

CASE STUDY

A Digital Experience with
Strategy, UI/UX Design, and
Custom Web Development on
the Progress Sitefinity Platform
for **Workers Credit Union**.



SILVERTECH

1 EMPHASIZING THE WORKER'S WAY

SilverTech and Workers Credit Union worked together to create a website with a truly unique user experience that sets Workers apart from other financial institutions. The Workers Way, which is aimed at improving the financial wellness of the members and the community, helped to guide the direction of this project. Represented in the content and design of the website, prospective and existing members are left feeling that their relationship with Workers Credit Union is purpose driven and long-term.

Workers Credit Union was founded in the early 1900s by John Suominen. John Suominen owned a successful Fitchburg printing company but was concerned about the economic welfare of fellow immigrants from Finland. He met with

Massachusetts officials about launching a credit union for his countrymen and in 1914 and was granted a charter for Workers Credit Union. The charter stated that the board of directors could only recommend members who were “honest, industrious and of good habits.” Workers Credit Union now serves more than 110,000 personal and business members across the region with quality products and services at competitive rates.

Today, Workers Credit Union is focused on empowering members to achieve financial wellness. Through personalized, one-on-one financial coaching members can reach their financial goals at any stage of life with a staff of certified financial coaches ready to help members with proprietary processes and tools.



2 PAIN POINTS

Pain Points identified by the SilverTech strategy team on Workers Credit Union's old website:

- ✓ Disjointed navigation
- ✓ Under-utilized calculators
- ✓ Broken site search
- ✓ Lack of engagement

SilverTech's strategy team set these goals for the new website:

- ✓ Improve user experience
- ✓ Simpler clean navigation
- ✓ Clear/defined user journey
- ✓ Content strategy and UX design focused on driving opportunities
- ✓ Personalizing the user experience on the website

3 UX GOALS

WORKERS CU LEADERSHIP IDENTIFIED THESE BUSINESS GOALS FOR THE NEW WEBSITE:

- ✓ Help members with financial wellness
- ✓ Content and messaging highlighting The Workers Way should be woven strategically across the entire site
- ✓ Membership for a lifetime, no matter what life stage
- ✓ A sense of financial well-being for community and members
- ✓ Clear messaging around Workers' purpose and focus on relationship-building
- ✓ Expanding the geographical footprint by making it possible to join and become a member from anywhere in the country
- ✓ Highlight insurance options

4 NEW WEBSITE FEATURES

The new website focuses on user experience and engagement via content and functionality with these key features:

- ✓ Responsive UX/UI design
- ✓ A clearly defined user journey
- ✓ Modern intuitive navigation
- ✓ Strategy that increases engagement with valuable self-service tools such as rates calculators
- ✓ Accurate, focused and functional website search capabilities
- ✓ Member success stories
- ✓ Personalization
- ✓ Incorporate a variety of content formats like videos, newsletters, articles, and more
- ✓ An intelligent chatbot that adds functionality to the website
- ✓ Improved and simplified application forms with e-sign functionality



[Your Life](#) ▾ [Your Business](#) ▾



[Make An Appointment](#)



[Online Banking Login](#)

[Find Us](#) | [Contact Us](#) | [Search](#)

Credit Cards

[Home](#) | [Credit Cards](#)

Choosing The Right Credit Card Is Easier Than Ever

Whether you want to pay down balances faster, maximize cash back, earn rewards or begin building your credit history, you'll find the right card at Workers.

[VIEW YOUR OPTIONS >](#)



Wibo, Workers Intelligent Bot
Hi, anything I can help with?



5 CHOOSING A CMS

The SilverTech experts chose the Sitefinity Content Management System (CMS) for the Workers Credit Union website. Sitefinity provides both the functionality specific to the end-users' interaction expectations and the internal team's updating capabilities. Progress Sitefinity effortlessly delivers quality content and powerful experiences with an intuitive and feature-rich interface. This modern and flexible toolset allows content managers to set up workflows and permissions within the CMS.

SITEFINITY CUSTOMIZED FUNCTIONALITY:

- | | |
|--|---|
| ✓ Third party application integrations | ✓ Custom Modules and Widgets |
| ✓ Online Forms | • Alerts |
| ✓ Content and page templates | • Rates calculators |
| ✓ Site search | • Blogs |
| ✓ Speedbumps | • FAQ's |
| ✓ Mega menu | • Video testimonials |
| ✓ Cookie messaging | • Team members |
| ✓ WCAG 2.1 Level AA compliance | • Callouts (Standard, Bold, and Banner) |
| ✓ Online banking login | • Comparison cards |
| ✓ Google analytics and tracking | • Product features & benefits cards |
| ✓ SEO- metadata and social sharing | • Icon buttons |

6 THE RESULTS

In the first eight months since the launch of the new Workers Credit Union website, the following metrics have improved.

