

ARDENT.[™]

CREDIT UNION


Ardent Credit Union empowers people and strengthen their communities, one member at a time. They deliver the kind of smart, affordable banking their members need and deserve.



Background

In a strategic alliance, the Ardent Credit Union team and their longstanding partner, Wakefly, joined forces to breathe new life into their aging Kentico 12 site by embracing the latest advancements in Kentico 13. The central

objective was to retain the existing design and content while harnessing the power of Kentico 13 to equip the Ardent marketing team with enhanced capabilities for effortless content creation and management.



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APR

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APY

15-Month CD

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APR

15-Yr Fixed Mortgage

as low as

6.000%

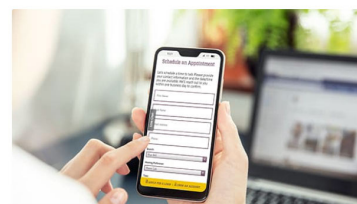
Rate



7-MONTH SLAM DUNK CD
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FREQUENTLY ASKED QUESTIONS
Deposit Insurance Info



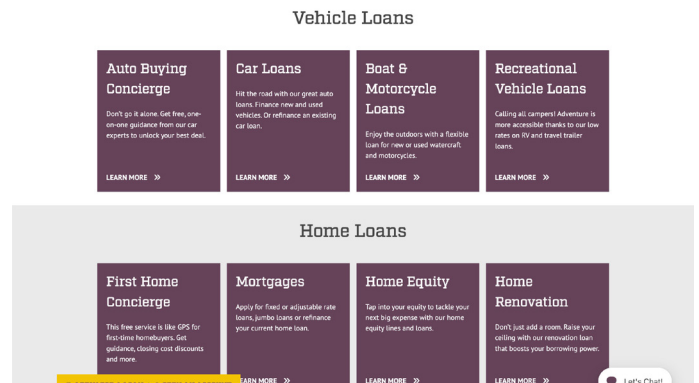
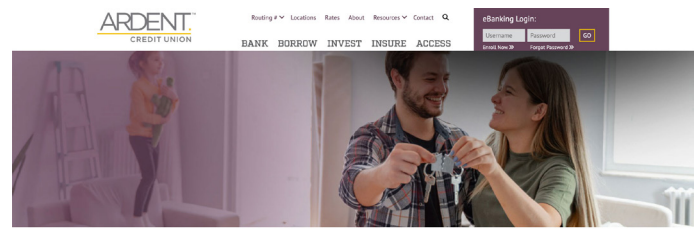
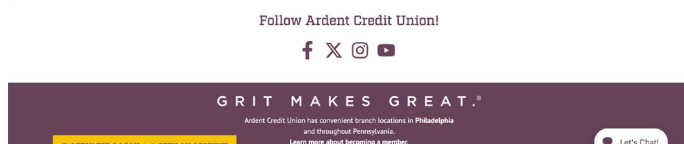
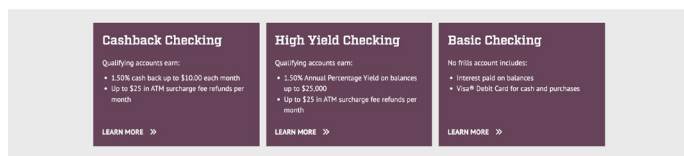
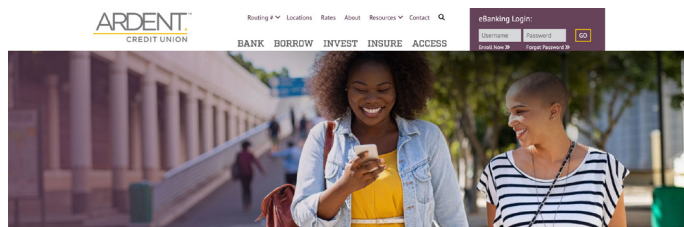
APPOINTMENTS
Can we pencil you in?

Goals & Challenges

Wakefly spearheaded the transformation with a meticulous examination of the current website, strategically orchestrating the transition to the innovative Kentico 13 model. Through the implementation of page builder layouts, sections, and widgets, a substantial portion of the website content seamlessly transitioned. The reconstructed site placed a strong emphasis on user-friendly content management, delivering significant benefits, particularly to non-developers. The Ardent marketing team acquired the agility to promptly create landing pages, integrating lead capture forms to elevate user engagement.

