

CASE STUDY

Partnership Proven by Time:
3 Banks. 15 Years.
One Trusted Choice.



Site of the Month.
May 2025

The logo for Winchester Savings Bank, featuring the letters 'WSB' in a large, serif font, followed by 'WINCHESTER SAVINGS BANK' in a smaller, serif font, all enclosed in a white rectangular box with a thin black border. The background of the entire page is a collage of geometric shapes (triangles, quadrilaterals) in various shades of blue, orange, and white, overlaid on a photograph of a smiling woman with curly hair.

SILVERTECH

A PARTNERSHIP BUILT ON TRUST

When Winchester Savings Bank needed a digital transformation partner, their marketing director turned to the same SilverTech team she'd trusted for 15 years, a relationship that had spanned three different bank brands throughout her career. This long-standing partnership is a testament to our consistent excellence in financial services web development.

Winchester's digital transformation story begins with a relationship that predates her role at Winchester. When the Vice President, Director of Marketing, joined Winchester and faced the challenge of modernizing their outdated website, she turned to SilverTech, the same trusted partner she had successfully worked with at two previous financial institutions throughout her banking career. Having witnessed SilverTech's expertise in banking digital transformations firsthand, she knew they were the natural choice for Winchester's complete website overhaul.

THE CHALLENGE

Winchester faced several critical challenges with their existing website:

- **Outdated Technology:** Built on an obsolete platform that was difficult to manage and navigate
- **Limited Content Management:** Inflexible CMS made updating content nearly impossible
- **Poor User Experience:** Customers and board members found the site frustrating to navigate
- **Lack of Analytics:** No meaningful metrics or insights to track performance
- **Digital Strategy Gaps:** Website didn't support online account opening or digital marketing goals

GOALS FOR THE NEW SITE

- Provide a comprehensive and seamless user experience on the website, with streamlined navigation
- Create a website that adheres to the current older demographic and appeals to the younger age segment through a fresh, modern design and the prioritization of mobile optimization
- Increase user engagement and drive online account openings through a streamlined content strategy
- Clean up existing website content to maximize organization and digestibility for users to find information more easily
- Introduce a consumable and simplified content management experience, leveraging the Kentico platform

OUR APPROACH

Winchester's website was completely rebuilt on the Xperience by Kentico platform, providing significantly more flexibility compared to the previous system. SilverTech created intuitive navigation and enhanced user experience while integrating comprehensive analytics to give the bank meaningful insights into user behavior and site performance.

THE SOLUTION

SilverTech held 5 on-site discovery sessions at Winchester's office with key teams including Operations, Compliance & Information Security, Human Resources, Retail Banking, Lending, and Intranet. These on-site discoveries helped build strong relationships from the start and provided deeper insight into the challenges and pain points Winchester Savings Bank users experienced.

SilverTech delivered a comprehensive website transformation addressing all core challenges while positioning Winchester for future digital growth:

- **Modern CMS Platform:** Kentico CMS implementation provided exceptional flexibility and ease of use. The client found it remarkably easy to publish new content, rearrange widgets, and make updates independently. After just a few training sessions with our content team, they became proficient at managing their own site changes.
- **Professional, On-Brand Design:** Complete visual transformation from their outdated website to a clean, professional look and feel that maintains appeal for their current older demographic while attracting younger users through fresh, modern design elements.
- **Enhanced User Experience:** Intuitive navigation and improved customer journey design provide a comprehensive and seamless user experience with streamlined pathways to key information and services.
- **Mobile-Responsive Design:** Fully optimized experience across all devices, prioritizing mobile optimization to appeal to younger demographics and improve accessibility.
- **Analytics Integration:** Comprehensive tracking capabilities to monitor performance and user engagement, enabling data-driven decisions for ongoing optimization.
- **Smooth Technical Transition:** Seamless DNS management takeover by SilverTech's internal hosting team, ensuring an easy transition process that the client found helpful and stress-free.

