows.

The extension to the Boston market will allow Dunkin' to further test the app and order fulfillment before a planned national rollout later this year.

"We're going to learn a lot and make adjustments," Hudler said. "We will make sure when we're ready to go that we have fully pressure-tested this product. Once we roll this out nationally, we will have one single app that will have all the functionalities we have today (in the regular Dunkin' app) plus on-the-go ordering."

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