CASE STUDY

Digital Strategy, UI/UX Design, and Web Development on the Kentico Xperience Platform for **Seaside Bank and Trust**.

Seaside
Bank and Trust

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Seaside Bank and Trust is a full-service financial institution that has been serving the local Floridian market for over 25 years, bringing experience and dedication to their clients' private and commercial banking, wealth management, and insurance needs. Seaside Bank and Trust prides themselves on a relationship-focused approach to delivering financial solutions and services with continuity. Offering the broad, sophisticated products of a large regional bank coupled with the special personalized attention of a private neighborhood bank, Seaside Bank and Trust makes it their mission to give clients an above average experience online and in-person.

When Seaside Bank and Trust was acquired by United Community Bank, an existing SilverTech client, the companies decided they needed to give the Seaside website a refresh in order to merge brands cohesively. The teams wanted to ensure the new web presence was unique and within the Seaside brand while still complementing the existing United Community site, helping elevate Seaside and leveraging the existing functionality that SilverTech previously built for United Community Bank.

SilverTech's strategy team recommended using the Kentico Xperience Platform for Seaside Bank and Trust. Kentico Xperience is the same platform used by United Community Bank giving users the same digital experience on both websites. SilverTech developed the new website
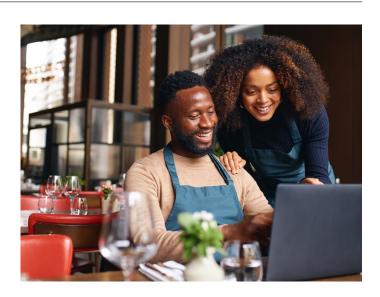
on the Kentico Xperience DXP platform in order to meet the client needs and business needs of the two banks. This platform also allows the internal content marketing teams at both banks to deliver online content and manage the websites with ease and confidence.

In addition to seamlessly integrating the Seaside brand with the United Community Bank brand, the project had other goals that would provide a better user experience for their customers, including:

- ✅ Provide a more intuitive navigation to help Seaside Bank and Trust leverage its strength of creating valuable relationships

- ✅ Grow the Seaside Bank and Trust customer based while preserving the current delivery model and brand standardsUse website to entice people to convert (call, fill out form, etc.)

- ✅ Utilize functionality aimed at increasing self-service online transactions, in addition to cross selling products and services between Seaside and United Community Bank

- ✅ Create more interest or movement on the home page to promote revisiting the site

- ✅ Communicate the Seaside brand as a financial service provider and guide

TARGET AUDIENCE 01

When we began working together, Seaside Bank and Trust had a clear understanding of its target market and already engaged in activities to appeal to these groups. Its typical target included business owners, entrepreneurs, professionals, and senior executives with $1 million to $20 million in wealth management assets and credit of $1 million to $10 million. Assets this size require a relationship with a trusted financial advisor. Additionally, many of these individuals have multiple services they seek to utilize from a bank, whether that be wealth management, private banking or commercial banking and are typically investing their money in a variety of assets.

NAVIGATION AND CONTENT

The first enhancements to improve customer experience on the Seaside site focused on website navigation and content gap analysis. Where appropriate, Seaside Bank needed to adopt navigation labeling that was more relationship-centric instead of driven by function alone. It was important to show Seaside's goal of building long-term relationships that could grow over time. Instead of complicating the navigation and pages with banking jargon, they wanted to create a site that was inviting and easy to understand - no matter a user's experience level when it comes to banking.

With the acquisition, there was a clear opportunity to update the content strategy to highlight what Seaside can offer its target audience and to cross-sell products and services from United Community Bank. **The two brands wanted their content to feature brand story-telling that communicated the Seaside Difference to their target audience:**

- ✓ **Focused on our clients**
- ✓ **Single point of contact**
- ✓ **Advisory model**
- ✓ **Experience trusted advisor**
- ✓ **High-touch client service**
- ✓ **Comprehensive and sophisticated product/ service capabilities**

BRANDING AND DESIGN

Staple imagery provided by the Seaside team helped inform the UI/UX and styles from the very start of the project. As a bank located in Florida, Seaside Bank maintained its sophisticated feel with casual coastal imagery sprinkled throughout the content, helping set the site apart from other more traditional banking sites. With their personal flair in mind, the design and content now all work together to contribute to the story-telling aspect of their goals.

One critical aspect to this build was creating a flexible homepage design that enabled presentation of fresh content updates, helping create a reason for users to revisit the site and get even more valuable information that will hopefully translate to more conversions. Along with the new flexibility of the homepage, the new modern design also showcases and tells the story of the Seaside Difference, where members can now see and access it clearly.

THE RESULTS

Pages visited per session	Bounce rate
73.85% ⬆	**50%** ⬇

Average session duration	Page views
120.18% ⬆	**46%** ⬆

- ✓ In the two months before launch, the number of sessions per user was 2.91. Post-launch, that number has risen to an average of 3.94

- ✓ The bounce rate has decreased by 14.67% comparing two months pre-launch to two months post-launch. The bounce rate has now decreased by nearly 50%

- ✓ Average session duration has increased by 120.18%: an average of 5 minutes per session

- ✓ Pageviews have nearly doubled since before launch from around 47K views to around 102K views

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