

## CASE STUDY

Advia Credit Union is always looking for new ways to provide advantages in how members experience financial services.



advia  
credit union

Advia Credit Union has a mission to provide financial advantages to its members by providing advice, advocating for members, and offering advantages other financial institutions don't. This is accomplished through innovative financial solutions and a new, scalable website. For this new site, Advia sought to proactively provide the quickest and easiest digital solution for members to get the best user experience.

Advia is not like other financial institutions; this is illustrated in Advia's commitment to serving the ever-changing financial needs of its members. One of its core values is to drive progress by engaging in a ***spirit of innovation*** and developing new digital service tools for its members. This led to an innovative website redesign to give members easy access to information digitally.

## PAIN POINTS

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- ✖ Poorly laid out navigation
- ✖ Outdated design
- ✖ Information not easily accessible
- ✖ Too many clicks

The old website was not intuitive, and the overall digital experience lacked. The lending areas of the old site for both mortgages and auto loans were not producing results. With increased in mobile traffic, the site needed an improved mobile user experience. A major challenge facing Advia's business team was the organization and content hierarchy of the old site. The content was repetitive and text-heavy, and members were confused about where to find the information they sought. Other obstacles included Advia's team being unable to easily update the content and structure of the pages on the old website.

## GOALS FOR THE NEW SITE

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- ✔ Improved navigation layout
- ✔ Meets brand standards with redesign
- ✔ Measurable enhancements
- ✔ Increase overall visitors engagement
- ✔ Increase time spent on the website
- ✔ Increase content management efficiency

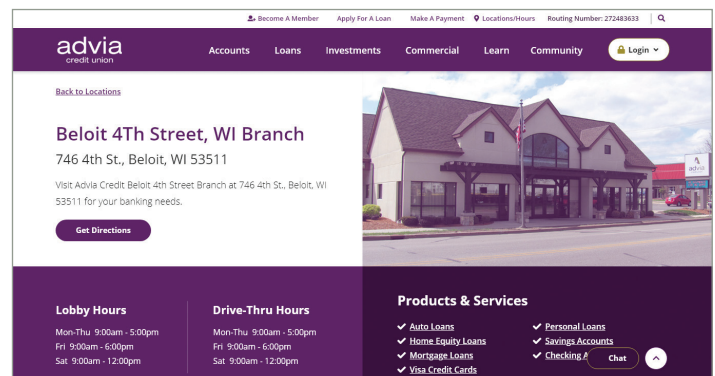
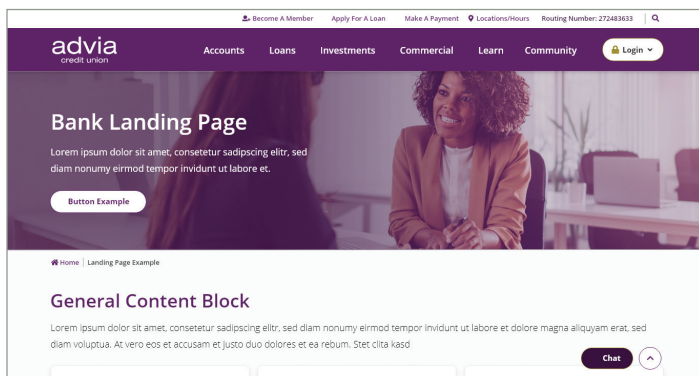
Advia wanted to create a "one-stop" resource center to educate members on digital banking—including forms, links, documents, and video tutorials. Two goals for the new Advia Credit Union website were simplifying content and allowing self-service for members. Advia did not want to reinvent the wheel in terms of UI but wanted to deliver a better digital experience to its members and potential new members. The new website provides a clean and clear navigation experience to eliminate clutter and confusion.

## THE RIGHT PLATFORM

SilverTech reviewed several CMS/DX platforms with Advia. Progress Sitefinity was the chosen platform, giving Advia a fully optimized digital experience. Using the page templates on the Sitefinity platform allows Advia to accomplish the goals for the new site by enhancing the design and layout of the website with ease. The new website improves the user experience with the use of properly placed navigation buttons and call to actions (CTAs) clearly directing users through the content on the page to the sub-pages. Advia's site has an engaging navigation and advanced filter functionality allowing users to get to the content they are looking for with ease. Additionally, the Advia content team can seamlessly update and create pages within the Sitefinity CMS, keeping the website current and relevant.

## RESULTS

-  **13.58% increase** in session duration
-  **1,242% increase** in self-service/locations pageviews
-  **7,243.46% increase** in self-service/contact-us pageviews
-  **571.99% increase** in certificate accounts pageviews



## SERVICES

- ✓ Discovery
- ✓ Digital Strategy
- ✓ Content Analysis
- ✓ Custom Integrations
- ✓ UX/UI Design
- ✓ Website Development
- ✓ Hosting
- ✓ Support



# THE CREATIVE

