Progress® Sitefinity®

Georgia United Credit Union Increases New Website Users by 51% with Improved Member Experience and Progress Sitefinity

AT A GLANCE

GEORGIAUNITED® CREDIT UNION

When Georgia United Credit Union sought to address its lack of manageability with its content management system that was leading to delayed member communications and website updates and causing efficiency challenges in the organization, it turned to SilverTech to implement Progress Sitefinity. The implementation of Progress Sitefinity allowed for a simplified user experience, improved navigation and search experience and marketers' control over website management without the need for developer resources. This led to huge spikes in new users and time on page and reduced bounce rates.

COMPANY
Georgia United Credit Union

INDUSTRY
Financial Services

PRODUCT
Progress Sitefinity

COUNTRY
United States

Challenge

The credit union experienced internal challenges in content manageability of the website, due to an overcomplicated customized website design that did not allow the Georgia United marketing team the flexibility or capability to make edits or additions.

"Progress' multisite, digital insights and personalization features were what led SilverTech to recommend Sitefinity to meet the manageability and digital experience goals of our site well into the future. The DXP solution is easy-to-use, extensible, and capable of interfacing with both new and emerging technologies. The simplification and flexibility Sitefinity provide in managing our content is critical, and will allow us to continue to see great increases in user traffic and engagement."

Randi Whittaker
Georgia United Credit Union

Solution

Leveraged Sitefinity's multisite, digital insight and personalization features to advance Georgia United's online offerings.

Georgia United tapped SilverTech to help them create an intuitive experience that promoted member self-service (with financial calculators, a learning center and more)

Set up the website to serve as an "online branch" of their credit union, to provide members easy access to their information and answers to their most important questions.

Results

58% reduction in the number of clicks to complete actions and a 52% increase in the time members engage with site content

Allowed Georgia United's marketing team to rely less on developers to enhance the website and make additions in the CMS

51% increase in new users and a 14% decrease in bounce rate on Georgia United's Foundation website.

Learn how to deliver engaging member experiences with Progress Sitefinity.

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