WE GENERATED

Homeowner
Insurance Forms
^2,749%

Consumer Loan
Applications
^380%

Credit Card
Application
^20%

Average Time on
a Page
^6.39%



What would you like to do today?

Do a Rate Search

Loan Officers

Start a New Application

Finish an Existing Application

Login to Secure Doc Center

Resource Center





SILVERTECH

ABOUT US

SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

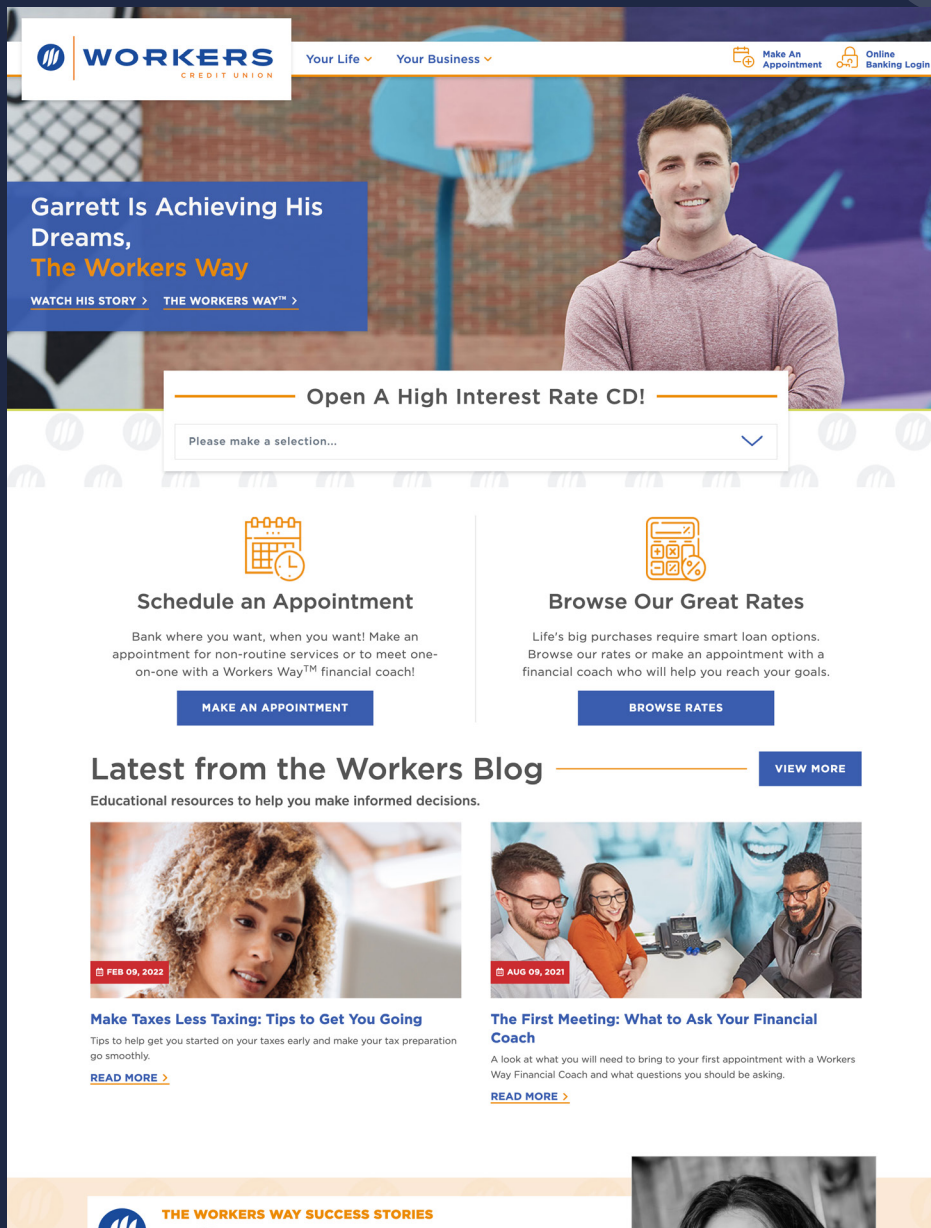
SilverTech has worked with other national and global brands such as Segway, Drexel University, Fulton Bank, State of New Hampshire Travel and Tourism, and Conservation International.

For more information visit www.silverttech.com or email sales@silverttech.com.

