

Case Study

United Bankers' Bank (UBB)

www.ubb.com



Industry

Banking, Finance/Investment,
Insurance, Services

Partner

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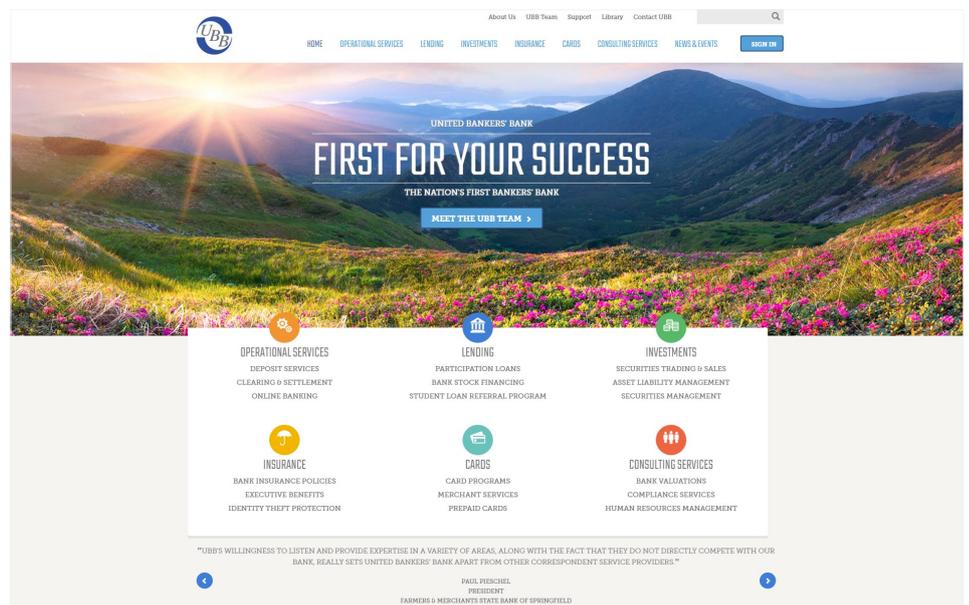
Background

Founded in 1975, United Bankers' Bank (UBB) is the first Bankers' Bank in the United States as well as the largest one in the Upper Midwest region. Covering 12 states and serving over 800 community banks from the Pacific Northwest to the Great Lakes, UBB prides itself in its commitment to keeping the "community" in "community banking".

Goals

The primary objective of this site's redesign was to create an innovative, customer-friendly look and feel that provided users with a better experience and solidified UBB's foothold as number one in its field. UBB also needed to display its reputation of great customer service. Additional goals included:

- Creating better product and service organization.
- Creating a site that cross-sells additional complementary services.
- Reducing the number of clicks to important information.
- Becoming a destination website.
- Improving SEO for increased exposure.
- Using simple and consistent messaging to make it easy for users to understand and take action.



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Challenges

- The need for a customized UI based on each front end user's IP.
- The creation of required user permissions and roles necessary in the banking industry.

Solution

Following Kentico best practices, BlueModus embraced the power of templates, document types, categories, product relationships, media libraries, newsletters, and more, taking advantage of the platform's many built-in features.

To achieve a customized UI based on a user's IP, BlueModus utilized MaxMind capabilities within the site. When a visitor hits any page on the site, they are delivered to the appropriate CBO (Calling Bank Officer) representative for their territory, based on their geolocated IP. The site's UI is also customized to display relevant content to users based on their IP address.

Multiple back end roles (content editors, publishers, marketing team, etc.) were created, allowing UBB to operate flawlessly within banking industry rules and regulations.

Layers of the site were built to be CMS editor friendly, and a fully indexed, searchable library page was built to allow site users to filter through and access any downloads they may need.

Results

The launched site has already achieved one of UBB's primary goals of providing better branding of their business and products. Additionally, the new site delivers vastly superior customer service to site visitors, who could not easily locate information buried in the previous version of the site. The upgrade has helped solidify the bank's reputation for quality service to its customers, living up to its tagline, "First for Your Success".

Key criteria for selecting Kentico

- UBB required a .NET solution for their new website.
- The customer had a unique and vast set of product offerings, which necessitated a solution that could unify their entire portfolio of products. Kentico as a platform had an excellent capability for supporting complex taxonomy and architecture.
- Kentico was also selected for its flexibility and customization features, allowing UBB to scale its new site over time.