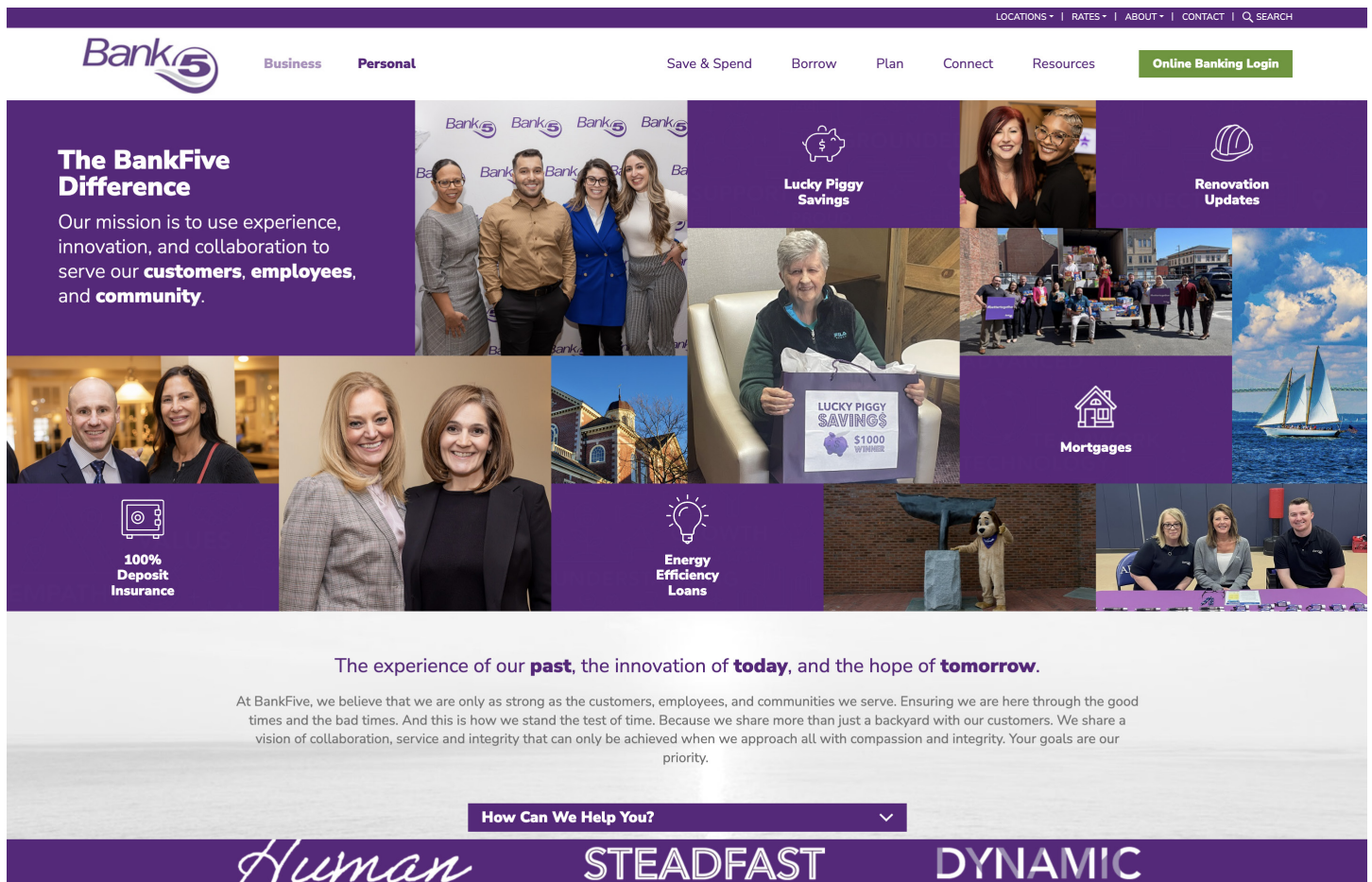BankFive is a community bank serving residents of South Coast Massachusetts and Rhode Island. Since its founding in 1855, BankFive has remained committed to bringing affordable financial solutions and products to its customers, as well as investing in the communities it services with financial and volunteer support.
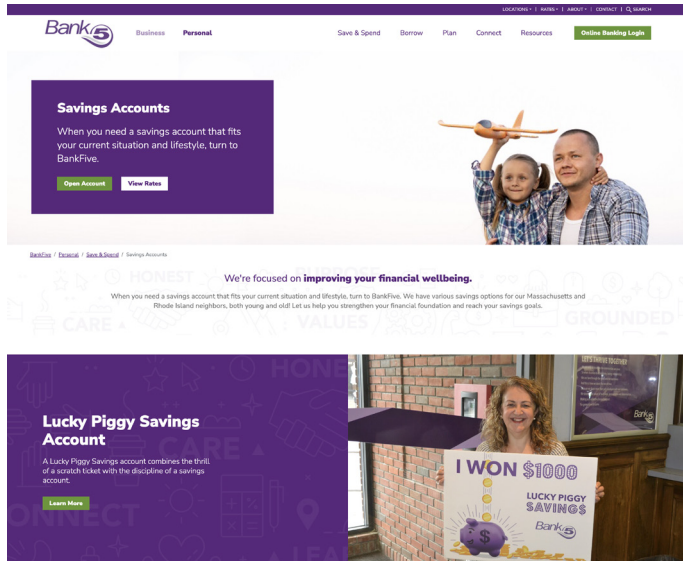
Background

