

ORNL Federal Credit Union Delivers User-Friendly Mobile Experiences Through Progress Sitemfinity

AT A GLANCE



For over 70 years, ORNL Federal Credit Union has been serving Eastern Tennessee as a not-for-profit, member-owned financial cooperative. The organization’s outdated website required a modern upgrade that would make it tablet and mobile compatible, as well as provide streamlined content to its customers.

COMPANY
ORNL Federal Credit Union

INDUSTRY
Financial Services

PRODUCT
Progress Sitemfinity

COUNTRY
United States

Challenge

ORNL FCU understood that its website needed an overhaul as it proved to be difficult to navigate on mobile devices, which was a platform their customers were using more frequently.

“We are as passionate about issues, ideas and helping organizations in our community thrive as we are about helping our own members. We understand that the only way we truly thrive, as individuals, as neighborhoods, and as communities, is together.”

Tom Wright
Senior Vice President and Chief Marketing Officer at ORNL FCU

Solution



Refreshed the old ORNL FCU website using Sitemfinity. Created one consolidated, easy-to-use web experience that delivered seamlessly across mobile devices.



Utilized Sitemfinity Insight to build customer personas and collect data on website users for future personalization opportunities.



Integrated the Google Maps API within Sitemfinity to allow for branch location based on an individual’s geographic location.

Results




Improved design for mobile devices resulting in a more responsive and overall pleasant experience for members.








Developed seven customer personas that enabled ORNL FCU to track user behaviors, conversions and other relevant website data.



New URL structure for location pages increased SEO rankings for non-brand, brand and product keywords, such as “credit union oak ridge tn”, “ornl bank locations” and “ornl personal loans” to number one.

 **Build your own** customer personas and track user behavior on your website with Progress Sitemfinity Insight

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