{W} WAKEFLY

SPACE COAST CREDIT UNION

SCCU redesigned their website using Kentico 12. This new implementation allows the SCCU marketing team to easily keep their content up to date, and provide their website visitors with useful information and tools to help them choose the best product. Also, the new website will allow SCCU to recruit new members and increase its revenue.

235%
Sales Lead Increase

19%
Mobile Traffic Increase

29%
More Traffic per Day

40%
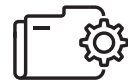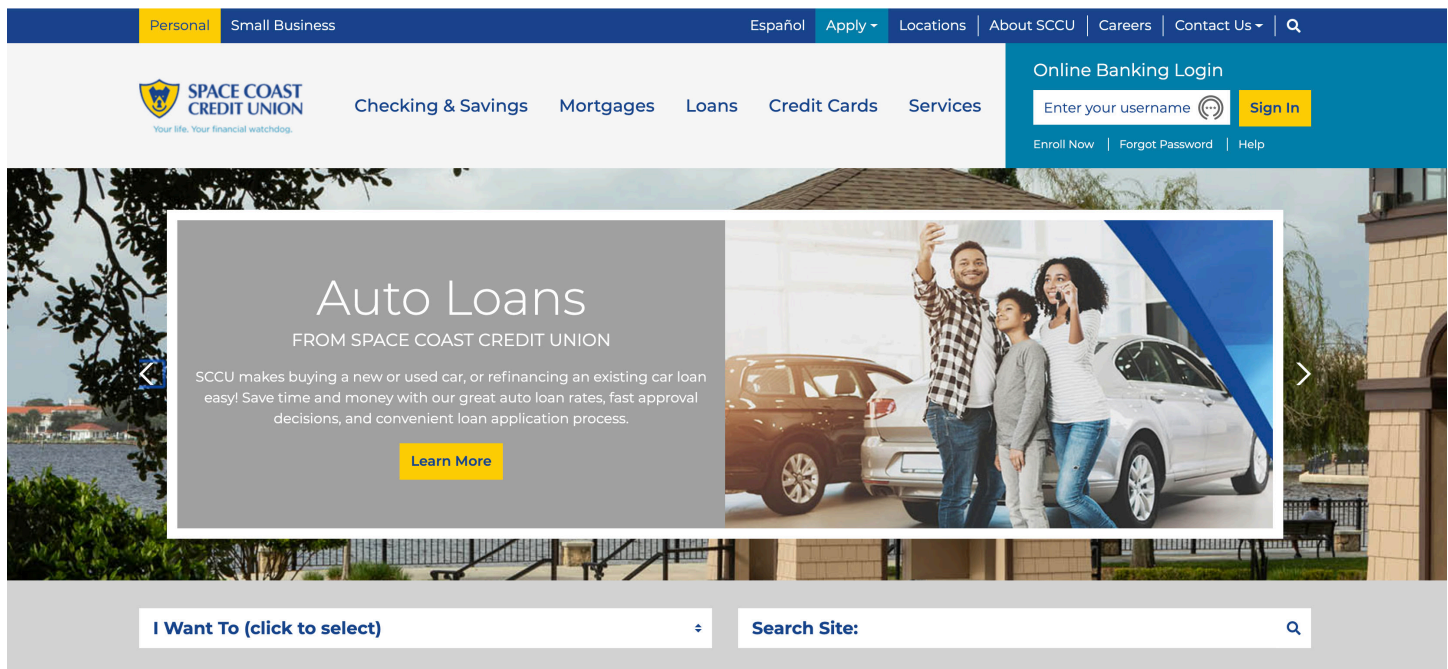Increase in Clicks to Apply

Banking Industry

SCCU looked to partner with Wakefly to reorganize, redesign and rebuild their public facing marketing website. The existing SCCU.com website was built on a very outdated version of Kentico and didn't always follow Kentico development best practices. Thus, the day to day management of the website was extremely tedious and often required a developer to complete content update tasks.

Launch date of
July 29th, 2019

Built on Kentico 12 EMS

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SPACE COAST CREDIT UNION
Your life. Your financial watchdog.

Checking & Savings   Mortgages   Loans   Credit Cards   Services

Online Banking Login
Enter your username   **Sign In**
Enroll Now | Forgot Password | Help

Auto Loans
FROM SPACE COAST CREDIT UNION

SCCU makes buying a new or used car, or refinancing an existing car loan easy! Save time and money with our great auto loan rates, fast approval decisions, and convenient loan application process.

Learn More

I Want To (click to select) ⇕   Search Site: 🔍

Your life. Your Financial Watchdog.

