

Building outstanding digital customer experiences - case study Hughes Federal Credit Union

Progress, Americaneagle.com & Hughes Federal Credit Union



Agenda

Intros

Solution Overview

• Finance & Banking customer use case – Hughes Federal Credit Union

Wrap-up / Q&A

Today's Speakers



Bob Bogaard

Manager Sales & Partners DXP

Progress



Matt Annes
Sitefinity Department Director
Americaneagle.com



Kerry Graham
Creative & Digital Marketing Manager
Hughes Federal Credit Union

Digital Experience Is Key to Business Success Blogs Web Experience 79% 48% 32% The Sta by Mark Troester have given themselves have a mandate to use must make significant inroads digital to achieve 1-2 years to be successful only the Beginning within the next 12 months competitive advantage Web and App Dev, Business Collaboration is on the Rise Coordination between digital marketing and app dev is improving 48% 93% agree coordinating 82% 46% are tightly have limited digital experience and app dev deem a coordinated efforts can accelerate digital coordinated coordination approach important transformation, delivering outcomes more quickly Digital Success is Impeded by Multiple Challenges of the 900+ respondents have cancelled or delayed 53% of enterprises digital experience projects in

Digital Experience Is Key to Business Success



48%



digital to achieve

must make significant inroad

have given themselves 1-2 years to be successfu

Web and App Dev, Business Collaboration is on the Rise

Coordination between digital marketing and app dev is improving

efforts can accelerate digital

48%



the last 12 months



are struggling

Digital Success is Impeded by Multiple Challenges



of the 900+ respondents have cancelled or delayed digital experience projects in





thinks DXP-first

Sitefinity Digital Experience Platform

Intuitive Multisite, Multilingual and Omnichannel Content Management System

Actionable Analytics, Audience Discovery, Tailored Messaging & Digital Marketing Out-of-the-Box

Cloud-enabled, Extensible and Connected ASP.NET Platform

B2B and B2C eCommerce and Site Search Tailored to Your Business





AMERICANEAGLE.COM AT A GLANCE

Driven by Digital Excellence

For over 25 years, Americaneagle.com has been transforming the way that brands interact with their audience in the digital space.

25+

Years of Experience

500+

Employees

Inc.5000

Fastest Growing Company

Offices

Nationwide & international

Family

Owned

Founded

In 1978



name Progress® Sitefinity™ &

« americaneagle·com

350+

Project Implementations



TITANIUM PARTNER

100+

Sitefinity
Staff Certifications

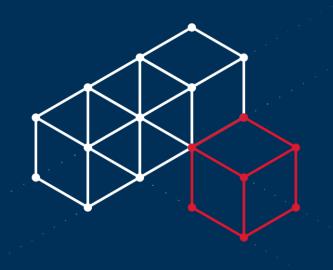
























Core Capabilities

Delivering results across all industries, platforms & sizes.

















Solutions Overview



CMS vs. DXP



CMS is a tool, DXP is a Solution.

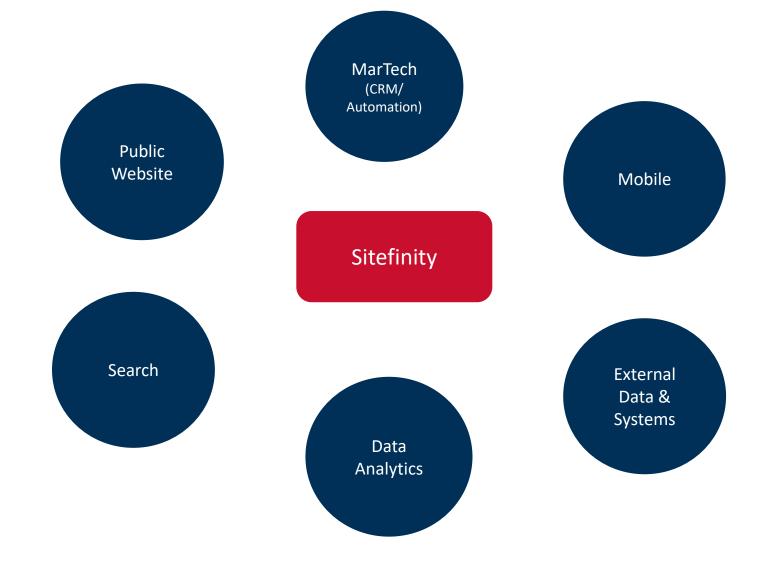
The difference is partially in the capabilities offered by the technology and whether your organization chooses to solve for today (CMS) vs. where you want to be in the future (DXP).

It's as much about selecting the right technology as it is your ability to effectively utilize it.



