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Dunkin' Donuts offers 'order ahead' with Waze

Brand becomes first restaurant to partner with the navigation app

Ron Ruggless | Mar 28, 2017

Dunkin' Donuts has become the first restaurant partner to Waze, the crowd-sourced traffic smartphone app, and now offers “order ahead” capabilities through the navigation assistant, the company said Tuesday.

The division of Canton, Mass.-based Dunkin' Brands Group Inc. said customers can now submit orders in the Dunkin' Donuts mobile app through Waze and pick them up at the restaurant.

"We are proud to be the first brand to integrate with Waze to enhance the mobile experience and offer our DD Perks members

with faster, more convenient ways for ordering ahead," said Scott Hudler, Dunkin' Brands chief digital officer, in a statement.

"Loyalty is the main focus for all that we do at Dunkin' Donuts," Hudler said. "Leveraging the best technologies and partnering with leading brands like Waze helps our brand continue to stand apart for valuing our loyal guests."

Members of the DD Perks rewards program can use Waze

to pinpoint the nearest Dunkin' Donuts location and tap a single button to launch on-the-go ordering within the Dunkin' Donuts mobile app, the company said.

The use of Waze's new "order ahead" feature requires Dunkin' customers to update their Dunkin' Mobile App for iPhone, iPod and Android smartphones.

"Our new 'order ahead' feature expands Waze's mission of saving time on the road by enabling consumers to now also save time in-store, while giving brands a new opportunity to engage with their customers," said Jordan Grossman, Waze's head of business partnerships in North America.

He said the feature would be rolled out to other partners in the future.

Dunkin' Donuts first partnered with Waze in 2012, to map its restaurant locations.

Dunkin' Donuts has more than 12,200 restaurants in 45 countries. Parent company Dunkin' Brands Group Inc. also owns Baskin-Robbins.

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