

CASE STUDY

A Future Ready Website For
United Federal Credit Union
with Xperience by Kentico
DXP



United
FEDERAL CREDIT UNION



SILVERTECH

OVERVIEW

United Federal Credit Union (UFCU), serving members across eight states, needed more than a facelift for their digital presence—they needed a smarter, faster, and more flexible content management solution. Partnering with SilverTech, UFCU migrated their old Sitecore website to a modern website built on the Kentico Xperience by Kentico (XbyK) digital experience platform that offers lightning-fast editing, dynamic data integrations, and a level of customization that drastically improves internal workflows and user experience.

CHALLENGES WITH THE PREVIOUS SITE

UFCU's previous website, built on Sitecore, had become a source of constant frustration for internal teams and a bottleneck for growth and efficiency. Key pain points included:

- **Slow page load times** dragged down productivity for content authors.
- **Heavy reliance on coding skills** to make even minor changes, due to a lack of reusable components.
- **Rigid CMS structure**, limiting scalability across their eight-state footprint.
- **No built-in preview or scheduling**, making content updates cumbersome and error prone.
- **Higher license cost**, enterprise level license cost without the benefits

SOLUTION

SilverTech delivered a powerful, user-friendly solution by rebuilding UFCU's site on the XbyK platform, with a focus on speed, flexibility, and long-term stability. Key elements of the solution included:

Custom Product Rates System

At the heart of the project was a highly customized Product Rates system. UFCU's rates and terms drive key site elements like hero banners, CTAs, footers, rich content areas, and footer disclosures - all dynamically and accurately.

To achieve this, SilverTech built a system that imports Excel data and transforms it into live, manageable content within seconds. More impressively, UFCU can now reference specific rate points—like “lowest auto loan rate”—anywhere across the site without ever copying and pasting. One update in the central Kentico Content Hub ensures consistent, real-time data everywhere the reference appears.

For example, if the lowest auto rate shifts from Nevada in April to Michigan in May, content authors simply update the reference key. The site fetches the new rate automatically, no page edits required. XbyK's Content Hub allows authors to preview changes, save drafts, and even schedule publish dates, all without touching the page content directly thus streamlining content updates.

Xperience by Kentico Feature Highlights

The XbyK platform delivered major wins in usability and efficiency with its robust functionality:

- **Content Hub:** Centralized content control enables global updates with a single edit—no more manual duplication.
- **40+ Custom Widgets:** Designed for maximum flexibility, these widgets empower content authors to reuse components or build unique layouts without touching code.
- **Faster Editing Workflow:** Compared to UFCU's previous Sitecore setup—where even simple edits required HTML/CSS knowledge and long page load times—XbyK's experience is faster and more intuitive.

From frustration to freedom. On their legacy Sitecore platform, UFCU's team had to hand-code most content changes. Now, thanks to the widget library and Content Hub, they can focus on strategy and messaging instead of troubleshooting code. Page edits that once took 10+ seconds to load now happen instantly. Importing Excel files used to be a multi-step, 10-minute process—now it is done in seconds.

Integrations

To enhance user functionality and connect UFCU's internal systems, the site includes multiple third-party integrations:

- **AllianceONE & Co-op APIs** for accurate, geo-targeted branch and ATM search.
- **Yext** for intelligent, site-wide search.
- **Custom chatbot integration** for member support.
- **Custom Excel rate importer**, which instantly processes and publishes updated rate files.

RESULTS

SilverTech's work for United Federal Credit Union demonstrates the power of marrying smart strategy with flexible technology. The result is a fast, scalable, and highly dynamic website that empowers UFCU's team to deliver better digital experiences—without the technical headache.



540k new users since launch



90% faster rate update workflows

- ✓ Dramatic reduction in technical coding needs for content teams
- ✓ Streamlined authoring and publishing process
- ✓ Greater consistency and compliance with seamless, scalable content updates across 8 states

- ✓ Improved agility for product marketing and compliance teams
- ✓ Smooth launch in just six months

CONCLUSION: A SMOOTH LIFT-AND-SHIFT IN RECORD TIME

This project was a full **lift-and-shift migration** from UFCU's legacy Sitecore platform to XbyK—completed in just six months. With an aggressive launch goal of April, the teams at SilverTech, UFCU's digital marketing department, and IT partners worked in lockstep to deliver a completely rebuilt site on time and on target, proving that a high-stakes platform transition doesn't have to be painful. With expert collaboration, custom development, digital strategy and a clear roadmap, the new site delivers the performance, flexibility, and control UFCU's teams needed—all while meeting a tight deadline. This launch was not just smooth—it set a new bar for what digital transformation should feel like.

TESTIMONIALS

"Thank you to the SilverTech team and the United Federal digital marketing team, as well as our IT partners. I know a lot of long hours were invested, and your efforts paid off. This was a really smooth process so thank you for all your hard work."

— **Kaylee Ganus, Chief Marketing Officer, United Federal Credit Union**

"We were chatting internally this morning how this has been among the smoothest launches we've ever done at United."

— **Director of Digital Marketing & Personalization, United Federal Credit Union**

THE CREATIVE

