

CASE STUDY

SilverTech experts customized Xperience by Kentico to successfully merge two bank websites into one cohesive user-friendly website - **in record time.**



Site of the Month.
September 2024

Community West Bank

SILVERTECH'S DIGITAL STRATEGY UNIFIES THE BRAND MERGER OF COMMUNITY WEST AND CENTRAL VALLEY BANKS IN RECORD TIME

In an era where digital presence is critical to financial institutions and mergers are frequent, the successful merger of Community West Bank (CWB) and Central Valley Bank (CVB) depended on a robust and well-executed digital strategy, critical to providing a seamless user experience for customers and employees. SilverTech, leveraging its expertise in Xperience by Kentico website development, customized a digital solution that unified the brands of these two banks into one cohesive user-friendly digital experience in just 4 months from start to launch.

ABOUT COMMUNITY WEST BANK

CWB is a large community bank in southern California with over 20+ locations and a track record of financial strength, security and stability gained over its 44 years in business. CWB has set itself apart from other banks by its people, dedication to client advocacy, exemplary “relationship banking,” strong community support and a mission to exceed expectations. With a passion for providing customized solutions, the merger drove the decision to revamp their digital services to better serve their customers.

SERVICES

- ✓ Discovery
- ✓ Strategy
- ✓ UI/UX Design
- ✓ Website Development
- ✓ Xperience by Kentico Implementation

CHALLENGES

The merger of CWB and CVB presented unique challenges, particularly in integrating two distinct digital landscapes into a single cohesive website. The biggest challenges included:

- ✓ **Differing Content Strategies:** CWB's site was optimized for SEO with a rich content library, while CVB's site focused more on detailed product pages. Balancing these different content approaches was crucial.
- ✓ **Short Timeline:** The project needed to be completed with a demanding timeline, delivering a high-

quality, functional website, from planning to launch in less than four months.

- ✔ **Outdated Technology:** The old CWB site suffered from poor mobile optimization, slow speeds, outdated information, and a lack of interactive features. This hindered customer engagement and usability.

GOALS FOR NEW SITE

SilverTech identified four main goals for CWB's new website with the main goal of unifying the brands. The merger of the two banks presented a unique opportunity to take advantage of the best from both brands.

- ✔ **Enhance the user experience and customer engagement**
 - Improve testimonial and success story visibility
 - Simplify the site navigation
 - Maintain consistent/updated product listings and contact information
- ✔ **Modernize the look and feel of the website, aligning with the brand**
 - Revise the visual design to improve brand consistency
 - Revamp the design elements such as color schemes, graphics, and styling to give the new website a fresh appearance
 - Create a site that is mobile responsive, giving users a seamless experience across all devices
- ✔ **Streamline product display and inquiry**
 - Update the layout of products for consistency across the website
- ✔ **Use personalization and user data management to drive future success**
 - Enable Google Analytics attribution for a clearer understanding of user journeys
 - Use Kentico data collection functionality to supplement Google Analytics
 - Integrate email and marketing automation for personalized user interactions

OUR APPROACH

SilverTech initiated a comprehensive discovery phase, conducting several sessions with representatives from both banks to understand their needs, challenges, and expectations. The discovery sessions provided SilverTech a clear picture of what the merger would look like by gathering all intel to build a collective strategy for the new CWB website. This phase involved:

- ✓ **Stakeholder Interviews:** Engaging with key personnel from both banks to uncover pain points and gather insights on the existing websites.
- ✓ **Content Inventory Analysis:** Evaluating the content from both CWB and CVB websites to determine what should be migrated, updated, or removed.
- ✓ **User Experience Assessment:** Identifying usability issues and gaps in the old sites, such as slow loading times and outdated information.

KEY FINDINGS

During the discovery phase, SilverTech identified several areas of opportunity and improvement with the existing CWB website. These included improving customer engagement, updating key product features, adding missing functionality, and optimizing the technical website performance.

SOLUTION AND IMPLEMENTATION

Based on the insights gained, SilverTech devised a comprehensive strategy roadmap to address the challenges and deliver a seamless digital experience for the bank merger. It was SilverTech's recommendation that Kentico's newest hybrid CMS platform Xperience by Kentico would be the best solution for the new website. Xperience with robust features and functionality allowed SilverTech to create an exceptional digital user experience efficiently for CWB.

The key components of the solution include:

- ✓ **Unified Content Strategy:** SilverTech developed a content migration plan that combined the SEO-rich content from CWB with the detailed product information from CVB. This approach ensured that the new site would benefit from both banks' strengths while avoiding duplication and inconsistencies.
- ✓ **Modern Design and Functionality:** The new website was built with Xperience by Kentico, featuring a modern, responsive design to enhance user experience across all devices. Key features included:

- **Enhanced Interactivity:** Interactive elements and engaging content to improve customer interaction and retention
- **Improved CTAs:** Clear, strategically placed CTAs to guide users through the site effectively
- **Technical Upgrades:** Faster loading speeds, improved reliability, and mobile optimization to ensure a smooth user experience
- **New Functionalities:** Inclusion of essential tools like product comparison tools, branch locator and more
- ✔ **Accelerated Development Timeline:** Despite the tight timeline, SilverTech employed agile development practices to ensure timely delivery without compromising quality. The team worked in sprints to continuously test and refine the site, leading up to a successful launch within the four-month timeframe.

RESULTS

- ✔ 35% increase in engagement rate
- ✔ 67% increase in engaged sessions per user
- ✔ 34% increase in views per active user
- ✔ 80% increase in event count per user

HIGHLIGHTS

<div>2</div> <div>Bank Brands Successfully merged</div>	<div>4</div> <div>Short Months From Start to launch</div>	<div>1</div> <div>Happy Bank Client</div>
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THE CREATIVE

