

Case Study

Top 10 Website

(Kentico, September 2020)

Website design and
development on Kentico
Xperience® CMS Platform for
Kinecta Federal Credit Union.



kinecta [®]
banking done different

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Cultivating a Better Web Experience for Credit Union Members.

As one of America's largest and most influential credit unions representing 245,000 members, Kinecta Federal Credit Union (Kinecta) knew the time had come to significantly upgrade the digital experience offered on its website.

Kinecta's previous website had challenges, mostly due to an outdated Content Management System (CMS) and an internal resourcing bottleneck. The result was a subpar web experience that was text-heavy, required too many clicks to find information, and left customers with outstanding questions they were forced to bring directly to the branches or talk to call center representatives to resolve. The old site made it more difficult to attract new members, many who begin their search online, due to its cumbersome navigation.

With a commitment to outstanding member service and a promise for 'banking done different,' Kinecta sought to overhaul the web experience to be more intuitive and allow members to better conduct their business or research online - a clean, modern experience that would allow the new website to become a virtual branch that would facilitate self-service and membership growth.

"We know a website should not be one and done..."

"We know a website should not be one and done," said Janine Preston, Director of Marketing for Kinecta. "A website is a garden that needs to be constantly nurtured and maintained. I don't even like to talk about phased

updates, it really is something that needs to be updated all the time in order to get what you want from it."

Planting solid roots.

To make the new website a reality, SilverTech and Kinecta collaborated to create a streamlined, intuitive, and member-centric sitemap. With the website structure reorganized, SilverTech UX strategists and designers created wireframes and a new site design that allowed for a more visual, engaging and purposeful experience that was well representative of Kinecta's member community. The new layout utilized calls-to-action and other indicators for members so that they could easily find clear paths to needed information, as well as cross-promotion areas to help members take the next best step in their buying decisions.

SilverTech also migrated the new Kinecta experience to the Kentico Xperience Content Management Platform. This CMS would be better suited to allow for easier internal content distribution and management and would allow even non-technical members of the credit union to make updates as needed.

The new site has a better mobile experience as well as desktop. With the new site's improved navigation with intuitive labeling and terminology, members can find what they are looking for. In the first 60 days after launch, the new site provided an increase in organic traffic, leads, and cross-sell opportunities.





www.kinecta.org

Growing with the times.

The new Kinecta website provides a modern, pleasurable user experience for members, but that is only the beginning. Kinecta continues to work with SilverTech to cultivate new digital ideas and experiences that will allow Kinecta to deepen and grow relationships with members even further. Some of the enhancements include an online appointment and scheduling application, updated branch and ATM locator functionality, integration to social media channels and the addition of more videos and testimonials to the site.

2 Services.

- > User Experience Strategy
- > Information Architecture
- > Website UI/UX Design
- > Front-end HTML/CSS Development
- > Content Management System (CMS) Implementation and Customization

3 Results.

“Your team of talented and dedicated individuals is truly remarkable. I’ve been impressed by each and every one of them and their overall passion for providing a beautiful end result. I would unequivocally recommend SilverTech to anyone who asks, ‘you have a great website, who did you use?’”

MONSIDO
TOP 5 SITE | 2020

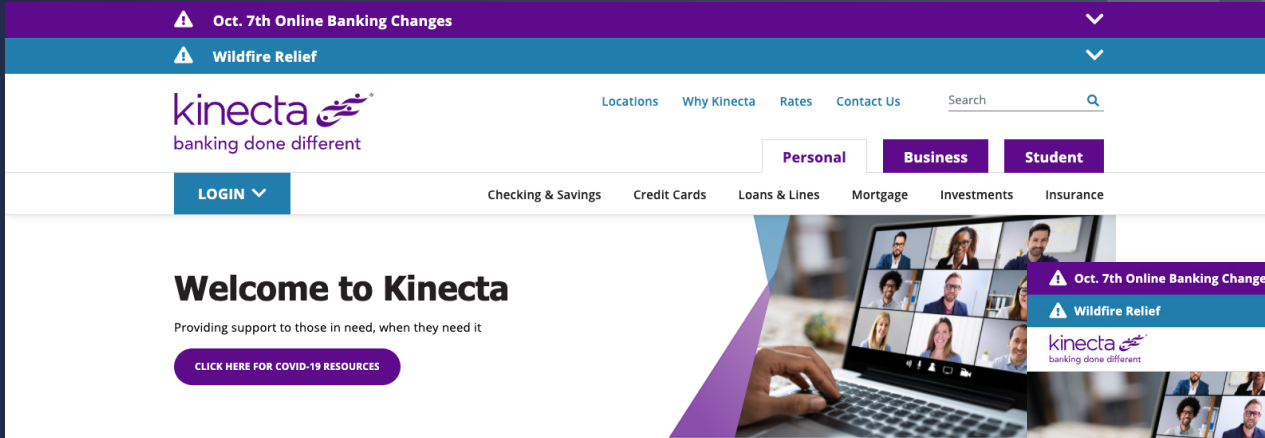
Kinecta Federal Credit Union was recently selected as a 'Top 5 Highest Performing Credit Union Website' by Monsido. Kinecta was selected specifically for high marks in Web Accessibility, Content Quality Assurance, and Response Time.



JANINE PRESTON, DIRECTOR OF MARKETING
Kinecta Federal Credit Union

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SilverTech's Game Changing Solution for Kinecta.



