



Standing the test of time.

Challenge

ENZED is a franchise network with almost a hundred service centres across Australia and New Zealand.

As competitors improved and expanded their online footprint, ENZED remained fractured and limited. In 2010 the marketing team identified this shortfall and invested in developing an industry leading digital presence.

Solution

After significant planning and design stages, we delivered a DNN solution as a cohesive and secure platform to serve the network's online needs into the future.

The solution incorporates 2 corporate websites, one each for Australian and New Zealand, an extensive extranet and portals for each service centre.

Using DNN's modular framework we developed tools for the franchisor to effectively communicate with franchisees and franchisees to their customers.

The website was produced at the time mobile devices were taking hold. Initially the website was partially responsive backed by a dedicated mobile website. Later we converted to fully responsive and retired the mobile website.

Results

Built in 2011, 7 years on and the website is still going strong as DNN continues to improve and we continue to maintain.

In 2017 we refreshed the homepage and menu, which we did with great efficiency thanks to DNN theming, giving the website a new lease on life.

Franchise Opportunities

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