

**SPACE COAST
CREDIT UNION**

In 2018, the Space Coast Credit Union (SCCU) team hired Wakefly to redesign and develop their digital presence on the Kentico 12 platform. Fast forward to the present, the SCCU team, again reached out to Wakefly, in order to upgrade their website to the latest iteration, Kentico 13.

235%

Sales Lead Increase

19%

Mobile Traffic Increase

29%

More Traffic per Day

40%

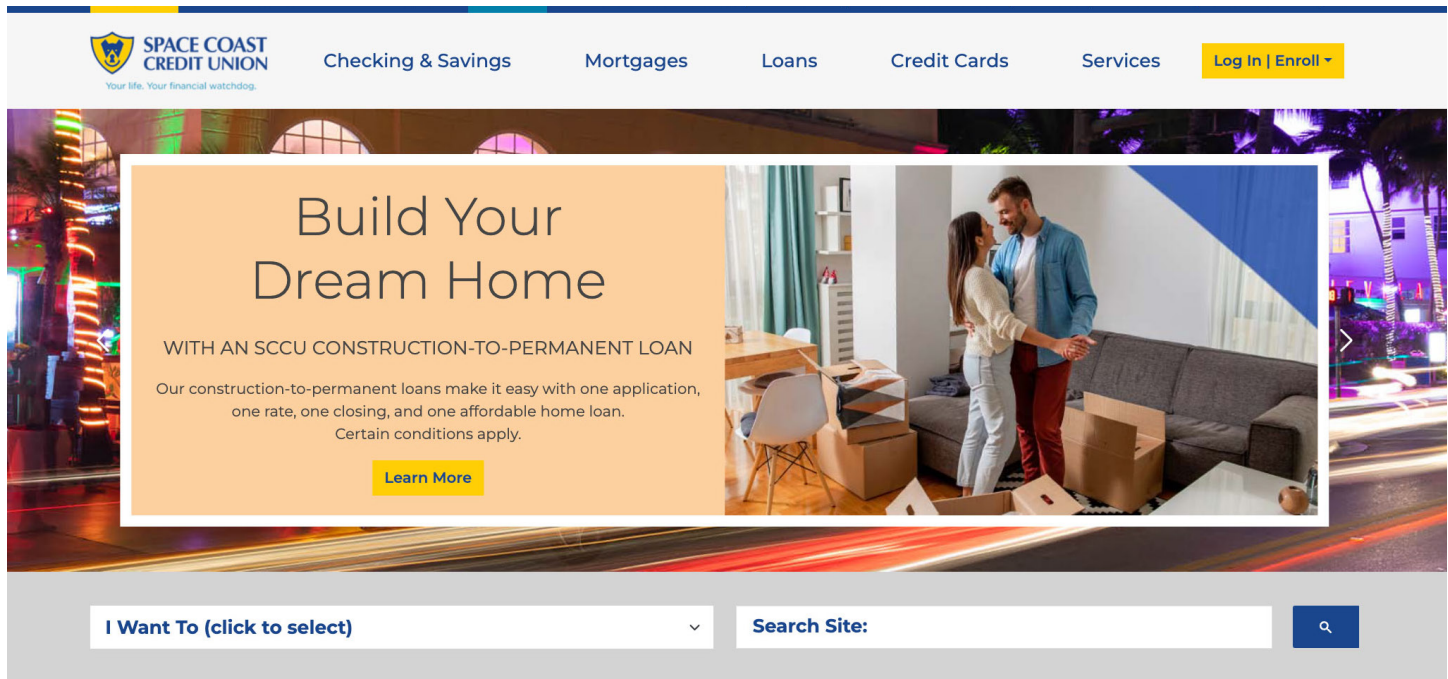
Increase in Clicks to Apply



Background

This initiative aimed to perform a strategic “lift and shift,” preserving the existing design and content while harnessing the advanced features of Kentico 13 to construct templates, pages, sections, and widgets. The primary objective was to empower the SCCU marketing team, providing

them with enhanced control over their content management, addressing challenges previously encountered by non-developers in effecting website changes.



