

Domino's taking orders via tweet

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Domino's on Wednesday launched perhaps the easiest way to satisfy a pizza craving this side of mind reading: order by tweet.

Customers who add their Twitter handle to a profile on dominos.com can reorder their previously set "Easy Order" by simply tweeting #EasyOrder or using the pizza emoji (a slice of pizza icon) to @dominos.

Domino's then sends the order via automated direct message back to customers to confirm the order.

Domino's claims to be the first brand to use an emoji on Twitter to complete an order.

"One of Domino's goals is to allow customers to order from anywhere they are, on any device or any platform they want," Domino's CEO Patrick Doyle said in announcing the new ordering capability.

The company is already offering ordering through a number of platforms, including smartwatch and [smartphone apps](#), Samsung Smart TV and Ford SYNC AppLink.

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