CASE STUDY: Canadian Kennel Club

Goals:

The Canadian Kennel Club (CKC) is the primary registry body for purebred dogs in Canada and currently recognizes 175 breeds. As a non-profit organization, the CKC is dedicated to encouraging, guiding, and advancing the interests of purebred dogs and their responsible owners and breeders in Canada and promoting the knowledge and understanding of the benefits which dogs can bring to Canadian society.

The CKC is incorporated under Animal Pedigree Act, a federal statute under the auspices of the Ministry of Agriculture. The organization includes approximately 20,000 individual members and over 700 breed clubs across Canada. The Club registers purebred dogs, regulates dog shows and performance events, and speaks out on major issues concerning dog ownership and the health & welfare of dogs across Canada.
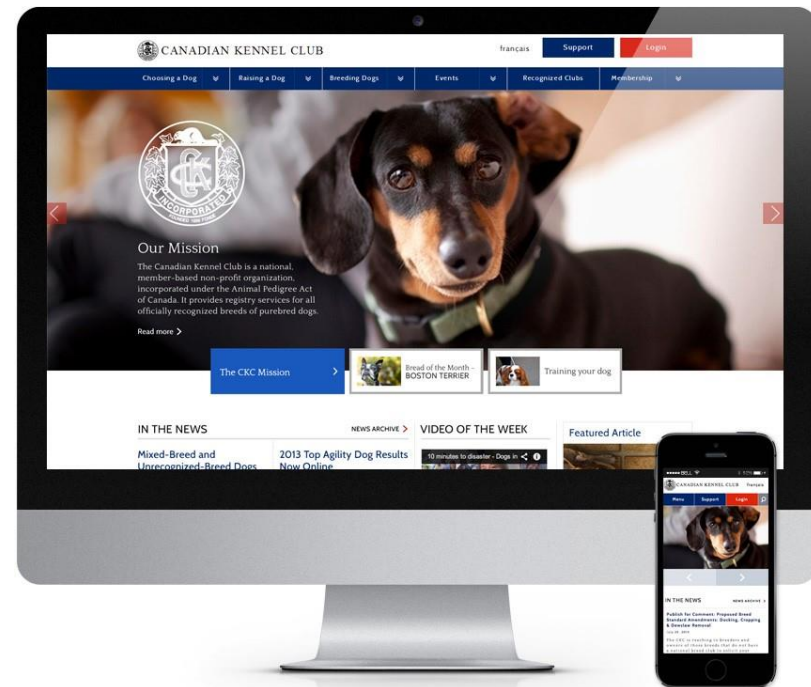
CKC engaged Seventyeight to develop a dynamic, engaging, socially interactive information and communications hub optimized for desktop, tablet and cross-device mobile compatibility.

Key outcomes include:

1. Establishing an advanced technical platform with the capacity to expand services in coming years.
2. Providing a modern, dynamic, engaging, interactive user experience – one that presents CKC as a progressive, authoritative and member focused organization.
3. Boosting participation and facilitating interactions among CKC members, stakeholders (judges, clubs, etc.) and the general public.
4. Providing the framework for paperless business operations.
5. Increasing acquisitions, key task conversions and stakeholder retention and growth.
6. Providing connections to social media elements to amplify messaging and strengthen relationships.
7. Promoting self-service by empowering users to complete key tasks – registration and electronic payments, obtain news and information, learn about and register for shows and events and connect with CKC staff.
8. Expanding online marketing capabilities and opportunities.
9. Enhancing SEO to drive qualified traffic to the site.
10. Delivering improved web analytics to increase understanding of CKC stakeholders and identify opportunities for site optimization.
11. Training CKC staff – empowering them to manage the day-to-day operation and maintenance of the website.

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Challenges:

Self Service

The old website was not meeting the needs of the CKC. Visitors were often having to call CKC in order to speak to a CKC staff person to inquire about forms, events and membership. One of the main goals of the website is to allow visitors and members to find the information themselves on the website and to complete key tasks and transactions without the aid of CKC staff.

Going Paperless

Membership, event posting and registration, judging and product ordering has traditionally been managed and executed using PDFs, meaning more work for CKC staff / visitors of the site and increased environmental impact. The challenge here was to provide the means to complete key member, consumer and staff operations entirely digitally.