As an integral part of the development process, Wakefly conducted a comprehensive accessibility audit to ensure adherence to WCAG standards, thereby securing an inclusive and user-friendly experience for all visitors to the site.

The positive outcome of this collaborative effort has left the client exceedingly pleased, highlighting a remarkable enhancement in user-friendliness compared to their previous site. Ardent Credit Union now proudly showcases a rejuvenated digital presence, seamlessly aligning with the evolving requirements of both their internal team and their diverse audience.



Solution

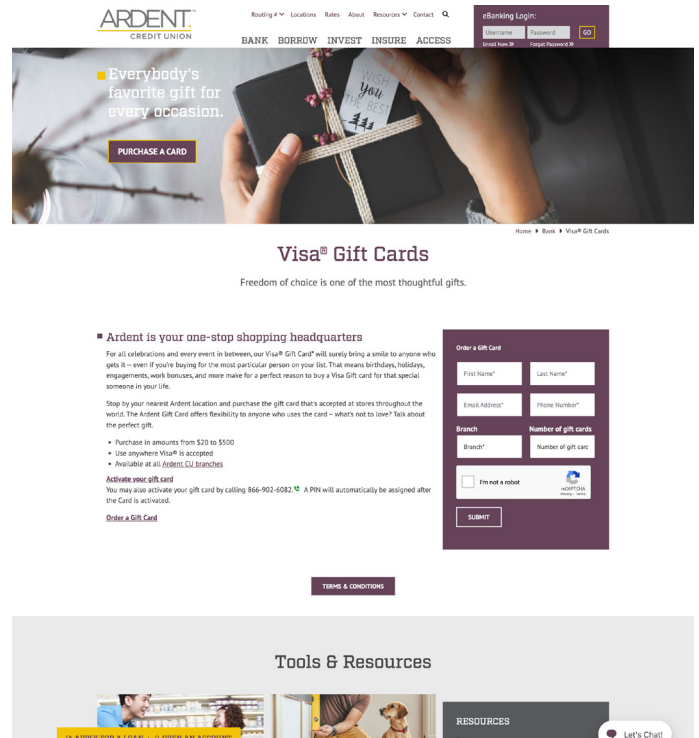
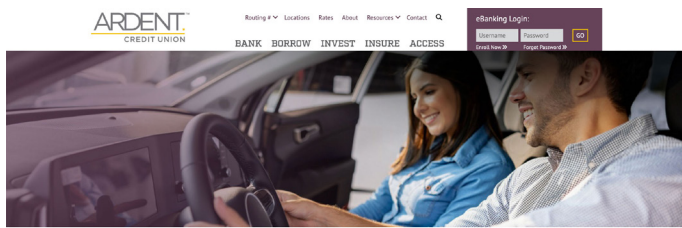
The strategic collaboration between Ardent Credit Union and Wakefly stands as a testament to the success achieved when expertise and innovation converge. The revitalization of the Kentico 12 site into a modernized Kentico 13 platform not only preserves the essence of the credit union's identity but also propels it into a future-ready digital landscape.

With an enriched toolkit for content management and a renewed focus on accessibility, Ardent Credit Union is poised to deliver an enhanced and inclusive digital experience to its members and visitors alike. This collaborative endeavor serves as a compelling example of how proactive partnerships and technological advancements can synergize to elevate the digital presence of an organization, fostering growth and adaptability in an ever-evolving online environment.

The essential elements of the Ardent Credit Union project encompass an upgrade to the Kentico Xperience 13 CMS, integration of Kentico Page Builder templates, sections, and widgets, as well as the implementation of a Rate management system and a customized rate import tool. This comprehensive set of features marks a pivotal advancement for the project, ushering in cutting-edge technology to enhance overall functionality and user experience.

The transition to Kentico Xperience 13 CMS ensures that the project leverages the latest capabilities, providing a robust foundation for content management. The integration of Kentico Page Builder templates, sections, and widgets empowers users to create dynamic and engaging content seamlessly. Additionally, the inclusion of Rate management features and a custom rate import tool streamlines financial processes, contributing to the efficiency of the platform.

Collectively, these key features represent a strategic and holistic approach to the project, emphasizing technological innovation and user-centric design. The Ardent Credit Union project stands poised to deliver an elevated digital experience, leveraging the capabilities of Kentico Xperience 13 to meet the evolving needs of both the credit union team and their diverse audience.



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.