



HarborOne Bank is the largest state-chartered cooperative bank in New England with \$3.7 billion in assets. Today, HarborOne has over 50 locations across New England. In 2018, they were recognized by Forbes as the #1 mid-size Bank in Massachusetts.

38%

Page View Increase

21%

Avg. Time on Page Increase

41%

Bounce Rate Decrease

149%

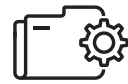
Avg. Session Duration Increase

Banking Industry

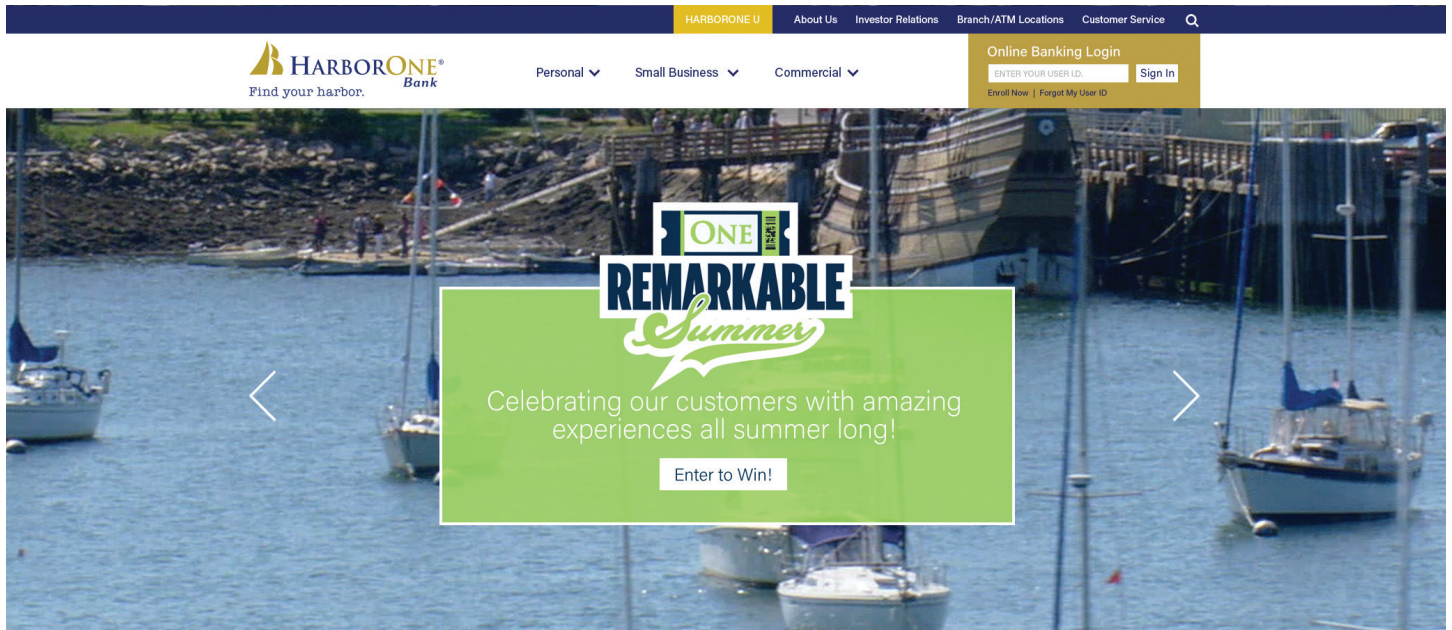
HarborOne was introduced to Wakefly through a mutual partner. They came to Wakefly looking for Kentico expertise as their site needed an improved user experience. The current site was ever-evolving and plans for an increased marketing initiatives were under way.



Scheduled relaunch date of August 25th, 2018



Built on Kentico 11 Portal Engine, EMS



One Great Story. One Great Bank

HarborOne Bank is the largest state-chartered cooperative bank in New England with \$2.5 billion in assets. For over a century, HarborOne's mission has not wavered...total commitment to our customers, our communities, and our colleagues.

Open a New Account
Applying is fast and easy!

Make a Loan Payment
Offering three payment methods.

Join Our Team
One of the Top Places to Work!

The Solution

In order to achieve a better user experience, a complete website redesign and re-architecture of the content strategy were made a priority. Wakefly assigned a dedicated team to work this project to ensure the client's goals were achieved in an efficient manner.

A complete re-architecture of all content and user flows were analyzed for improvements. The content across the site was updated to enhance its ability to engage with their target audience.