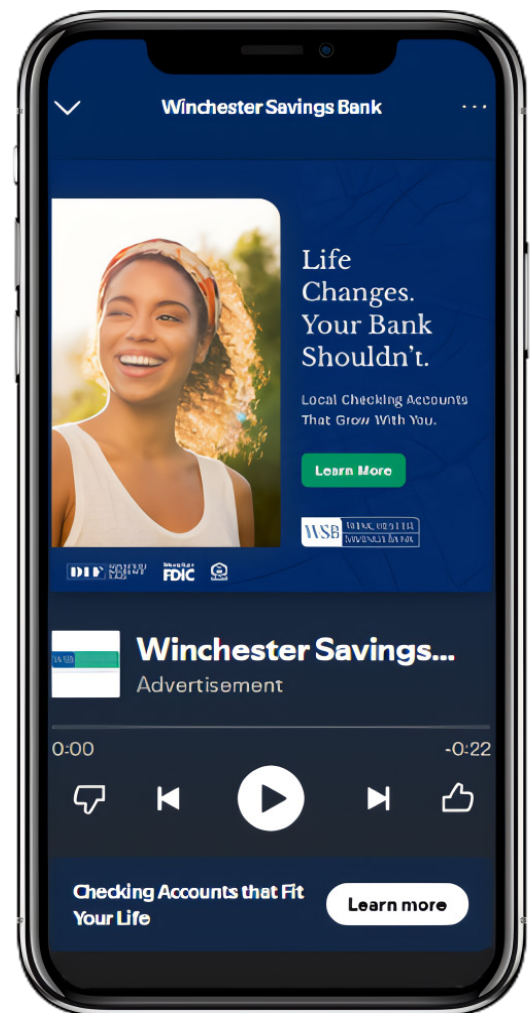
- **Digital Marketing Foundation & Ongoing Execution:** The platform is designed to support online account opening and digital campaigns, with a streamlined content strategy to drive user engagement and conversions.
 - Immediate fixes to redirects, metadata, and content issues
 - Continuous monitoring and evaluation of website performance
 - Custom report dashboard for ongoing maintenance insights
 - Active campaign management, including recently launched Spotify ads for checking accounts

RESULTS

To maximize impact, SilverTech developed and executed a promotional launch campaign that introduced the new digital experience to customers and stakeholders through social media channels.

The project resulted in improved customer experience, enhanced digital marketing capabilities, and positive feedback from both customers and the Board of Directors.

- 📈 32% increase in mobile sessions
- 📈 7% increase in new users
- 📈 92% increase in technical SEO health score
- 📈 1 million ad impressions
- 📈 1.3K ad clicks
- 📈 900+ reactions and engagement on ads (likes/reactions, shares, clicks, etc.)



- ✓ Positive customer feedback on improved navigation and functionality.
- ✓ The Board of Directors praised the professional appearance and user-friendly design.
- ✓ A modern and intuitive interface replaced an outdated, difficult-to-navigate experience.

Better Analytics and Insights: The new website provides comprehensive analytics enabling Winchester to monitor performance, track customer behavior, and make data-driven decisions for future improvements.

Strategic Digital Foundation: The new website serves as the cornerstone of a broader digital transformation strategy, supporting online account opening initiatives, digital marketing campaigns, and future integration with additional solutions.

LOOKING FORWARD

This partnership established a solid foundation for Winchester's broader digital transformation goals. Following the successful launch, SilverTech provided comprehensive post-launch marketing support and campaign management while planning future digital initiatives, including microsite development for deposit gathering.

