

Affinity Plus Federal Credit Union Achieves Improved User Experience and Productivity with Progress Sitemfinity

AT A GLANCE



With a dated CMS impeding design capabilities and a lacking user experience, Affinity Plus Federal Credit Union needed to up its game to meet growing demand for online banking services brought by the onset of Covid-19. Affinity implemented Progress Sitemfinity to deliver a world-class online experience.

COMPANY

Affinity Plus Federal Credit Union

INDUSTRY

Financial Services

PRODUCT

Progress Sitemfinity

COUNTRY

United States

Challenge

With an inaccessible backend that made content updates lengthy and tedious, and a front end with a dated interface, Minnesota-based Affinity Plus Federal Credit Union needed to refresh its online presence to meet the growing online banking demands of its 240,000 members.

“We’re now able to give our members the superior service they deserve. And our internal teams are better able to keep our digital presence current and relevant.”

Maha Brauch

Director of Digital Services, Affinity Plus

Solution



A CMS that enables content authors to create content then immediately post updates to keep the site fresh



Flexible, efficient design tools and capabilities to ensure the user interface is modern, intuitive and engaging



Custom content capabilities to build specific sections for customers that enhance brand reputation and SEO

Results



43% increase in page views with a 73% increase in pages viewed per session



A 60% increase in staff productivity delivering a healthy ROI on content management efforts



Easy-to-use widgets enable the quick creation of new pages to ensure the site is always fresh and current



Need to deliver a superior experience to engage and retain customers? **Learn more.**

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