



As one of America's top-rated online banks, Bank5 Connect has been delivering exceptional value to their customers since its creation in 2013. Bank5 Connect is an online division of BankFive, a trusted community bank based in Massachusetts that's been serving customers since 1855.



Background

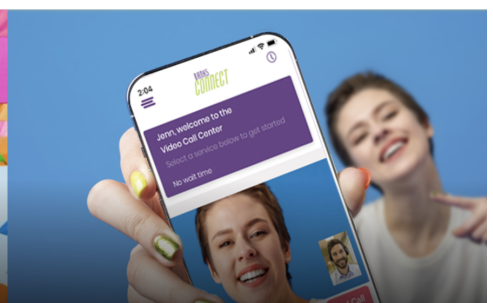
Bank5 Connect asked Wakefly to redesign their website with a fresh design that focuses on their exceptional customer service as well as their great interest rates. The site was created in Kentico 13 using content

widgets to allow ease of content editing and new page creation.

Bank5 Connect had many requirements for their new website that would ensure it would serve theirs and their customer needs for years to come.

The mockup shows the Bank5 Connect website homepage. At the top is a navigation bar with links for FAQs, Find an ATM, Resources, Contact Us, and a Search bar. Below this is a secondary navigation bar with links for Products, Rates, Accessing Your Money, and Why Bank5 Connect?, along with Login and Open Account buttons. The main content area features a large heading "Just a call or click away" and a subheading "Speak with one of our experienced customer service specialists." Below this are two buttons: "Call Us Now" and "Start Video Banking". To the right of the text are four circular portraits of customer service specialists. Below the main content area are four promotional cards for different banking products, each with a rate, a brief description, and a "Learn More" button. A "Chat Now" button is located in the bottom right corner.

Product	Rate	Description	Learn More
6 Month CD	5.30% ^{APY*}	A competitive rate, guaranteed return, and 100% deposit insurance - even past FDIC limits.	Learn More
Jumbo Savings	5.10% ^{APY*}	An extra large balance deserves an extra large rate! Earn a top-of-market APY on balances of \$100,000 and up.	Learn More
High Interest Checking	2.70% ^{APY*}	Manage your money with a competitive rate and earn cash back rewards with your Bank5 Connect debit card.	Learn More



Goals & Challenges

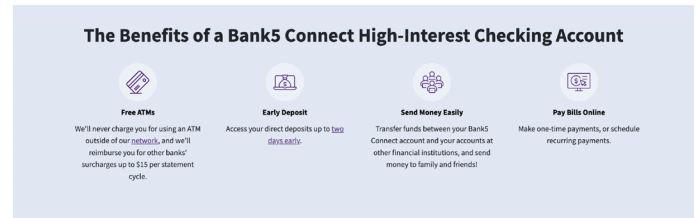
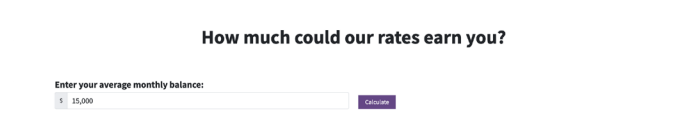
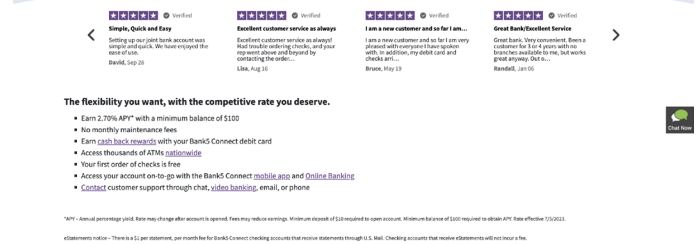
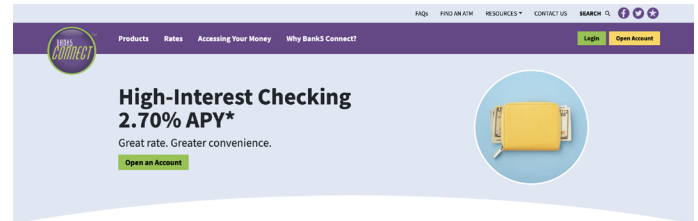
BankFive wanted the Bank5 Connect website updated to reflect the online bank's strengths including a focus on their customer service and great rates. They required that the new site be secure and able to deflect any common attacks that banks may experience. Content management was of importance as well that would enable assigned managers to effortlessly add & modify new content to the website without consistent reliance on agency assistance. The new site needed to consider ADA compliance, Pardot Forms, a responsive user experience, third party embeds and many other functional points.

Solution

BankFive wanted the Bank5 Connect website updated to reflect the online bank's strengths including a focus on their customer service and great rates. The new site adheres to the branding guidelines while providing an updated, fresh, and professional design. Wakefly worked with BankFive to understand how visitors use the site in order to provide an easy to use navigation to lead user's to the correct information. The home page was designed to promote the high level of service and rates that differentiate Bank5 Connect. The sub-pages were designed to present the content in an easy to read format that is also aesthetically pleasing.

Once the design was complete, Wakefly developed the site in Kentico 13; the Bank5 Connect site is in the same Kentico instance as the BankFive site allowing for reuse of page templates and widgets. While many

widgets are used across both sites, Wakefly also created custom Widgets specifically for the Bank5 Connect site. The Kentico Admin was created to allow administrators and content creators to easily update existing content and create new pages with the existing content widgets. Kentico's page builder functionality was implemented to support ease of page creation and adding new content.



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.