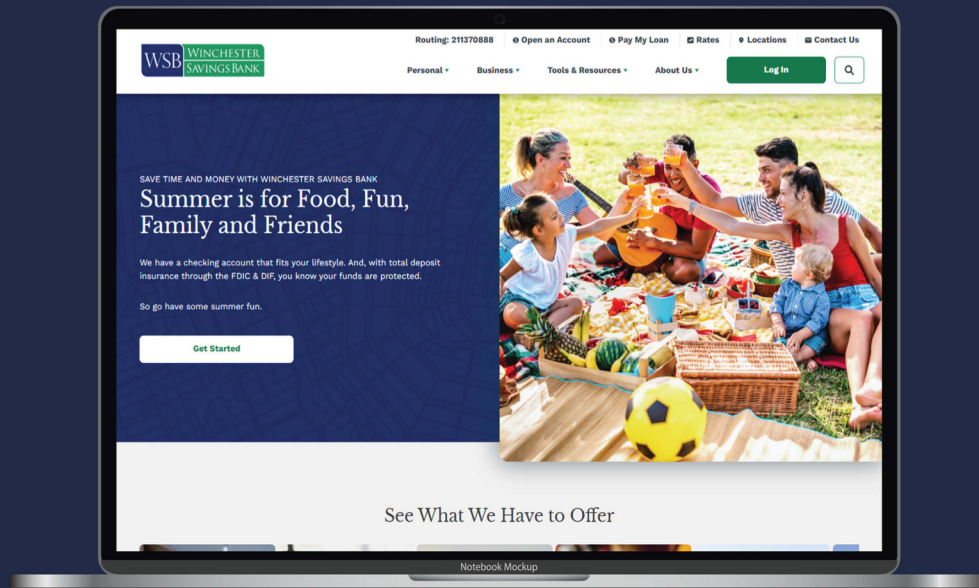
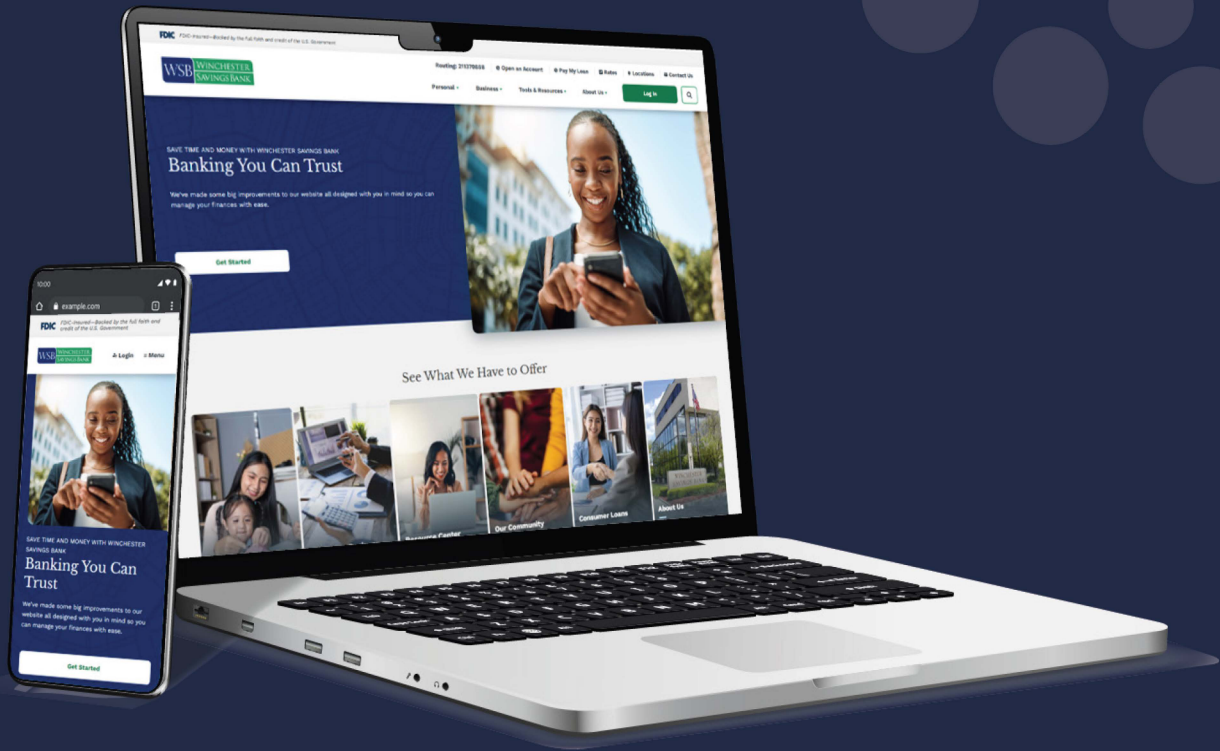
Winchester is now well-equipped to meet evolving customer expectations and capitalize on new market opportunities. The collaboration with SilverTech has not only solved immediate challenges but also supports Winchester's long-term digital transformation goals and sustained competitive advantage in the financial services landscape.

TESTIMONIAL

"When the conversation started about building a new website, SilverTech was immediately top of mind. I've worked with them for years and have seen their approach and technical expertise firsthand. Colleagues from previous banks love the sites SilverTech built, not just how they looked, but how seamlessly they functioned. I was especially impressed with their knowledge of core processing systems and compliance regulations unique to financial institutions. Their strength in digital marketing, particularly in supporting campaign promotion across social media, made them the clear choice. SilverTech's work consistently delivers, which made the decision easy."

- Vice President, Director of Marketing, Winchester Savings Bank

THE CREATIVE



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