Oct. 7th Online Banking Changes
Wildfire Relief

kinecta **بنك**
banking done different

Locations Why Kinecta Rates Contact Us Search

Personal Business Student

LOGIN

Checking & Savings Credit Cards Loans & Lines Mortgage Investments Insurance

Welcome to Kinecta

Providing support to those in need, when they need it

[CLICK HERE FOR COVID-19 RESOURCES](#)

Branch & ATM Network¹

Enjoy access to your money through 30,000 surcharge-free ATMs and 5,000 shared credit union branches.

[FIND US](#)

Online Banking & Bill Pay

Use Kinecta's secure online banking to check balances, pay bills, make loan payments, and more.

[ONLINE BANKING & BILL PAY](#)

Mobile Banking²

Once you enroll in Online Banking, you can conveniently check your finances or make payments on-the-go with our secure mobile app.

[MOBILE BANKING](#)



Oct. 7th Online Banking Changes
Wildfire Relief

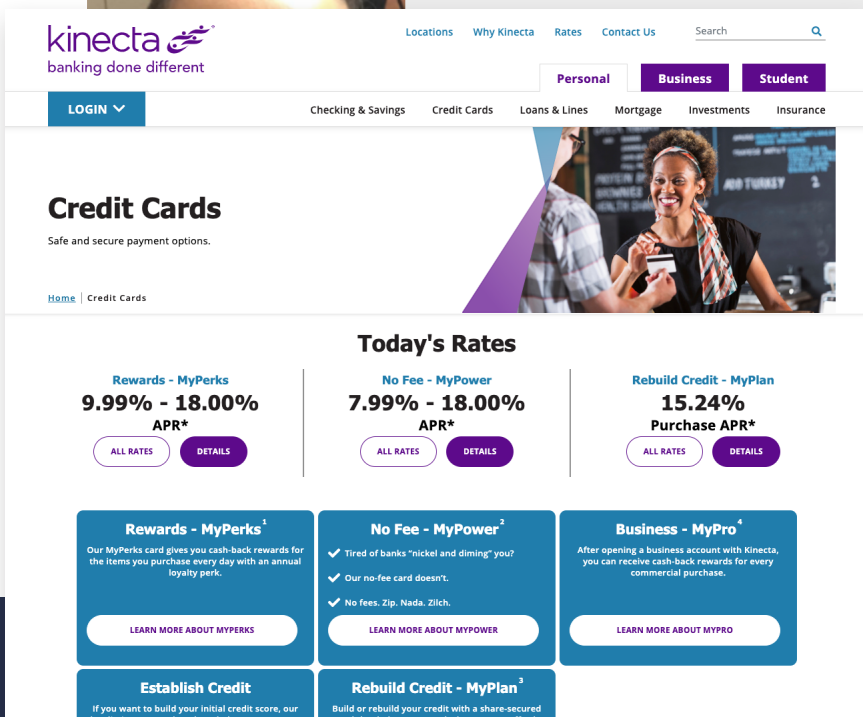
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Personal Business Student

LOGIN

Checking & Savings Credit Cards Loans & Lines Mortgage Investments Insurance

Credit Cards

Safe and secure payment options.

Home | Credit Cards

Today's Rates

Rewards - MyPerks¹ 9.99% - 18.00% APR*	No Fee - MyPower² 7.99% - 18.00% APR*	Rebuild Credit - MyPlan³ 15.24% Purchase APR*
ALL RATES DETAILS	ALL RATES DETAILS	ALL RATES DETAILS

Rewards - MyPerks¹

Our MyPerks card gives you cash-back rewards for the items you purchase every day with an annual loyalty perk.

[LEARN MORE ABOUT MYPERKS](#)

No Fee - MyPower²

- ✓ Tired of banks "nickel and dime" you?
- ✓ Our no-fee card doesn't.
- ✓ No fees. Zip, Nada, Zilch.

[LEARN MORE ABOUT MYPower](#)

Business - MyPro⁴

After opening a business account with Kinecta, you can receive cash-back rewards for every commercial purchase.

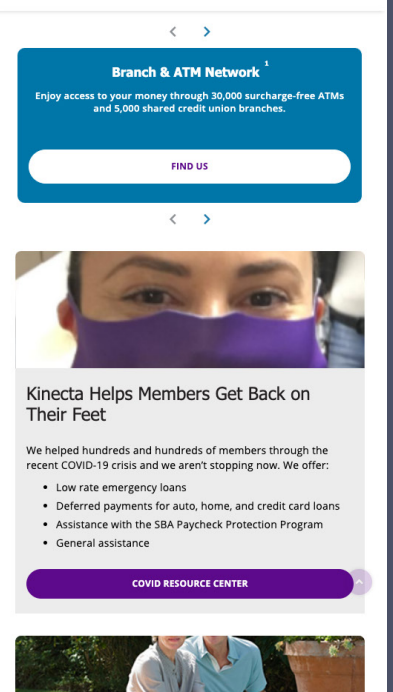
[LEARN MORE ABOUT MYPRO](#)

Establish Credit

If you want to build your initial credit score, our...

Rebuild Credit - MyPlan³

Build or rebuild your credit with a share-secured...



Branch & ATM Network¹

Enjoy access to your money through 30,000 surcharge-free ATMs and 5,000 shared credit union branches.

[FIND US](#)

Kinecta Helps Members Get Back on Their Feet

We helped hundreds and hundreds of members through the recent COVID-19 crisis and we aren't stopping now. We offer:

- Low rate emergency loans
- Deferred payments for auto, home, and credit card loans
- Assistance with the SBA Paycheck Protection Program
- General assistance

[COVID RESOURCE CENTER](#)



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