



Established in 1917 as Brockton Credit Union, HarborOne Bank has been serving the needs of customers and the communities that we call home for over 100 years. Today, HarborOne has 31 branches in southeastern Massachusetts and Rhode Island and commercial lending offices in Boston and Providence.

9.4%

Increase in
website traffic

58.1%

Increase in
goal completions

68.3%

Increase in
conversion rates



Background

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.

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Welcome Investors Customers: visit our Resource Center for transition details. [Learn More](#)

Personal **Small Business** Commercial [HarborOne.U](#) [About Us](#) [Investor Relations](#) [Locations](#) [Customer Service](#) [Q](#)

HARBORONE Bank
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HarborOne Bank for Small Business

You can count on these three things when we work together.
Service, Integrity and partnership.

Business Products & Services

Lending Products

Business Accounts

Credit Cards

Business Resources

Cash Management

Merchant Services

Payroll Services

Voyage Tools for Business



Goals & Challenges

One of the primary goals of the website rebuild was to maintain the existing site design and user experience while refreshing the overall look and feel. Wakefly worked closely with HarborOne Bank to identify areas of improvement and implement necessary changes, while ensuring that the new design was consistent with the bank's existing branding and customer experience.

Solution

One significant change and upgrade to the new website was a re-work to the site navigation. A new journey-based approach was implemented, dividing the main navigation into Personal Banking, Small Business Banking, and Commercial Banking categories. This change aimed to provide an intuitive and effortless user experience, making it easier for customers to find the information they needed based on their specific banking needs.

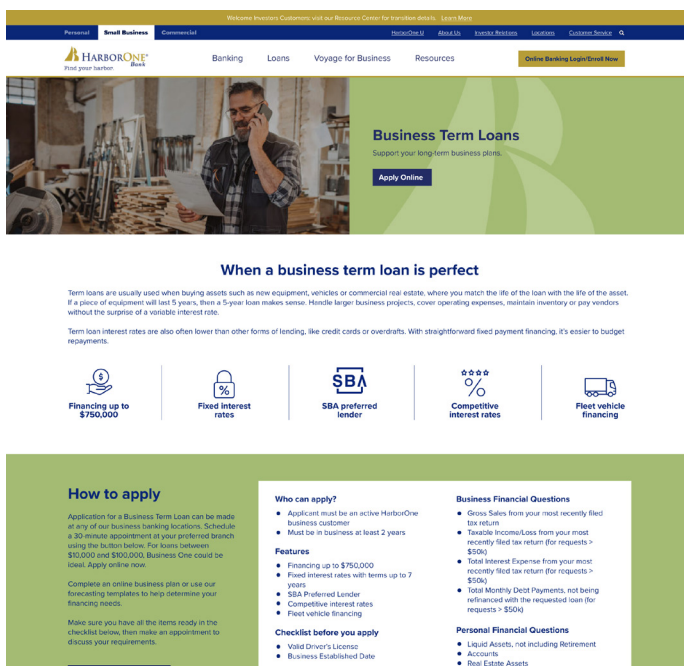
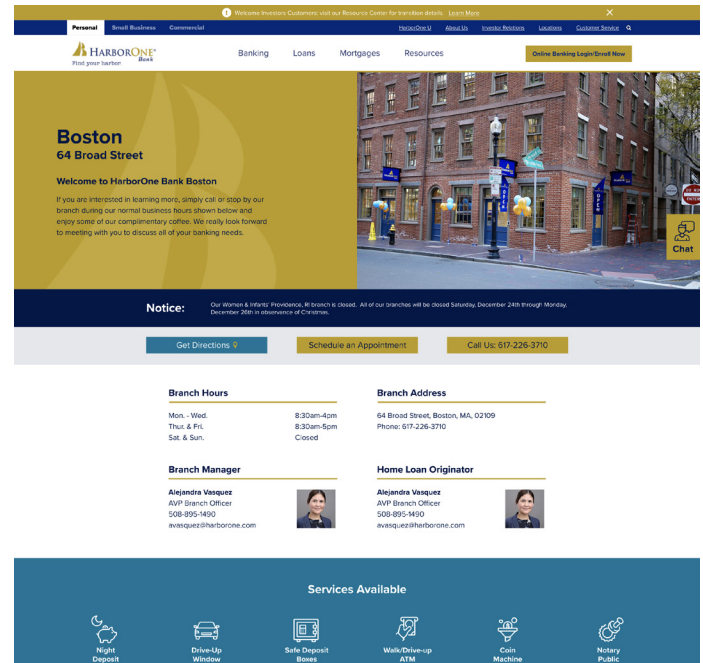
Updates were made to the layouts of the Small Business home page. A new look at content and calls to action have improved the user experience, offering the small business banking customer additional helpful resources. The location details page template was also re-thought, highlighting many of the important content areas to make it easier for the user to get directions, schedule appointments and generally connect with and understand the service offerings of each branch office.

By partnering with Wakefly, HarborOne Bank was able to leverage the latest technology in Kentico Xperience 13 to improve their website's user experience and ensure continued support. The successful rebuild of harborone.com has enabled the bank to better serve its customers

by providing a modern, intuitive online banking experience that they are already familiar with. This has also enhanced the bank's digital presence, reinforcing their commitment to meeting the evolving needs of their customers.

Key features

- Continued software support
- Improved navigation
- Maintaining a familiar user experience for long time customers



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.

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ENTER YOUR USER ID.

Sign In

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Small Business

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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](#)

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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:

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HarborOneU

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](#)

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

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