



## Vodafone

Vodafone Australia is an Australian telecommunications company that offers mobile phone, mobile broadband and broadband services. They employ 3,000 people across multiple locations, including more than 120 retail stores throughout Australia. Vodafone Australia is part of the Vodafone Group, which operates networks in 26 countries and has partner networks in over 50 additional countries.

## Key Features

Page Ranking Editor

Intelligent Analytics

Dynamic Banner Integration

Category Filters



## Optimizing For Diverse Needs

Serving a massive consumer base with an incredibly diverse set of needs, Vodafone was looking for an efficient way to direct customers to whatever product or service they were looking for easily. The solution had to be user friendly, enabling the digital marketing team to easily optimize results and promote offers and content.

## Easy & Effective

Lyndon Barnett, Senior Digital Content & SEO Manager at Vodafone says the primary reason he chose Cludo's search solution was the incredibly easy to use interface. Lyndon didn't want to be reliant on developers to make changes – he wanted to be able to continually optimize the results himself. He was also very excited about the dynamic banner functionality which enabled him to promote in-market offers to his customers searching for specific products & services.

## A Significant Impact

The impact of Cludo's Site Search solution has been significant. Now, when Vodafone customers choose to use the internal search function, the most appropriate search results page comes up as number one. Lyndon also said he loves the unique dynamic banner functionality, finding it to be "incredibly attractive" and the most impressive feature of the platform.

I regularly look at new and interesting ways to ensure that our customers find what they're looking for with absolute ease. Cludo's impressive software is an important piece of my wider digital search strategy that's designed to deliver an exceptional customer experience and ultimately online conversion.

**Lyndon Barnett,** SENIOR DIGITAL CONTENT & SEO MANAGER