DXP Components







CMS vs. DXP Comparison

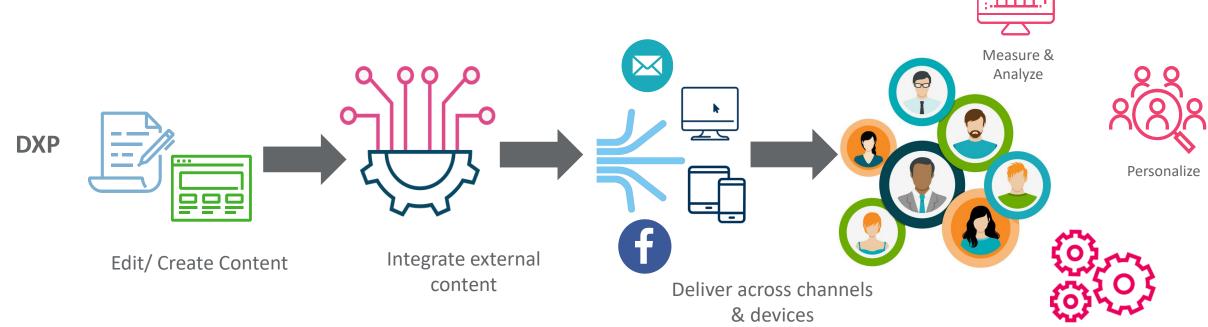


CMS



Edit/ Create Content

Deliver on Website



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Automation





Objective 1:

Deliver a customer experience on the website that is representative of the high standards of customer service which Hughes (in this case) identifies with and is known for.

Objective 2:

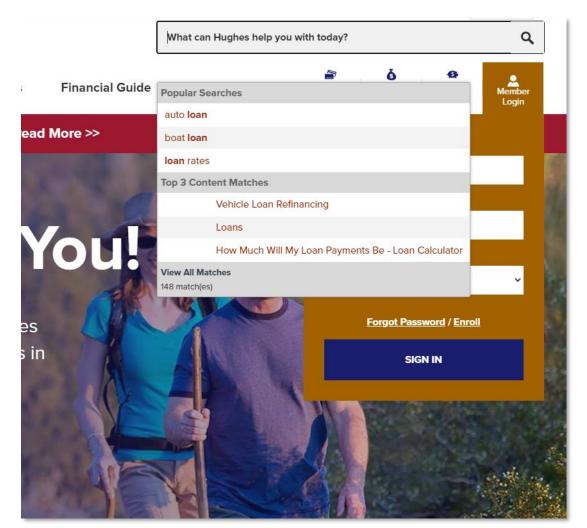
Empower Marketing and Non technical users to self manage the website without reliance on IT and Dev Resources

Objective 3:

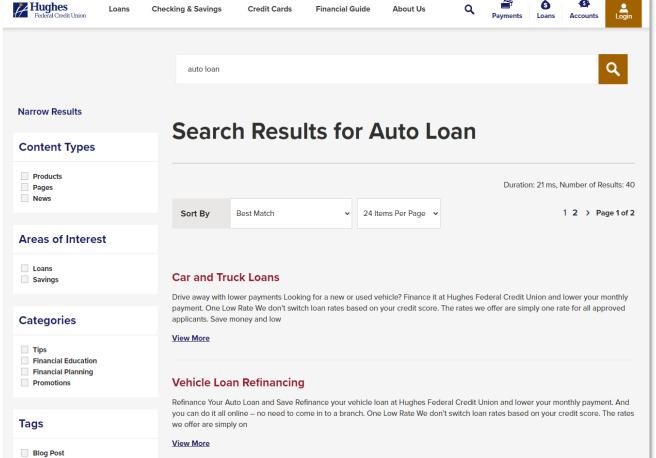
Invest in a solution that empowers our organization to react and adapt as technology and user expectations continue to evolve, meets high standards of security and lowers ongoing IT responsibility

