

Inside the Pizza Decision: What Really Matters to Consumers

We asked 1,447 consumers what matters most when ordering pizza. Quality and taste still lead, but value, reliability, and digital convenience now play a major role.

From accurate orders and on-time delivery to easy apps and loyalty rewards, this data highlights what matters most to customers when choosing where to order.



Why is this *important*?

Consumers aren't just looking for great pizza; they want a smooth, reliable experience. While quality and taste lead (66%), factors like ease of ordering (55%), real-time tracking (44%), and loyalty integration (41%) now carry almost equal weight.

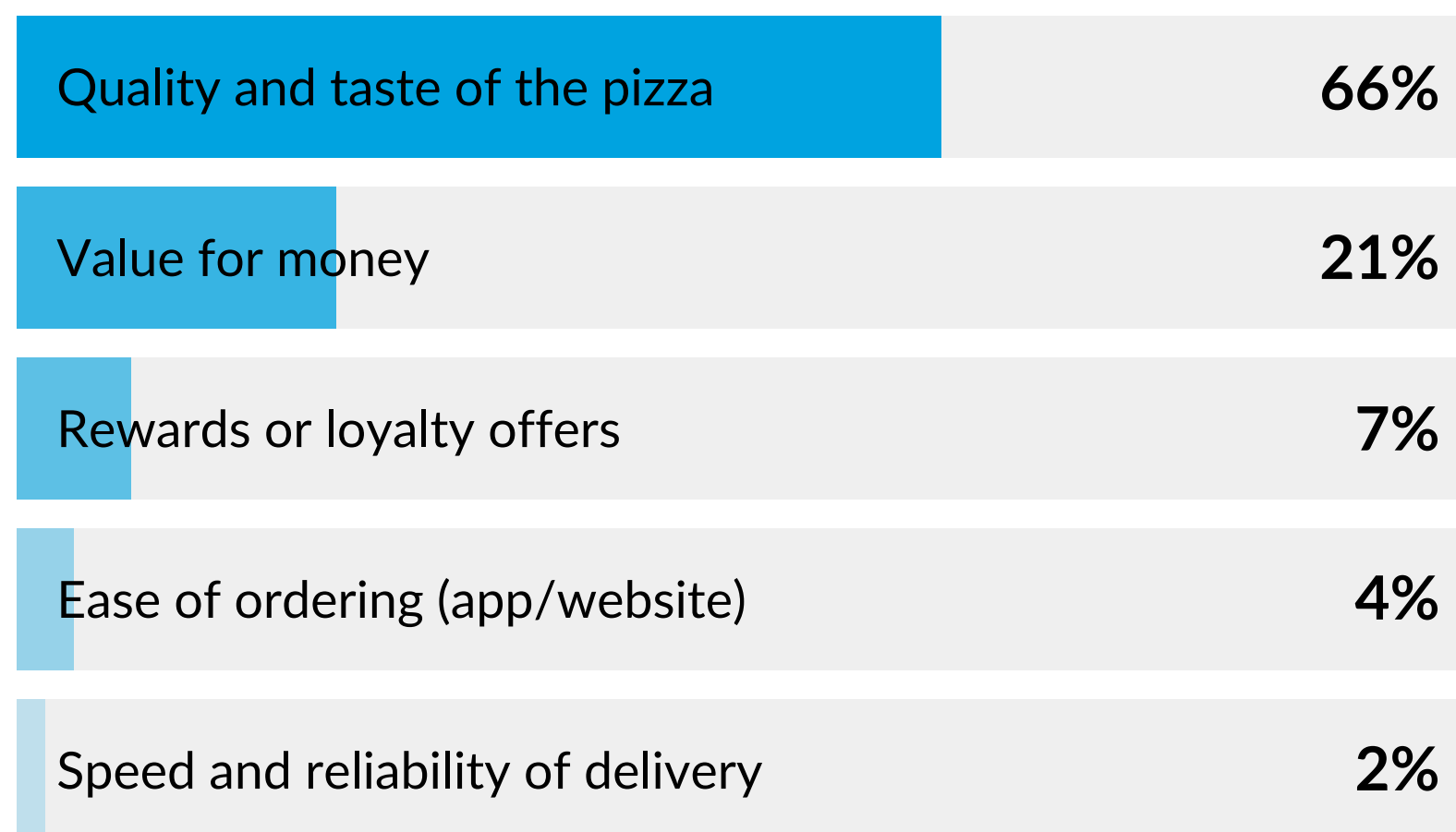
What makes an experience memorable isn't small talk. It's ease, accuracy, and a sense of care. Customers describe their best experiences as "easy," "no hassle," and "done right the first time". And when it comes to loyalty, they value programs that are simple, worthwhile, and realistic to earn from, not those that "take forever" to pay off.

For brands, staying competitive means getting the fundamentals right every time. When customers expect effortless ordering and meaningful rewards, consistency becomes the real differentiator. Each accurate order, smooth interaction, and attainable perk is a chance to build lasting trust.

