

CASE STUDY

A Digital Experience with Strategy, UI/UX Design, and Custom Web Development on the Progress Sitefinity Platform for **Workers Credit Union**.



1 EMPHASIZING THE WORKER'S WAY

SilverTech and Workers Credit Union worked together to create a website with a truly unique user experience that sets Workers apart from other financial institutions. The Workers Way, which is aimed at improving the financial wellness of the members and the community, helped to guide the direction of this project. Represented in the content and design of the website, prospective and existing members are left feeling that their relationship with Workers Credit Union is purpose driven and long-term.

Workers Credit Union was founded in the early 1900s by John Suominen. John Suominen owned a successful Fitchburg printing company but was concerned about the economic welfare of fellow immigrants from Finland. He met with

Massachusetts officials about launching a credit union for his countrymen and in 1914 and was granted a charter for Workers Credit Union. The charter stated that the board of directors could only recommend members who were “honest, industrious and of good habits.” Workers Credit Union now serves more than 110,000 personal and business members across the region with quality products and services at competitive rates.

Today, Workers Credit Union is focused on empowering members to achieve financial wellness. Through personalized, one-on-one financial coaching members can reach their financial goals at any stage of life with a staff of certified financial coaches ready to help members with proprietary processes and tools.



2 PAIN POINTS

Pain Points identified by the SilverTech strategy team on Workers Credit Union's old website:

- ✓ Disjointed navigation
- ✓ Under-utilized calculators
- ✓ Broken site search
- ✓ Lack of engagement

SilverTech's strategy team set these goals for the new website:

- ✓ Improve user experience
- ✓ Simpler clean navigation
- ✓ Clear/defined user journey
- ✓ Content strategy and UX design focused on driving opportunities
- ✓ Personalizing the user experience on the website

3 UX GOALS

WORKERS CU LEADERSHIP IDENTIFIED THESE BUSINESS GOALS FOR THE NEW WEBSITE:

- ✓ Help members with financial wellness
- ✓ Content and messaging highlighting The Workers Way should be woven strategically across the entire site
- ✓ Membership for a lifetime, no matter what life stage
- ✓ A sense of financial well-being for community and members
- ✓ Clear messaging around Workers' purpose and focus on relationship-building
- ✓ Expanding the geographical footprint by making it possible to join and become a member from anywhere in the country
- ✓ Highlight insurance options

4 NEW WEBSITE FEATURES

The new website focuses on user experience and engagement via content and functionality with these key features:

- ✓ Responsive UX/UI design
- ✓ A clearly defined user journey
- ✓ Modern intuitive navigation
- ✓ Strategy that increases engagement with valuable self-service tools such as rates calculators
- ✓ Accurate, focused and functional website search capabilities
- ✓ Member success stories
- ✓ Personalization
- ✓ Incorporate a variety of content formats like videos, newsletters, articles, and more
- ✓ An intelligent chatbot that adds functionality to the website
- ✓ Improved and simplified application forms with e-sign functionality



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Choosing The Right Credit Card Is Easier Than Ever

Whether you want to pay down balances faster, maximize cash back, earn rewards or begin building your credit history, you'll find the right card at Workers.

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Wibo, Workers Intelligent Bot
Hi, anything I can help with?



5 CHOOSING A CMS

The SilverTech experts chose the Sitefinity Content Management System (CMS) for the Workers Credit Union website. Sitefinity provides both the functionality specific to the end-users' interaction expectations and the internal team's updating capabilities. Progress Sitefinity effortlessly delivers quality content and powerful experiences with an intuitive and feature-rich interface. This modern and flexible toolset allows content managers to set up workflows and permissions within the CMS.

SITEFINITY CUSTOMIZED FUNCTIONALITY:

- ✓ Third party application integrations
- ✓ Online Forms
- ✓ Content and page templates
- ✓ Site search
- ✓ Speedbumps
- ✓ Mega menu
- ✓ Cookie messaging
- ✓ WCAG 2.1 Level AA compliance
- ✓ Online banking login
- ✓ Google analytics and tracking
- ✓ SEO- metadata and social sharing
- ✓ Custom Modules and Widgets
 - Alerts
 - Rates calculators
 - Blogs
 - FAQ's
 - Video testimonials
 - Team members
 - Callouts (Standard, Bold, and Banner)
 - Comparison cards
 - Product features & benefits cards
 - Icon buttons

6 THE RESULTS

In the first eight months since the launch of the new Workers Credit Union website, the following metrics have improved.

WE GENERATED

Homeowner
Insurance Forms
^2,749%

Consumer Loan
Applications
^380%

Credit Card
Application
^20%

Average Time on
a Page
^6.39%



WORKERS
CREDIT UNION

What would you like to do today?

Do a Rate Search

Loan Officers

Start a New Application

Finish an Existing Application

Login to Secure Doc Center

Resource Center





ABOUT US

SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with other national and global brands such as Segway, Drexel University, Fulton Bank, State of New Hampshire Travel and Tourism, and Conservation International.

For more information visit www.silvertch.com or email sales@silvertch.com.



TITANIUM PARTNER

7 THE CREATIVE

Workers Credit Union

Your Life | Your Business

Make An Appointment | Online Banking Login

Looking for Online Banking? Select this button to open the online banking login panel.

Garrett Is Achieving His Dreams, The Workers Way

WATCH HIS STORY > THE WORKERS WAY™ >

Hi, What Would You Like To Do Today?

Please make a selection...

Schedule an Appointment

Bank where you want, when you want! Make an appointment for non-routine services or to meet one-on-one with a Workers Way™ financial coach!

MAKE AN APPOINTMENT

Browse Our Great Rates

Life's big purchases require smart loan options. Browse our rates or make an appointment with a financial coach who will help you reach your goals.

BROWSE RATES

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THE WORKERS WAY SUCCESS STORIES

Workers Credit Union

YOUR LIFE | YOUR BUSINESS

LOGIN MENU

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