Search







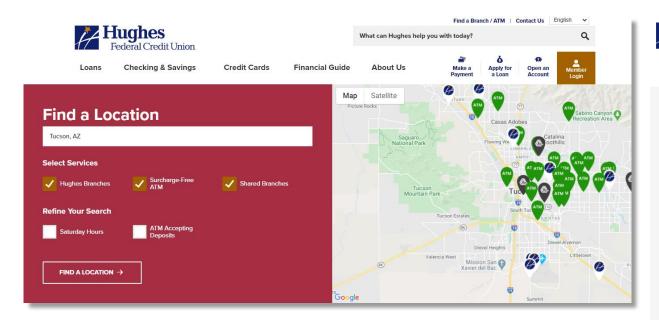


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Branch & ATM Locator

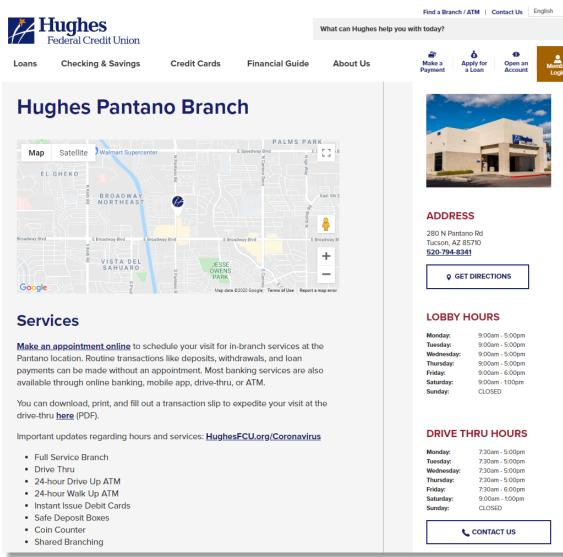




Google Maps API Integration

Shared branches & ATM API integration

All content for Hughes Branches is easily managed via a dynamic tool in the CMS



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Products & Rates

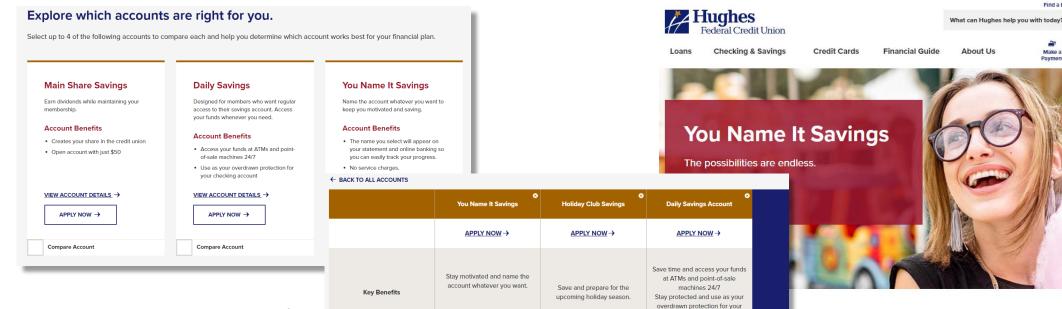


Find a Branch / ATM | Contact Us

Apply for a Loan

Make a

English 🗸



Have a short or long term goal

that requires some motivation.

Want to build an emergency fund.

Want to save for a vacation.

special event or occasion, etc

Want to save for the holidays.

A Good Option If You...

API Integration to import APR and APY rates data

Product Compare Feature

Related data to streamline product content management

e'll help you meet it.

o buy a new car? Maybe you're building an vings goal might be, use our "You Name It" account eep you motivated and saving.

The name you select will appear on your statement and online banking so you can easily track your progress.

- HOW MUCH SHOULD I SAVE EACH MONTH?
- HOW MUCH COULD I SAVE OVER TIME?
- **HOW MUCH WILL I NEED TO SAVE FOR A MAJOR PURCHASE?**

APPLY NOW →

checking account

Want access to your funds without

limitations

FEATURES & BENEFITS

- ✓ The name you select will appear on your statement and online banking so you can easily track your progress.
- No service charges.
- No withdrawal fees or restrictions.

RATES

0.05% APY*

You Name It Savings

Effective Date: 07-01-2020

'APY = Annual Percentage Yield. Savings dividends are compound daily and credited quarterly. Minimum Balance required to open an account and earn the posted APY. Please reference Share Accounts Information and Disclosure and/or contact a Credit Union employee for additional information. Rates and terms are subject to change at any time. Fees may reduce earnings.

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Positioning for Content Personalization



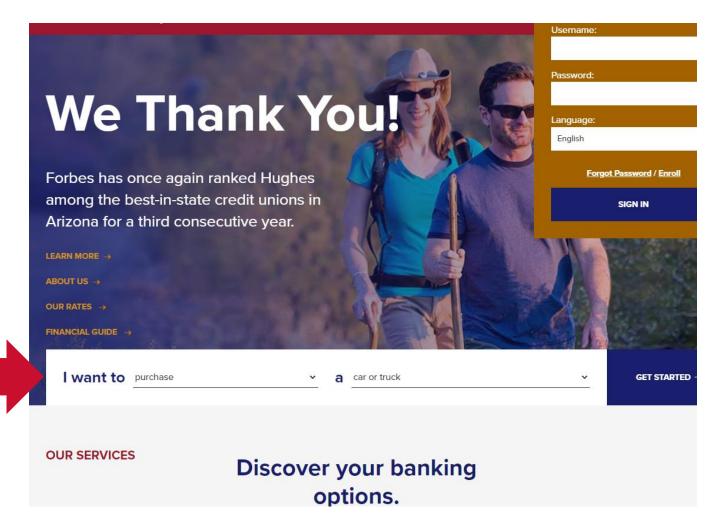


Initial opportunities include:

