

Domino's Dictionary

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Domino's terms and acronyms

Acronym/Term/Phrase	Definition
AM	Assistant Manager
AGM	Assistant General Manager
AMIT	Assistant Manager in Training
AOT	Answered on Time
Auto Cheeser	The item that actually auto cheeses a pizza
Auto Saucer	The item you would send new recruits to find that would auto sauce a pizza
AWUS	Average Weekly Unit Sales.
Bake Temperature	The temperature setting of the oven. A sticker on the oven should display the correct temperature range to bake quality products.
Bake Time	The time it takes for a product to move through the oven on the conveyor belt. A sticker on the oven should display the correct bake time range to bake quality products.
BCs	Business Consultants who work on behalf of Domino's corporate to advise and support U.S. franchisees. Formerly known as FBCs (Franchisee Business Consultants).
Blown Dough	Dough that is over-proofed and unable to be used
Boost Weeks	Special deals offered throughout the year designed to bring new customers into stores
Bubble Fork	The utensil used to pop bubbles on a pizza. It has a long handle and forks on the end.
Bubbles	Air pockets that form on a pizza while it is baking and need to be popped with a bubble fork
Bump or Bump the Order	Clearing the order from the makeline monitor after the order has been loaded into the oven
BYO	Build Your Own: An option for ordering pizzas or pastas where the customer chooses their own toppings, sauces, etc.
BYOD	Bring your own device (e.g., a tablet or smartphone)

Acronym/Term/Phrase	Definition
Carryover Bin	Used EXCLUSIVELY to hold product overnight and into the first shift of the following day. These bins automatically have a one business day shelf life and may never be refilled. Due to this, they do not need to be dated. To help identify them, they will be a different color from your regular use bins.
Catch Bin / Makeline Pit	Shallow refrigerated pans underneath the makeline grates where pizzas are built. Items that fall off a pizza and land in a catch tray can safely be used for another order.
Catch Tray	Solid metal removable liners at the entrance and exit of each oven belt that catch toppings that may fall from the pizzas as they are placed on the oven belts, and as the pizzas exit the oven.
CDOT	Calculated Delivered On Time. A percent value on the service times report that will tell you how many orders were delivered in under 30 minutes.
Clear Screen	The process of removing the last order that appears on the makeline monitor.
Clopen	Closing a store and then coming in to open it the next day.
COGS	Cost of Goods Sold
Contribution Margin	How much revenue the store has produced to cover fixed expenses and create a profit
CPO	Cash paid out
CSAT	Customer Satisfaction
CSR	Customer Service Representative
CT	Certified Trainer. Franchise team member certified by DPZ trainers to lead training initiatives and product rollouts in their franchise and DMA.
DCC	Domino's Control Center
DCD	Domino's Carside Delivery. Bringing orders directly to the customer's car.
DCO	Director of Corporate Operations. The people in charge of each of Domino's corporate store Team USA markets.
DE	Delivery Expert
Dead	Term used when the store is not busy.
Domino's Innovation Garage (DIG)	Domino's Innovation Garage. A building at the Domino's headquarters in Ann Arbor dedicated to developing new technology and operations innovations for stores.
DFA	Domino's Franchise Association
Dig	The technique of removing a dough patty
DLT	Domestic Leadership Team

Acronym/Term/Phrase	Definition
DMA	Designated Market Area https://en.wikipedia.org/wiki/Media_market
DNAF	Domino's National Advertising Fund: Funds that all Franchisees contribute to that Domino's LLC spends to market nationwide.
Double	When a delivery expert takes two orders for delivery at the same time.
Door Hang	The process of which we put marketing material on residential door knobs.
Door Hang, Left-Right	When on a run, putting marketing material on the two doorknobs to the left and to the right of the location delivery to.
Door Hang, Business	Also known as business taping, Taping marketing material to business' front door while they are closed.
Double Down	A set of goals for the brand announced at the 2022 Worldwide Rally – doubling our business by 2030 by doubling global retail sales, growing to 30,000 stores, climbing to 35% QSR pizza market share, and reducing directly controlled greenhouse gas emissions by 50%.
D.O.O.R. Slip	The original way stores took orders before computers. Can be used as a backup if computers fail.
Dough Scraper	Plastic tool for which dough is scraped from a tray
Drop Box	A group of individually assigned and secured boxes where drivers deposit cash, checks and credit slips.
DSS	Digital Shoulder Surfing. When an order appears on the makeline as a customer is placing an online order, but before they have actually confirmed their order and checked out.
E&S	Equipment and Supply
EBITDA	Earnings before interest, taxes, depreciation, and amortization
EOD	End of Day
eADT	Estimated Average Delivery Time. The estimated amount of time it will take to deliver an order after it's placed. Calculated by tracking how long it takes to prepare the order and adding the estimated time it will take the delivery expert to travel to the destination. Actual driving time does not affect eADT.
FBC	Franchisee Business Consultant. The previous name for Business Consultants – Domino's corporate employees in the field assisting with the advertising and business operations for franchisees.
FIFO	First In, First Out (the correct way to rotate stock)