 **Progress** Accelerate

TITANIUM PARTNER

7 THE CREATIVE



The main website mockup features a top navigation bar with the Workers Credit Union logo, links for 'Your Life' and 'Your Business', and buttons for 'Make An Appointment' and 'Online Banking Login'. The hero section displays a man in a hoodie with the headline 'Garrett Is Achieving His Dreams, The Workers Way' and links to 'WATCH HIS STORY' and 'THE WORKERS WAY'. Below this is a section titled 'Open A High Interest Rate CD!' with a dropdown menu. The middle section contains two columns: 'Schedule an Appointment' with a calendar icon and 'Browse Our Great Rates' with a calculator icon. The bottom section is titled 'Latest from the Workers Blog' and features two blog posts: 'Make Taxes Less Taxing: Tips to Get You Going' (dated Feb 09, 2022) and 'The First Meeting: What to Ask Your Financial Coach' (dated Aug 09, 2021). A footer section titled 'THE WORKERS WAY SUCCESS STORIES' is partially visible.

WORKERS CREDIT UNION Your Life Your Business Make An Appointment Online Banking Login

Garrett Is Achieving His Dreams, The Workers Way
WATCH HIS STORY > THE WORKERS WAY™ >

Open A High Interest Rate CD!
Please make a selection...

Schedule an Appointment
Bank where you want, when you want! Make an appointment for non-routine services or to meet one-on-one with a Workers Way™ financial coach!
MAKE AN APPOINTMENT

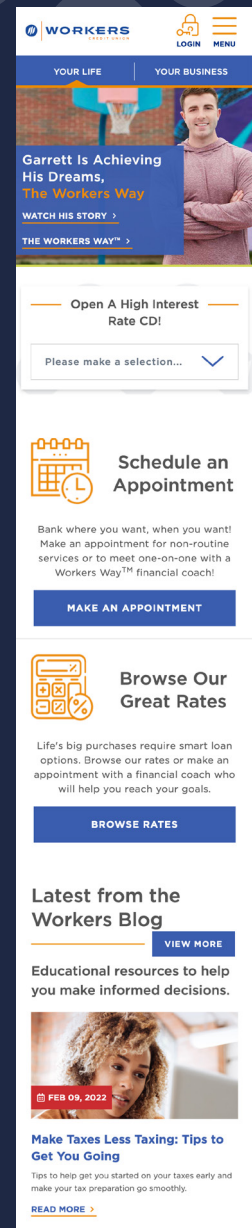
Browse Our Great Rates
Life's big purchases require smart loan options. Browse our rates or make an appointment with a financial coach who will help you reach your goals.
BROWSE RATES

Latest from the Workers Blog VIEW MORE
Educational resources to help you make informed decisions.

Make Taxes Less Taxing: Tips to Get You Going
FEB 09, 2022
Tips to help get you started on your taxes early and make your tax preparation go smoothly.
READ MORE >

The First Meeting: What to Ask Your Financial Coach
AUG 09, 2021
A look at what you will need to bring to your first appointment with a Workers Way Financial Coach and what questions you should be asking.
READ MORE >

THE WORKERS WAY SUCCESS STORIES



The mobile app mockup features a top navigation bar with the Workers Credit Union logo, 'LOGIN', and 'MENU' buttons. The main content area is divided into two sections: 'YOUR LIFE' and 'YOUR BUSINESS'. The 'YOUR LIFE' section features a hero image of a man with the headline 'Garrett Is Achieving His Dreams, The Workers Way' and links to 'WATCH HIS STORY' and 'THE WORKERS WAY'. Below this is a section titled 'Open A High Interest Rate CD!' with a dropdown menu. The 'YOUR BUSINESS' section contains two columns: 'Schedule an Appointment' with a calendar icon and 'Browse Our Great Rates' with a calculator icon. The bottom section is titled 'Latest from the Workers Blog' and features a blog post: 'Make Taxes Less Taxing: Tips to Get You Going' (dated Feb 09, 2022).

WORKERS CREDIT UNION LOGIN MENU

YOUR LIFE **YOUR BUSINESS**

Garrett Is Achieving His Dreams, The Workers Way
WATCH HIS STORY > THE WORKERS WAY™ >

Open A High Interest Rate CD!
Please make a selection...

Schedule an Appointment
Bank where you want, when you want! Make an appointment for non-routine services or to meet one-on-one with a Workers Way™ financial coach!
MAKE AN APPOINTMENT

Browse Our Great Rates
Life's big purchases require smart loan options. Browse our rates or make an appointment with a financial coach who will help you reach your goals.
BROWSE RATES

Latest from the Workers Blog VIEW MORE
Educational resources to help you make informed decisions.

Make Taxes Less Taxing: Tips to Get You Going
FEB 09, 2022
Tips to help get you started on your taxes early and make your tax preparation go smoothly.
READ MORE >



SILVERTECH