Solutions for your saving, spending, and borrowing needs so you feel confident in achieving your goals.

Auto Loans   Home Loans   Checking Accounts   Certificates of Deposit   Credit Cards
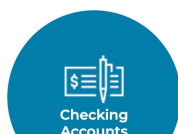
Goals

The overarching business goal was to increase revenue by expanding its membership. The main objective of the website redesign was to create a platform that enabled the SCCU marketing team to provide the credit union's membership with up to date content, ranging from rate information, decision making tools and the ability to troubleshoot common banking issues such as dealing with a lost or stolen credit card or finding a branch location in their area. The main tactics to achieve this overarching goal were as follows:

Global Rates Management structure:
SCCU has several types of products including but not limited to mortgages, checking and savings accounts, auto loans, etc., all of which have multiple rates associated with them depending upon the type of product. In their current website, updating rates, sometimes daily, was an extremely tedious and manual task that was very time consuming. Wakefly set the groundwork for streamlining the rate management process. While full automation for updating rates from third party applications is ideal, the initial launch of this feature includes the consolidation of rates into one area of the website. Each rate type (i.e. mortgage, auto loan) is managed in a custom table. The data from the custom table is then pulled into the site and displayed using a custom page type, which can be placed in many different locations on the site. Previously, SCCU was using tables within rich text editors and macros to display rate information, which was
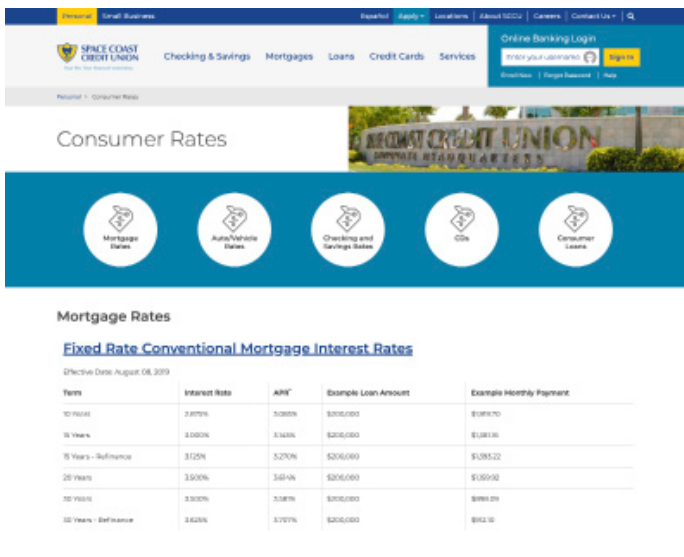

extremely difficult to update and maintain.

Responsive Design:
The previous version of the SCCU website was not responsive, and the SCCU marketing team created a mobile specific website to allow mobile viewers access to the site. The new website features a completely responsive design, eliminating the need for the SCCU team to manage two sites and two groups of content.

Mortgage Rate and Payment Estimator:
One of the most exciting features developed as a part of this relaunch is the Mortgage Rate and Payment Estimator. This tool presents the website visitor with a series of questions regarding their mortgage needs, such as amount of loan needed, anticipated down payment and type of home (condo vs. single family). Depending on the answers provided by the visitor, the results page displays the available loan options as well as estimated monthly payments and rates. With many loans to choose form, the estimator tool enables the SCCU marketing team to help refine the choices for the user. It also prompts the user to contact a member of the SCCU team to discuss further. Additionally, users can choose to send the information to their personal email address, which allows SCCU to capture their email address for potential future communications.
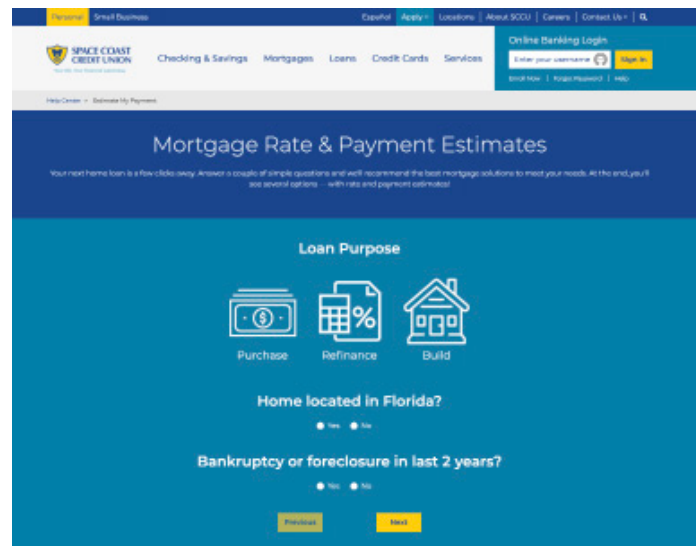
Global Footnote Management:
As a Credit Union, SCCU is required to disclose terms and conditions and other disclaimers on the website in a clear and easily accessible manner for the website visitor. These footnotes are found throughout the site, and oftentimes are the same disclosure — meaning if a specific disclosure needed to be updated, it would need to be updated manually on every page that disclosure appeared on. To alleviate the manual process, Wakefly designed an experience where the website visitor clicks on a footnote superscript which opens a modal and anchors the user down to that specific footnote text within the modal. This experience allows for the footnote content to be viewed in the context of the text it is referenced by, instead of forcing the website visitor to scroll to the bottom of the page to read the notation. For the SCCU team, this feature provides a single location to enter and manage all of the footnote text. The CMS editor can then easily assign the proper footnote text to the content that needs to be annotated.