Acronym/Term/Phrase	Definition
Fixed Cost	Costs that do not vary because of sales
F&L	Food and Labor
FLM	Food, Labor, and Mileage
FMS	Franchise Management School
Food Cost %	The percentage of sales for a day, week, or month to pay
FBD	Franchise Business Director
Fresh Bread Cutter	A special two-wheel pizza cutter located on the dough table, used to prepare fresh bread products so that they will easily tear apart after bake.
GOLD	Global Operations Leadership Development program. A program and title of a team member working for Domino's Pizza LLC as part of their operations-focused leadership development program. Started in 2020 to replace the People Pipeline program.
GOLO	Global Online Ordering
GM	General Manager
Green Dough	Under-proofed dough that is not ready to be used.
HFM	Hungry for MORE
High Volume Mentality	A sense of urgency and smart hustle with every order that comes in.
Home Store	The store you mainly work in, where your paycheck goes, mainly used in franchises.
HTA	Heightened Time Awareness
HTR	Handle the Rush
Hustle In Time	The time it takes a delivery expert to enter the store and check in from a delivery after entering the store's geo-fence
Hustle Out Time	The time it takes a delivery expert to exit the store's geo-fence once they are dispatched on a delivery.
Idealing	When you don't actually count your inventory and just put what you're supposed to have, rather than what you actually have. This messes up your food count – don't do it!
Jump On the Phones	Answering the phones before the 2nd ring.
Kill	The term used to clear an item off of the makeline (slang)
Knock It Off	Term used to erase a pizza or other item from makeline monitor.
Labor %	The percentage of sales for a day, week or month to pay employees.

Acronym/Term/Phrase	Definition
LEADS	Listen, Empathize, Apologize, Do what it takes, Stand by your promise. LEADS is a tool/guide to resolve customer concerns.
Lips	The part of the skin that hangs off the screen when dough is overstretched. Often tucks under screen in oven and cooks around the screen, making pizza removal difficult.
LDA	Limited Delivery Area. Location within your delivery boundaries that your Security Director or Franchisee have determined is unsafe for delivery. If you take a phone call from an LDA, use the LDA phone script to let the customer know why you cannot take the order.
Load	Putting a pizza in the oven
Load Time	The time it takes from when an order is sent to the makeline till when the order goes into the oven. Part of HTA (Heightened Time Awareness).
LSM	Local Store Marketing
MCO	Manager of Corporate Operations. They manage a handful of TUSA stores and report up to DCOs in each respective TUSA market.
MCM	Modeled Contribution Margin. How much profit was made in each item.
Milker	Person that stays on the clock when not needed.
MIT	Manager in Training
MLT	Marketing Leadership Team
MPC	Manager Price Change. Manually changing a price on an order, needs the manager's approval.
MVR	Motor Vehicle Record or Motor Vehicle Report
NEO	New Employee Orientation
NOC	Network Operations Center - The team that monitors technology at Domino's.
NTO	New Team Member Orientation
O/C	Open to Close
OBS	Oven Baked Sandwich
OER	Operations Evaluation Report. The report that was previously used to measure the quality of operations in store. It used a star rating scale - zero to five. This report has been replaced by the Operations Assessment and the Service Assessment.
OLO	Online Ordering