Visited Page(s) (exemplified here)

Geo-location based personalization

Campaign-based personalization





Data Analytics



Search Tracking Reports

TOP

Top 250 Search Keywords

View Top 250 Keywords / Search Terms based on the number of searches for a defined date range.



Conversion Tracking Summary

View the Conversion triggered from the search results for a defined date range.

Pagination Activity -Daily

View the Pagination Activity for the search results. Report shows counds for first 3 pages of the search result.



Summa

Auto-com

View the nur autocomple totals for a de



loan status make an appointment refinance direct deposit form

enroll in online ban... card design

check my application... debit card refinance mortgage loan calculator learn more about the columns 🧳 Page Size: 25 Keyword Count-12 loan status make an appointment 11 10 refinance direct deposit form 9 enroll in online ban... 8 card design 8 check my application... debit card

TOP

Top 250 Keywords By Clicks

View Top 250 Keywords / Search Terms based on the number of clicks on products for a defined date range.



Spelling Suggestion Activity - Daily

View Spelling suggestion activity. Report shows a daily count of suggestions shows to users for a defined date range.



Content Items Tracking -Daily Report

View Impressions and Clicks for Content Items. Report shows daily summary for a defined date range.



Conversior

View the list of orders for a defined date range.



Number of Unique Users - Daily



Number of Searches -Daily



Content Items Tracking -Summary Report



Redirect Tracking - Daily Report







FINANCE & BANKING USE CASE







Company Overview

- Founded in 1952
- Headquartered in Tucson, Arizona
- 200+ Employees (growing daily!)
- 8 Branches
- 140,000+ Members
- \$1.5+ Billion in assets
- Known throughout the community for superior customer service
- HFCU's mission is to make a positive impact in its members' financial lives



OLD WEBSITE

Our old site was slow, cluttered, lacked modern features, the CMS was not being updated by the developer, it was not fully mobile friendly, and no longer matched our brand standards.







INTERIM STEP - BLOG

BLOG.HUGHESFCU.ORG

Separate from main website.

Built on Sitefinity by a different developer.

Was supposed to take 6 weeks - took 8 months.

Launched Q1 2017.

LESSONS LEARNED

We liked Sitefinity.
We needed a different developer.



OME A

ARTICLES

A

ABOUT

CONTACT

SEARCH

Search Hughes Blog

CATEGORIES

Announcements	(
Community Events	(
Financial Education	(1
How-Tos	(
Infographics	(
Press Releases	(
Promotions	(
Tips	(1
Updates	(

LATEST TWEETS

RT @foodbanktucson: Saturday morning food distribution tomorrow at Faith Tabernacle, 5011 E Ft Lowell from 7-9am. Bring a photo ID. If you...

read more

5 hours ago

RT @novaAZBOWL: The Arizona Bowl is happy to support @SalvationArmyAZ and donate 2250 bottles of water to help the homeless in our communit...

read more

5 hours ago

We've made it easy to give back to your community! Just swipe your Hughes debit card at checkout and we'll donate...



How to Shed Pounds Without A Pricey Gym Membership

Feb 10, 2017

If you want to get fit without spending a ton, here are some budget- and body-friendly ideas to help you have a healthier lifestyle!

CONTINUE →



Don't Bet Your Retirement On An 8% Return and Do This

Feb 10, 2017

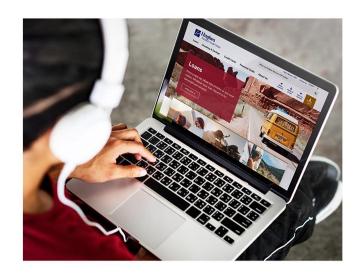


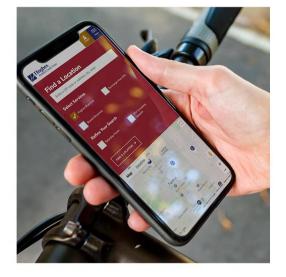
NEW WEBSITE

Kick-off August 14, 2018. Launched March, 26, 2019.

