

# How Hughes Federal Credit Union Grew New Account Openings Despite the New Normal with a Sitemfinity-Powered Website

AT A GLANCE



Hughes Federal Credit Union had a beautiful website, but since it was built on a proprietary CMS, it was impossible to manage without help from the CMS vendor. With Progress® Sitemfinity®, the Hughes marketing team was able to gain their autonomy and work independently. This not only improved their agility, but also boosted several key metrics, including new account openings.

COMPANY	INDUSTRY
Hughes Federal Credit Union	Financial Services
PRODUCT	COUNTRY
Sitemfinity	U.S.

## Challenge

The Hughes website was beautiful, but difficult to manage. This limited the marketing team’s ability to evolve the site and keep up with modern expectations.

**Sitemfinity really appealed to me. Multi-language support, personalization, customization, the fact it’s been around for years, the frequency of new updates—these factors were all important for us.”**

**Kerry Graham**  
Marketing Manager of Digital & Creative,  
Hughes Federal Credit Union

## Solution



With a user-friendly interface, Sitemfinity makes it easy for non-technical users to manage content



The extensible nature of the Sitemfinity architecture helps quickly deliver innovative website features



Sitemfinity is designed with the latest security best practices in mind, so customers can focus their efforts elsewhere

## Results



Approximately 3x more new accounts are opened every month with the new Hughes website



Improvements to page load speeds and SEO optimization drive better search rankings



Multilingual capabilities generate 500% increase in Spanish language site views



**Engage Your Customers, Partners and Employees Digitally with Sitemfinity.**

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