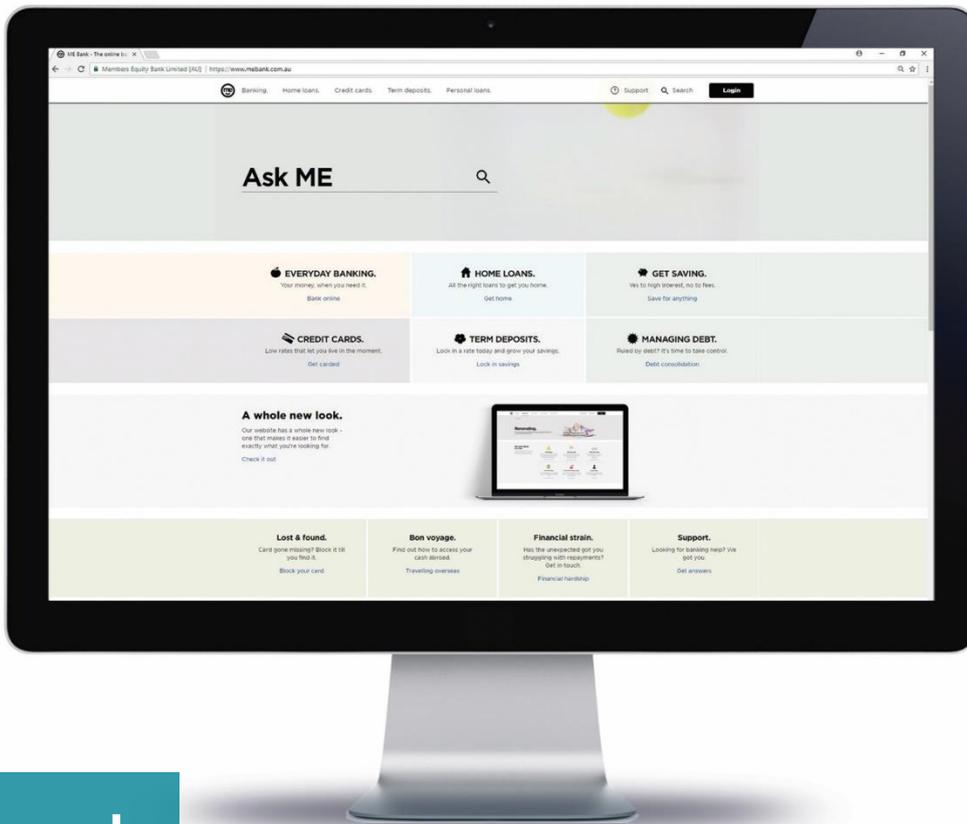




[mebank.com.au](https://mebank.com.au)



# ME Bank

FINANCIAL  
SERVICES

Kiandra IT worked closely with ME to deliver a fully responsive digital experience—in line with the bank's technologically savvy reputation.

Calculator Usage Has  
Increased by  
**358%**

## Background

ME was recently named Australia's Best Digital Bank. With no physical branches, ME has built itself on the power of the Internet. ME uses a CMS to manage essential elements of the customer experience, therefore having a contemporary, secure, scalable, flexible, extensible CMS is essential for continued growth and success.

## Goals

ME relies on its website to be a one-stop shop. However, ME's subpar mobile browsing experience prevented ME from acquiring and servicing its customers and didn't support its digital brand. The four broad goals for ME were to:

- Create a website that works on all devices and browsers so both existing and prospective customers have a great user experience
- Create a website where customers can easily self-serve and find the information they are looking for
- Future-proof the website by choosing a platform that caters to personalisation
- Make content editing easier, without having to rely on the skills of a developer

## Challenges

The former CMS was severely constraining ME's agility and lacked the key functionality and features that were required. In response, ME established a working group and considered three alternative CMS platforms. Results from the evaluation process highlighted that Kentico was the logical choice for ME.

## Solution

Using a collaborative and iterative approach, Kiandra was able to deliver high-value working software quickly and effectively with less risk.