FEATURES

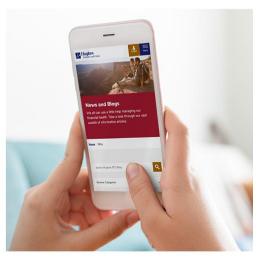
All-New Content / Images
Location/ATM Finder API
Hawksearch API
Integrated Rates (%) API
Loan Application / Account Opening
Calculators
Career Listings API
Blog/News
Accessible / ADA Compliant
Multi-Lingual (English / Spanish)













IMPROVEMENTS

SPEED

Average page load old website: 5.34 seconds (Jan 2019)

Average Page load new website: 4.12 seconds (Aug 2019)

SEO (SEARCH ENGINE OPTIMIZATION)

The SEO score of our website increased significantly after redesign. (Siteimprove)

GOOGLE PAGESPEED (mobile)

March 11, 2019 **22/100**

August 9, 2019 **69/100**

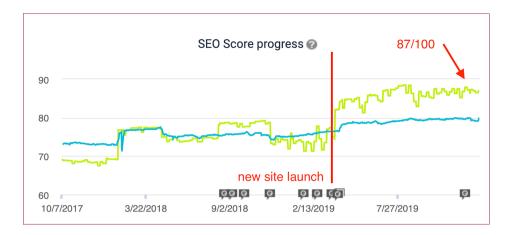


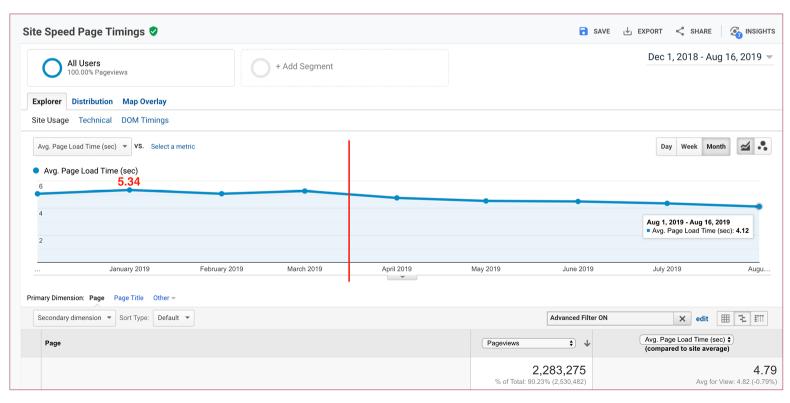
Spanish language browsers:

+122%

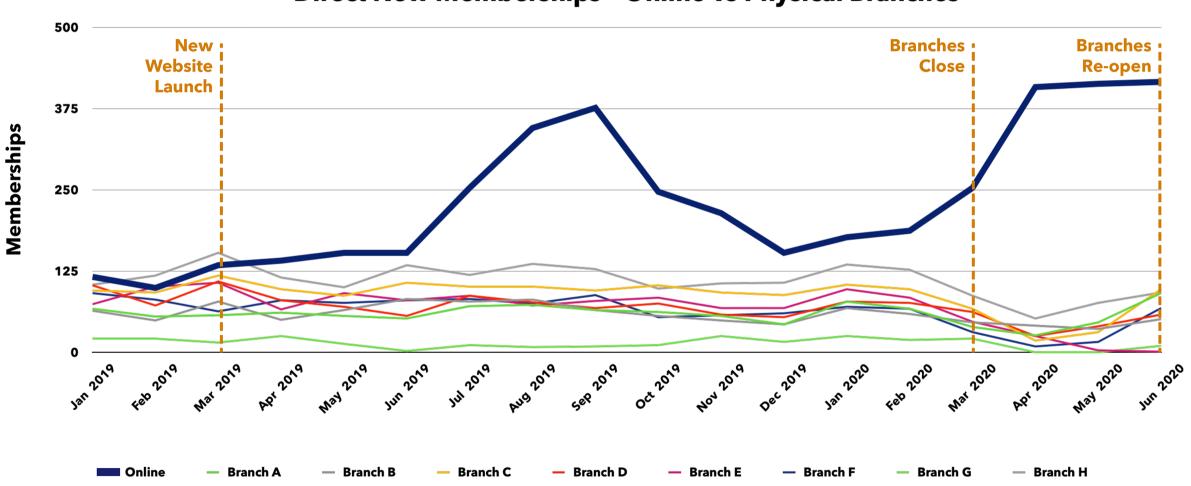
Spanish language page views:

+ 500%





Direct New Memberships - Online vs Physical Branches



Questions?

Next Steps?

Contact Americaneagle.com

Phone: +1 (847) 699-0300

Email: info@americaneagle.com

Visit https://www.progress.com/sitefinity-cms