77%

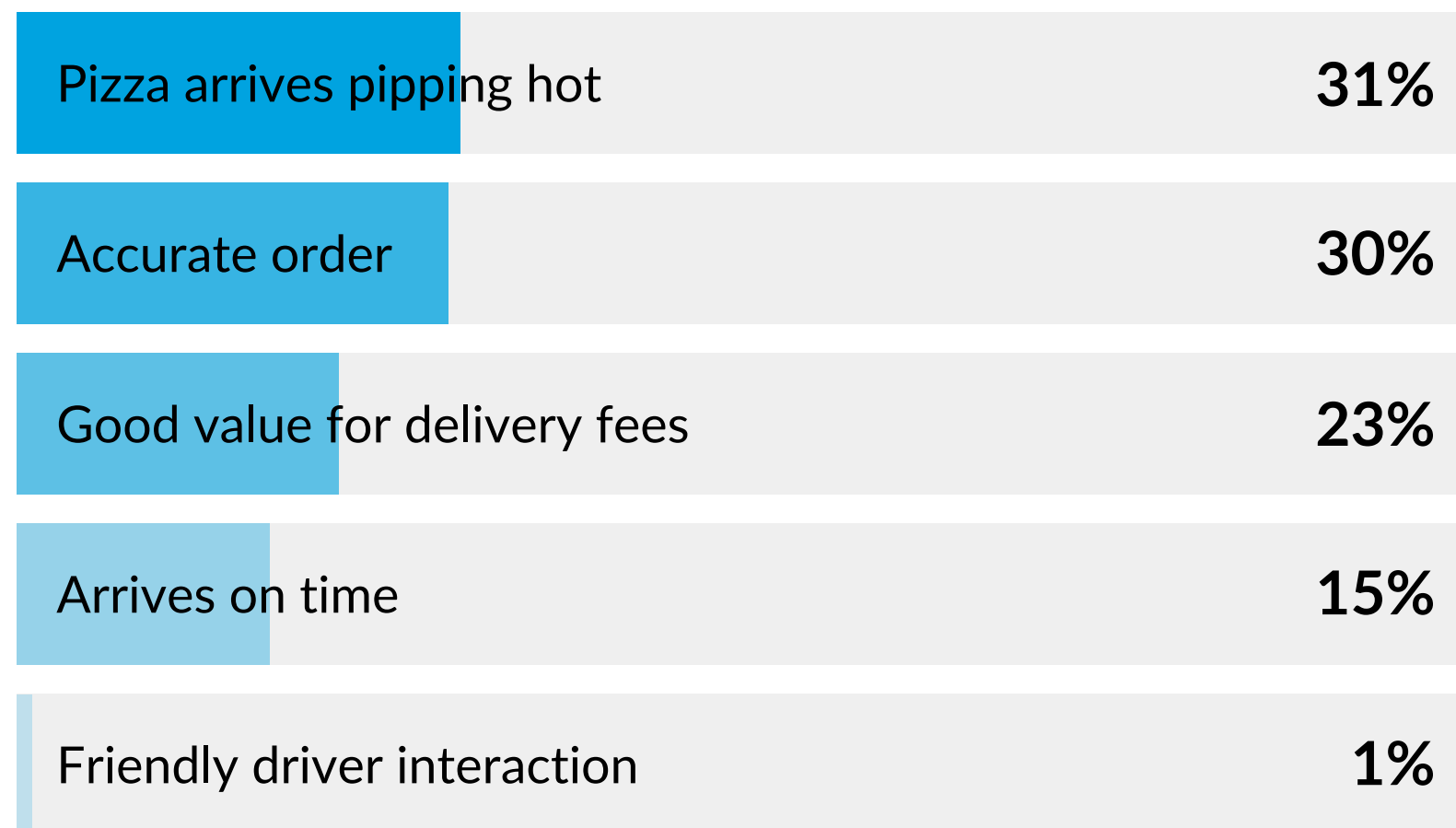
of customers say they'd rather receive their order at **the expected time**, even if it's a bit slower, than get faster service.

When ordering pizza for *delivery* or *carryout*, which factor most influences where you order from?





When ordering pizza for *delivery*, what do you care most about?



What makes a pizza app most helpful? Here are the top 3 *digital features* consumers value most.

1. Real-time delivery tracking 56%

2. Easy customization of toppings 55%

3. Integration of loyalty or rewards 44%

Other reasons include: Estimated delivery or pickup time - 41%, Exclusive app-only promotions - 29%, Ability to reorder a previous order - 19%, Option to leave driver instructions - 11%, In-app customer support or chat - 5%.

When deciding where to order pizza, how important is it that the restaurant offers a loyalty or rewards program?



**Extremely
important**

28%

**Somewhat
important**

42%

**Neither important
nor unimportant**

19%

**Not very
important**

7%

**Not important
at all**

4%

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

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