BankFive's team came to Wakefly in the spring of 2021 looking to upgrade their main BankFive website. They were searching for a modern-looking, customizable website with top-of-the-line site security. Additionally, the team wanted a straightforward user interface not only for website users, but also for staff members actively managing the site content. Since the team was already familiar with Kentico, Wakefly determined the best approach would be to upgrade the site with Kentico 13 Xperience.

Goals & Challenges

BankFive had several goals for their redesigned website, including providing a clean, professional design that supports the BankFive brand that clearly explains its offerings and value propositions to future and potential customers with a straightforward navigational flow, as well as encouraging contact with direct calls to action. Finally, it was crucial that the site have an intuitive and flexible content management system (CMS) to ensure content was easily maintained.

Solution

Design
The BankFive site design captured the elements of the BankFive brand in a clean, modern way. As opposed to the black and white imagery on the previous website, Wakefly used colorful imagery that displays its community-based banking approach. Many images on the site were of real BankFive customers, locations, and employees.

Content & UX
All pages on the BankFive website were created with responsive widgets that could be used anywhere desired on the site to display a wide variety of content. In addition to standard items like maps and breadcrumbs, specific widgets were created for unique elements, such as displaying TrustPilot reviews and a custom image grid homepage header. Wakefly worked to ensure that promotional banners and calls to action were present and easy to recognize across the site, but integrated smoothly enough that they didn't distract from the overall user experience.

Security
Wakefly hosts the BankFive web site in Amazon Web Services. Load balanced servers provide redundancy for maximum availability and performance, and the load balancer prevents any direct Internet access to the web and database servers. A Web Application Firewall (WAF) monitors and filters out malicious requests before they have a chance to reach the web site. Hosting within AWS provides global-scale protection against

denial of service attacks. The WAF also blocks connection attempts from known bad actors using managed rules that update automatically based on traffic analysis across the network.

ADA Compliance
The new Bank5 website was developed with best practices as outlined by the Web Content Accessibility Guidelines (WCAG). Attention was given to make sure that all the information on the website is presented in a way that anyone with any type of disability will be able to interact with and have a seamless positive user experience.

Customer Reviews
The Client uses TrustPilot, a third party software to feature customer reviews. The website is able to show these customer reviews on any given page through the use of the CMS. Within the CMS, there are options to display certain reviews by using tagging logic.

Responsive Design
The new Bank5 website was designed and developed to be usable on any device ranging from large desktop monitors down to the smallest mobile phones. The user experience is seamless throughout each breakpoint transition. Special attention is given to content as the device size becomes smaller. The website user may require different content on a mobile device as opposed to a desktop screen. Based on these needs, content is displayed in different ways, or not displayed at all.

Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.