



CUSTOMER CASE STUDY



**koodo**  
mobile™

## SUMMARY



CUSTOMER	Koodo Mobile
WEBSITE	<a href="http://www.koodomobile.com">www.koodomobile.com</a>
REGION	Canada
INDUSTRY	Telecommunications

## CUSTOMER PROFILE

Koodo Mobile is a cellular phone company serving Canadian customers.

## PRODUCT IMPLEMENTED



# Cell Phone Company Makes Clearer Connections with Customers Using DNN

Koodo Mobile is young cellular phone company serving Canadian customers. To make it easier for customers to get essential information and answers to common questions, Koodo switched to the DNN content management system. With DNN, customers have a much easier time than in the past finding information, while Koodo employees have intuitive tools for loading new content and adding more features and functions to the website.

## Business Needs

Koodo Mobile is a Canadian cell phone company launched in 2008 to provide a simple and transparent approach to cell phone service for its customers. Koodo provides affordable and easy-to-understand plans and features such as the revolutionary "Tab," an alternative to fixed-term contracts that lets customers put up to \$150 of a phone's price on their Tab. Ten percent of each monthly bill is credited to the Tab, and existing customers who pay part or all of their Tab can use it for buying a new Koodo phone. Koodo also

offers data plans starting at \$5 a month, and does not charge data roaming fees within Canada.

The Koodo Mobile website is its most important communications channel with customers. When the company launched, however, the platform supporting the site was rudimentary, offering little in the way of features and functionality that could support quick and easy modifications and updates to content.

“It was built on basic HTML,” says Rostam Jarrah, who is in charge of the Koodo Mobile website. “It reflected the Koodo business model, which is to keep everything simple so we can focus on providing great customer service. However, there were issues with the original web platform. It was hard to update content or provide more flexible, customized features that could cater to customer’s specific needs.”



The site also lacked search capabilities, and did not support multiple languages, a critical feature in a country where French shares equal official status with English. Jarrah says the company had to find a better, more dynamic content management system that could support Koodo’s growth.

## Solution

The company decided to use DNN Evoq Content<sup>1</sup> management system (WCMS). The company’s first use of DNN was to rebuild and enhance the Help section.

“Our primary goal when looking for a new content management system was to find something that fit our business model of keeping it simple,” says Jarrah. “We wanted a WCMS that had rich features and capabilities and was agile enough for us to rework the Help site, but did bring with it all the complexity of a large, enterprise-scale solution. DNN was the right fit.”

Koodo reskinned the Help section using DNN, and used built-in DNN modules for core functionality. The internal team also used Google Custom Search and the Canonical Linker module to simplify URL creation.

Jarrah says Koodo selected Evoq Content for its content-staging capability. The company is also evaluating the new social-networking functionality of DNN to provide an integrated forum for communicating with customers.

## Benefits

By choosing DNN, Koodo Mobile is benefiting from a number of features and functions that are helping the company's business. The new site has reduced customer support queries. It enables easily managed workflows that simplify content uploads. It also provides tools and functions that simplify processes for modifying the site to meet evolving business needs.

### Reduces Support Needs

With its clean design and rich search functionality, the Koodo Help site makes it much easier for customers to find answers to common questions. That, in turn, is helping the internal Koodo team. "After deploying the DNN site, we have seen a significant increase of search queries," says Jarrah. "Many of the issues that used to be hard to resolve online can now be addressed quickly and easily by the customers themselves. DNN reduces our workload, and we're getting direct customer feedback that indicates they are really happy with the site."

### Provides Granular Workflows

Koodo has several employees responsible for regularly updating content. DNN has helped the company implement workflows to ensure that all content is accurate and approved prior to publication. "The granular permissions feature of Evoq Content helps empower specific departments and managers so they can make sure that only

the appropriate employees make changes and approve content prior to publication," says Jarrah.

### Offers Easy-to-use Environment

Jarrah says the company wants to keep the focus on helping customers, and expects its technology to assist in that effort. He says DNN provides a rich yet easy-to-use environment for adding and modifying features to the Koodo Mobile site. "It is easy to create and then extend custom functionality using DNN," he says. "The learning curve is pretty small. If you have a good understanding of the Microsoft .NET environment, then you already have a good understanding of how to use DNN."

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<sup>1</sup> Evoq Content was previously known as DNN Professional and Enterprise Editions.

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Rostam Jarrah  
Koodo Mobile



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