

CASE STUDY

Discovery, User Experience & Engagement Strategy, UI Design, and Website Development on the KuberaDX platform for Texans Credit Union.

KUBERA DX



Texans Credit Union, based in Richardson, Texas, provides a full suite of financial products and services to over 120,000 members. The credit union serves members in eleven branches and via its most visited branch, its website. Texans manages over \$2 billion in assets and strives for complete member satisfaction.

CHALLENGES

- ✘ Poor functionality
- ✘ Disjointed website architecture
- ✘ Unorganized navigation
- ✘ Difficult for internal admin to update content

Texans Credit Union recognized the need to upgrade its digital presence to better serve its members. Partnering with SilverTech to revamp their digital experience, they aimed to address pain points such as inefficient functionality and confusing site navigation. Learn about their goals for the new site and the solution implemented to create a seamless modern, intuitive online experience.

GOALS FOR THE NEW SITE

- ✔ Streamlining Navigation: Texans CU aimed to overhaul site architecture for easy navigation, ensuring users find information within 1-2 clicks across all channels.
- ✔ Optimizing Functionality: Leveraging KuberaDX's Out of the Box (OOTB) widgets, they enhanced functionality and cleaned up content for a better user experience.
- ✔ Modernizing Content: The new site aligns with industry standards, offering intuitive content updates through the admin portal, saving time and resources.

THE SOLUTION

After careful consideration of multiple Content Management platforms, Texans chose SilverTech's KuberaDX SaaS (Software as a Service) solution for their new website. KuberaDX allowed Texans to leverage a fully branded, intuitive content management system that was pre-configured and customized to their members' needs. KuberaDX is a turn-key website platform, built on the Progress Sitefinity Digital Experience Platform, that is easy to use, built specifically for financial institutions, is scalable and future-proofed. Texans saved time and money by using Kubera's OOTB fully customizable interface, while giving its members a modern digital experience. Built on an enterprise-level .NET platform, the new website can evolve with technology and market expectations. Security and

compliance are of importance to Texans and KuberaDX offers the highest levels of protection with an Azure hosting package.

FEATURES OF THE NEW SITE

- ✔ Alerts Module
- ✔ FAQ Module
- ✔ Membership Forms - Become a Texan
- ✔ Financial Education Center
- ✔ Product Comparison Tables and Cards
- ✔ Location Module
- ✔ Icon Callouts
- ✔ Rates Module
- ✔ Team Member Module
- ✔ Rates Tables
- ✔ Drag and Drop Page Updating
- ✔ More



RESULTS

- 📈 **23.5% increase** in visitors
- 📈 **22.4% increase** in new users
- 📈 **93% increase** in organic searches

SERVICES

- ✔ Website Strategy
- ✔ Content Review
- ✔ UX Design
- ✔ Sitefinity / KuberaDX
- ✔ Web Development
- ✔ Integrations
- ✔ Hosting & Support

THE CREATIVE