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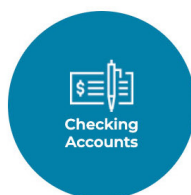
Auto Loans

Auto Loans



Home Loans

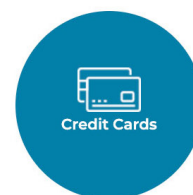
Mortgages

Checking
Accounts

Checking

Certificates of
Deposit

Certificates



Credit Cards

Credit Cards

Goals & Challenges

Wakefly's development team, recognizing the historical management of the website by SCCU developers over several years, conducted a meticulous assessment. This evaluation informed the creation of a comprehensive development plan and business requirements document, delineating the transition from older Kentico methods to the innovative approach of utilizing page builder widgets.

Simultaneously, an Accessibility Audit was executed to ensure the website's compliance with best practices and adherence to WCAG standards, thus ensuring an inclusive and accessible experience for all visitors.

Throughout the process, a stringent client acceptance testing phase was implemented, resulting in Wakefly achieving a nearly pixel-perfect rebuild of the SCCU website within the Kentico 13 framework. This successful transition now empowers the SCCU marketing team with a user-friendly interface for creating and editing pages, setting the stage for a promising future marked by enhanced control and efficiency.

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Terms & Fees		Quick Links	
Minimum opening deposit	\$25	Card Controls	Order Checks
Minimum daily balance	None	How to Choose the Best Free Checking Account	Overdraft Services
Monthly low balance fee	None	Mobile Banking	Direct Deposits
Requires an adult joint account holder	No	More Checking Accounts	Report Lost/Stolen Card

Solution

Beyond the core objectives of the project, Wakefly demonstrated a commitment to holistic solutions by actively collaborating with SCCU IT to establish an internal hosting environment. This strategic partnership was pivotal in ensuring the seamless integration and optimal performance of the new site.

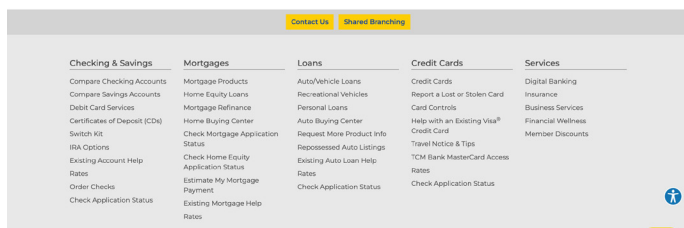
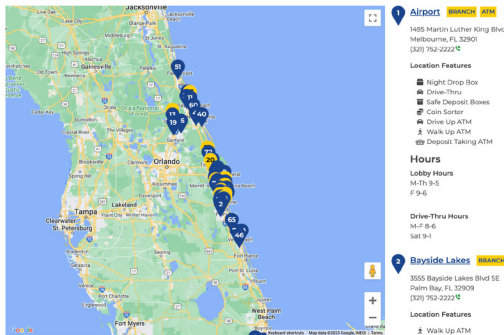
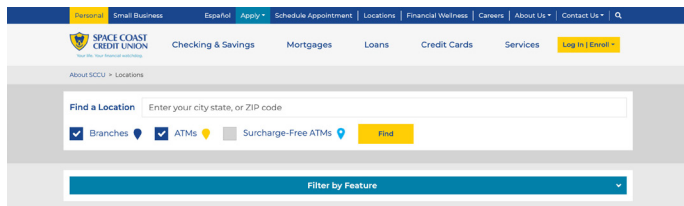
Wakefly's dedication to extending support beyond the immediate project scope underscores their commitment to delivering comprehensive solutions, guaranteeing lasting success for their clients. The collaborative effort between Wakefly and SCCU IT showcases the importance of synergy in achieving not only project goals but also in laying the foundation for sustained success in the ever-evolving digital landscape.

In conclusion and recap, the focal points of the recent development initiative included transitioning to the Kentico Xperience 13 CMS, implementing Page Builder templates, sections, and widgets, introducing a customized disclosure management system, incorporating rate management features, and integrating a bespoke rate import tool.

Additionally, the development initiative embraced multilingual support, catering to diverse cultural preferences. These key features collectively represent a comprehensive enhancement aimed at optimizing the overall user experience, ensuring a seamless and adaptable digital platform.

The incorporation of Kentico Xperience 13 CMS brings cutting-edge capabilities, while the Page Builder templates and widgets empower users to create dynamic and engaging content. The custom disclosure management system adds a layer of tailored control, ensuring precision and efficiency in information dissemination.

Furthermore, the integration of rate management features and the custom rate import tool streamlines financial processes, enhancing the platform's functionality. Finally, the inclusion of multilingual support demonstrates a commitment to inclusivity, accommodating users from various cultural backgrounds and fostering a globally accessible digital environment.



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.