Kiandra collaborated with key stakeholders within the bank to identify the range of features required. The majority of the features identified as mandatory for the ME website were available out-of-the-box as part of the core Kentico CMS offering. They include:

- **A new solution** that schedules and updates ME's rates automatically, supplanting the previous manual process
- **An enhanced version default Kentico search capability** that adds autocomplete, faceted search, featured results and search spelling corrections
- **The capability to surface content** in feeds to present interesting and related content to customers. Content authors and administrators

*"As a digital brand, our online presence is imperative. Customers need to be able to access the information they need easily, and they need to enjoy doing it.*

*After thoroughly evaluating a number of products, we were convinced that Kentico was the right solution for us.*

*We've worked with Kiandra for a number of years on a range of different projects, and when it came to the CMS replacement they were our first choice. We were confident that they had the technical capability to successfully deliver our new site on time.*

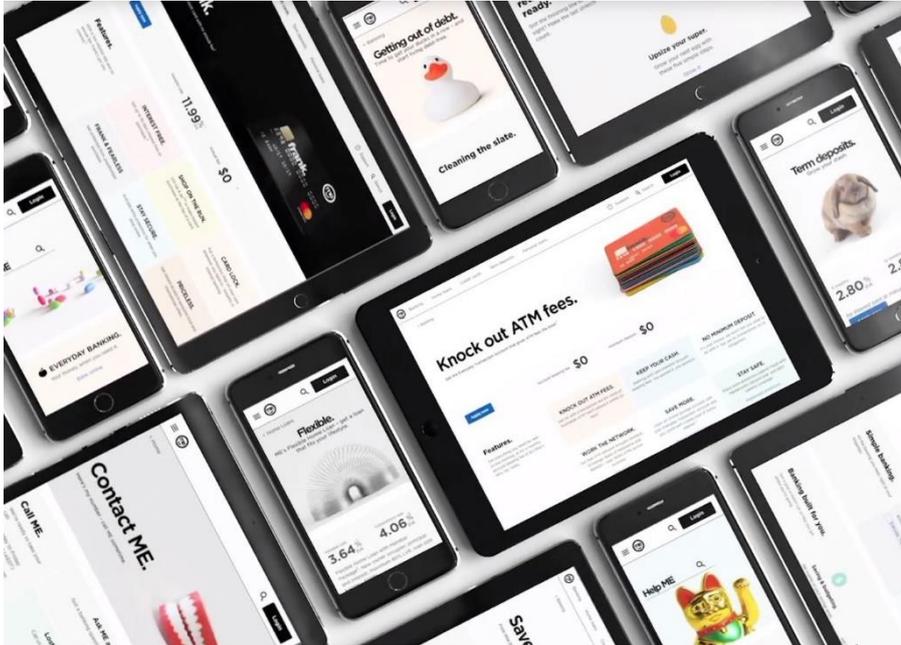
*We're incredibly pleased with the end result, and so are our customers!"*



**Scott Dare**  
Channel Manager  
Web & Content  
ME Bank

have the ability to choose which blog posts and content pages appear in various feeds. Content can also be tagged to appear in other areas of interest/relevancy

- **The ability of content editors** at ME to easily manage their site and campaigns, without having to rely on a developer



## Results

Within a matter of weeks after the website launch in November 2017, the new ME site was already delivering a strong ROI.

Since the launch of the new site, the search function has experienced an uptick of 147% with visitors staying longer on the site and visiting more pages.

The below improvements also took place after the new website was launched:

- Number of visitors across all devices has remained consistent pre- and post-launch, which is a strong result considering the bank's post-launch period included the usual lull during Christmas and New Year
- There has been improved engagement among both desktop and mobile users, with page sessions and session durations increasing by approximately 1.25% for desktop users and 4.60% for mobile users
- There has been an average increase of 7.16% across overall product applications
- Calculator usage has increased by 358%

## Key Criteria for Choosing Kentico

Three industry-leading CMS solutions were evaluated as potential platforms for the ME website, with Kentico coming out as a clear winner thanks to the following features:

- Flexibility to accommodate contemporary design with Templates, Widgets, and in-page CMS components
- Abundance of out-of-the-box features and rich functionality that minimised the amount of custom development required
- Simple but extensive Content Management features
- Extensive Marketing and Personalisation features that will be used to further enhance the customer experience in the future

## Kiandra IT

Kiandra IT is an Australian IT company with a long history of delivering smart, business-critical tech solutions. Everything is done locally and in-house. We work collaboratively with our clients for the duration of engagements and beyond, using the right technology, tools, and practices to deliver the best possible results.



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