Acronym/Term/Phrase	Definition
OTD	Out the Door Time. The time between an order being placed and the time the delivery expert exists the store with the order. Part of HTA (Heightened Time Awareness).
Paint	Saucing Pizza
Parbake	Refers to Thin Crust or Deep Dish shells, which are partially baked before they are delivered to the store.
Pan Grippers	The utensil used to move hot pans out of the oven.
Peel	An implement with a long handle and a large flat metal plate which is placed under the pizza screen to move the pizza from the oven to the cut table.
Peer Stores	Stores with similar characteristics are group together to form a basis for comparison to a certain store.
Pie Hocking	When someone goes out to a busy intersection and sells pizzas.
PCYA	Percentage Change vs. Year Ago. AWUS (Average Weekly Unit Sales) compared to the same week from one year ago.
POP	Point of Purchase
POS	Point of Sale
Pound Out	Stretching a pizza
Prepping	The process of preparing products prior to the rush
Proofing	The process that fresh dough goes through to become ready for use. To learn proofing times for fresh dough, review the Dough Evaluation Guide poster over the dough table.
PRP	Pre-Rush Prep
PSI	Product, Service, Image
P&L	Profit and Loss
PWR	Pulse Web Reporting – reports, metrics and tracking tools that franchisees and their teams can use to measure store performance and profitability.
Regular Use Bins	Used to prep in advance and can be refilled throughout the day once the carryover bin is replaced. They may not be the same color as the carryover bin.
Remake	The act of remaking a pizza. A team member will call "remake" to the pizza maker when they need to have a pizza or product remade.
Rocked	A busy time in the store. (Slang)
ROX	Received, Opened, eXpired. How opened food products should be labeled. (Slang)

Acronym/Term/Phrase	Definition
Run	A term used to describe a delivery order.
Rush	As soon as the first phone rings of the day / the period of time each day that lasts for more than 30 minutes (nonstop phone ringing 30min (AKA ONE item on the make-line screen!)).
RVP	Regional Vice President.
Same Store Sales	Sales comparing two time periods, only including stores that were open during both periods, as to not artificially inflate growth just from having more stores open.
SCC	Supply Chain Center.
Screens	Metal mesh disks placed under all pizzas.
Security Callback	A phone call made by drivers to customers before leaving the store to deliver an order, in which the driver confirms the order and address.
Sheeting	Blown dough that has fused together to take the shape of the dough tray.
Shoulder Surfing	Looking over a CSR's shoulder as they take an order and telling the makeline which products to start making. This gives a jump start on making the order. See also Digital Shoulder Surfing (DSS).
Skin	Stretched pizza dough that has been placed on a screen.
Skin Side	The side of the dough patty that is exposed to air in the tray.
Slapping	Method of stretching the dough by tossing from hand to hand to achieve desired size. Primarily used for putting on a show and engaging customers in the lobby.
Slide	A technique to reduce crossover while working on the makeline by moving the pizza from person to person.
Smart Hustle	Moving as fast and as intelligently as you can without being clumsy or doing something dangerous or illegal (like speeding).
Smile on the Phone	Projecting a courteous and understanding attitude while talking on the phone.
Soft Side	The side of the dough patty that is attached to the tray. See also under belly.
Spoodle	The utensil used for spreading pizza sauce. Its part spoon, part ladle, and was invented by a dominos employee, Jeff Goddard
SR	Shift Runner.
Thoughtful Recommendation	Helping customers learn about our product offering through recommending other products or toppings to a customer who may have not tried them.

Acronym/Term/Phrase	Definition
Ticket	Total dollars spent on an order
TIGER Reports	Reports and metrics in PWR that help stores track bad orders, edit downs, abandoned orders and MPCs.
Triple	When a delivery expert takes three runs at the same time.
UCD	Universal Customer Database: Ties multiple identifiers (Phone #, address, email, etc.) to a single individual and/or household
Upsell	Suggesting other products to a customer.
WAAG	Week At A Glance, Report used for weekly schedule.
WRC	World Resource Center. Domino's Pizza world headquarters in Ann Arbor, Michigan.
WTD	Week to Date
WWR	Worldwide Rally, Domino's big convention held in Las Vegas every other year.
YTD	Year to Date