Increased Visitor Retention and Return Visits

One of the key performance indicators for the new website will be retaining visitors on the site and trying to increase the percentage of return visits. There are a number of Kentico web parts, which we believe can help us improve the retention and returning visit numbers as well as new features, and functionality that will increase overall user engagement.
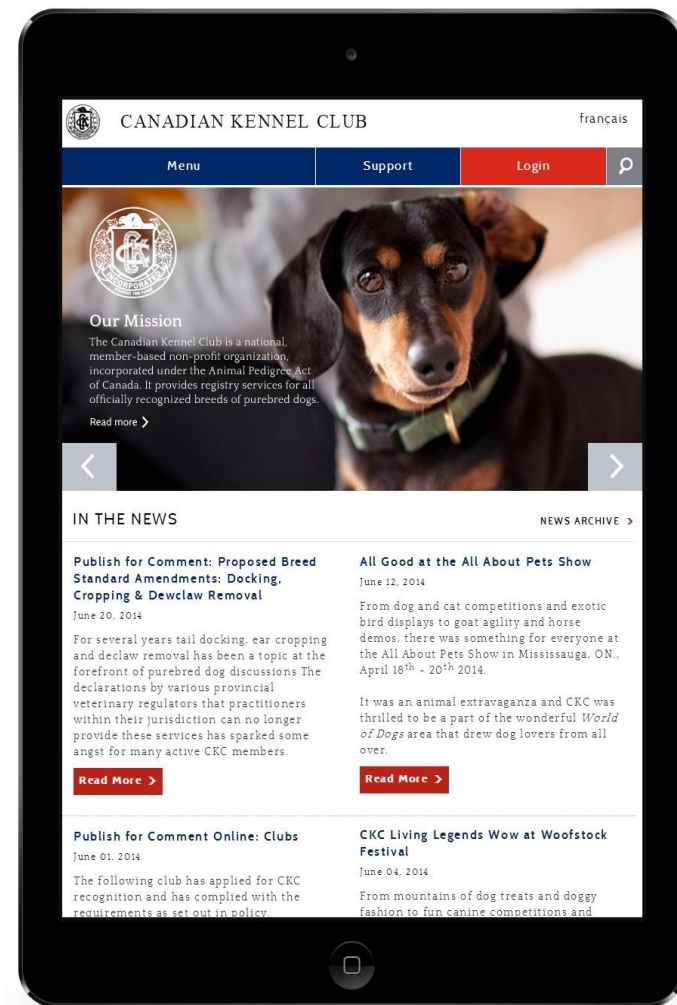
Custom Developed Pages

A mechanism will need to be developed to allow CKC's external APPX database to be used as a data source for the website. The external content will need to be displayed on a portal pages and key validation and business rules will need to be coordinated across systems.

Responsive Design

One of the primary requirements of the project was to ensure the site is fully responsive. The main visitors will be dog experts (breeders and judges) and dog lovers across Canada. It is very important that the site display correctly regardless of the device the visitor uses. Key to accomplishing this will be how the page templates and transformations are constructed within Kentico in order to ensure the expected level of responsiveness is met. After review of legacy site metrics it was apparent that CKC already has a large percentage of their users accessing the site from mobile devices while at organizational events making a responsive design key.

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Solution:

Using Kentico as the site's technical foundation allowed us to more easily achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

Self Service

The Member Dashboard, created using Kentico web parts, allows for visitors to easily, at a glance, understand what action is required on their part. A member can for instance see on the dashboard a listing of their dogs and see the status of each of them, click the dog and see the dog's award titles. Based on the logged in person's roles they will see what documents relate to them on the dashboard, there is no longer a need to dive 4 levels deep into the site to find a PDF on German Sheppard breed standards. Financial information is also available on the dashboard allowing the visitor to see what the balance on their CKC account is, the goal being to reduce calls into CKC on this subject.

Going Paperless

Although the new Kentico site is not fully paperless at the time of writing this document, future development phases are scheduled and a fully paperless site is achievable. Newly created online features like: Adding a New Litter, Adding a New Dog, Kennel Update and purchasing of Tattoos and Microchips online should greatly reduce the need for visitors to download PDFs, fill them out and fax them into the CKC office.

Increased Visitor Retention and Return Visits

By using Kentico web parts in a strategic way on content pages of the site we believe we have created ways for the visitor to remain interested in the content even after achieving their primary goals. Solutions include but are not limited to:

- Keeping the homepage content fresh by including recently added news, events, articles, polls and videos.
- Adding breadcrumbs throughout the site so a visitor arriving at a page via a search or a visitor browsing the site organically can get back to listing pages and discover more of what the site has to offer.

- Adding "Related Articles" and "More from this Author…" to article content pages allowing the visitor to easily read related articles that are likely to be of interest.

For the most part we used the Kentico repeater and hierarchical viewer web parts for the solution.

Custom Developed Pages

Most of the CKC Member, litter, dog and event information resides in an external APPX database. Using K#, the Kentico API and custom development code we were able to acquire and display information originating from the APPX database on our Kentico website creating a seamless experience for the visitor regardless of where the information originates or is housed and maintained.

Responsive Design

The design was made responsive using the Bootstrap 2 framework in conjunction with Kentico Page Templates and Transformations. This provided a tremendous amount of design flexibility while providing a powerful framework for tailoring the sites responsiveness.

Key Criteria For Choosing Kentico CMS:

Prior to selecting Kentico as the foundation for this project we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met the Canadian Kennel Club's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to the client's requirements.
2. Ease and flexibility of programmatic customization as the site contains a large number of features that we constructed using Kentico as the foundation.
3. Ability to integrate third party and custom components.
4. Ability to handle a large number of simultaneous visitors and still exceed performance expectations.
5. Social media integration capabilities.
6. Ability to adapt to and incorporate changing technologies.
7. Ease of use for non-technical users.
8. Relative cost of license, upgrades and technical support.

About Seventyeight Digital:

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com or visit us at www.78digital.com.

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