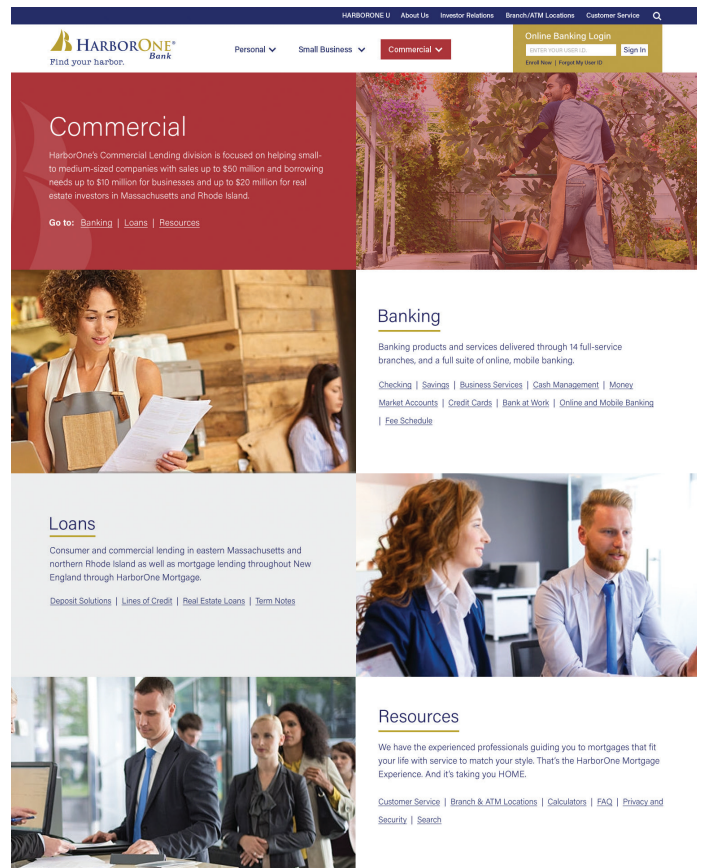
A primary objective was to improve overall conversions site-wide. Wakefly focused design efforts from a mobile-first approach. Creating a mobile-first experience was important, since HarborOne's target audience is ever-increasing their dependency on mobile usage.



The Results

Since the relaunch in August 2018, results have been very positive and consistently improving. Top areas of improvement have been seen in the following Year-Over-Year Comparisons:

- 37.56% increase in page views
- 21.09% increase in average time on page
- 40.86% reduction in bounce rate
- 148.65% increase in average session duration
- 9.62% increase in number of sessions per user



Small Business
You can count on these three things when we work together. Service, integrity and partnership.
Go to: [Banking](#) | [Loans](#) | [Resources](#)

Banking
Banking products and services delivered through 14 full-service branches, and a full suite of online, mobile banking.
[Deposit Solutions](#) | [Business Services](#) | [Online and Mobile Banking](#) | [Cash Flow Solutions](#) | [Bank at Work](#) | [Deposit Rates](#) | [Fee Schedule](#)

Loans
Consumer and commercial lending in eastern Massachusetts and northern Rhode Island as well as mortgage lending throughout New England through HarborOne Mortgage.
[QuickDecision](#) | [Lines of Credit](#) | [Term Loans](#) | [SBA Line of Credit or Loan](#) | [Commercial Real Estate Financing](#)

Resources
We have the experienced professionals guiding you to mortgages that fit your life with service to match your style. That's the HarborOne Mortgage Experience. And it's taking you HOME.
[Customer Service](#) | [Branch & ATM Locations](#) | [Calculators](#) | [FAQ](#) | [Privacy and Security](#) | [Search](#)

Deposit Rates

Home > Personal Banking > Deposit Rates

Checking Account Rates | Savings Account Rates | Money Market Account Rates | CD & IRA Account Rates

Rates are effective June 21, 2018

Checking Account Rates

	Minimum Opening Deposit	Minimum Balance To Earn APY	Interest Rate	Annual Percentage Yield (APY)*
Advantage Gold	\$10.00	\$100	0.05%	0.05%
i-Checking[®]	\$10.00	\$0.01-\$19,999.99	0.30%	0.30%
i-Checking[®]	\$10.00	\$20,000 or more	0.05%	0.30%-0.05%
i-Checking[®]	\$10.00	\$0.01	0.05%	0.05%

*Eligibility requirements are not met, entire balance earns.

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.

HarborOne U
Leading the way in financial education.
Strong communities are built one individual at a time. As a leading financial institution and member of your community, HarborOne Bank knows that knowledge is the key that drives success.
Go to: [Banking](#) | [Loans](#) | [Resources](#)

Home > HarborOneU

About HarborOneU

One of the country's first centers devoted to financial education, life and career management services and small business assistance.

Located in our offices in Mansfield and Legion Parkway in Brockton, we offer a wide range of classes, seminars and events tailored to help people and business owners better understand and manage their finances and their futures.

HarborOne is a pioneer in offering educational opportunities to local residents and businesses. Cited as a national model, our innovative MultiCultural Banking Center, now known as HarborOne U[®] Brockton Campus, helped place thousands of people on the path to a brighter future through the educational opportunities made available there. With HarborOne U[®], we are able to build upon our experience in helping people expand their financial knowledge for use in their daily personal and professional lives.

Upcoming Classes:
10/23/2018
Certified First Time Home Buyers Seminar
[Register Today](#)

Small Business Programs
Reflecting HarborOne's focus on helping small business grow and prosper, our programs are geared specifically to meet

Financial Education Programs
We believe that you're never too young to learn how to plan for your financial future. The most critical work we do is teaching

Personal Enrichment & Life Stage Programs
Understanding that growth and personal development go beyond financial and business education, we offer a variety of