Challenge & Solution

Rate Calculations Challenge:

One of the largest challenges was understanding the calculations required to determine rates for some of the SCCU products such as mortgages and loans. The existing website had the calculations stored in compiled code that could not be accessed. Once we were able to determine the calculations, Wakefly also needed to determine a method/location for storing the calculations in such a way that they could be accessed to be viewed and/or changed in the future.

Rate Calculations Solution:

The rates data are stored in custom tables as originally requested. However, prevailing requirements necessitated some of these rate values be computed based on other rate fields and rows. Instead of defining opaque global event handlers which assign these computed fields whenever the custom table items were updated, a custom module was created for this purpose. This custom module provides buttons for triggering particular computed rate updates and prints a summary of the updates applied. An "import from CSV" task was added to this rates module as well, which also prints a report of the updated custom table rows. If we were to re-architect rate management given the final set of requirements, we could have benefited from using custom module classes in place of custom tables. However, the solution we landed upon cleanly separates data from automated logic, exposes business rules, and facilitates future maintenance and extension.

Page Speed/Caching Challenge:

Once the website was in the client's production environment and preparing for site launch, it was observed that the website pages were suddenly loading slowly at times. As a part of our project, we had partial caching turned on for specific web parts, to ensure that if timely content such as rates changed, old rates wouldn't get stuck in the cache.

Page Speed/Caching Solution:

Applying performance and partial cache settings on listing web parts greatly improved website speed. The website's numerous navigations and content listings are built using content-only page types structured in the content tree, so caching reduced the frequency of expensive queries being executed. The "Preserve cache on postback" setting was particularly important, because the master template has a custom banking login web part which triggers a postback. Without this setting enabled, the navigation web parts' cache cleared whenever any visitor used the banking login. To reduce the weight of these queries, the "columns" field was set on these listing web parts, and queries within macro expressions were cached as well.

Results

The feedback from Space Coast Credit Union has been incredibly positive, including the following points and statistics:

Ease of content entry and management. The client now has full control over all of the content on the website and has found Wakefly's implementation to be simple, straightforward yet powerful, and enables the client to update their content with ease.

As a part of the project, Wakefly implemented Content Staging and Work-flow. The client has found this incredibly helpful and has integrated these features into their overall content creation and publishing process.

Wakefly created a flexible General Content Template for SCCU to use for any content that doesn't have a custom page template. This flexibility has allowed for content creators to build pages easily without the aide of developers as they previously had to.

Improved Statistics:

- 29% more traffic per day
- Traffic was nearly double normal during the first two days due to online banking login attempts
- Of these web visits, 23% were on a mobile device, representing an increase in mobile traffic from 19% previously
- Mobile is now optimized for smaller screens, and all of the content is the same, therefore improving the user experience
- 40% increase in clicks to apply (249 per day)
- 235% increase in sales leads per week
- 900 mortgage estimates were completed using the new, user friendly custom calculator

Improved Functionality:

- Optimized for a responsive experience (content is maintained in one location, not two separate sites)
- Site is more interactive and information is easier to find. (Average time on site increased by an entire minute.)
- Spanish translation
- Marketing automation enabled for lead nurturing and email follow ups
- Content approval, push, and syncing tasks were automated with a workflow, saving substantial manual work
- Rate updates automated in a single location saving time daily
- Disclosure content maintained in single location for ease of updating

Kentico CMS

SCCU was already on Kentico, but an extremely outdated and unsupported version. They wanted to continue to use Kentico as their CMS platform and look to leverage the marketing tools that EMS license has to offer in the near future.

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.