



[www.fireflycu.org](http://www.fireflycu.org)



# Firefly Credit Union

ZAG Interactive

## BANKING

The Firefly Credit Union website is the centerpiece of this Minnesota credit union's branding, positioning, communications, and transactions.

This project included an overhaul of the design, site architecture, and user experience.

Kentico's platform provided this growing credit union with powerful content management, SEO support, and scalability to grow to meet its members' needs.

New site visitors  
increased by

18%

## Background

Firefly Credit Union, formerly US Federal Credit Union, is a thriving credit union serving metro Minneapolis/St. Paul. With more than 70,000 members and \$1 billion in assets, they needed to seamlessly introduce an exciting new credit union name and brand, and improve the relevance of their website to members' lives. Firefly hired ZAG Interactive to reimagine and redesign a vital channel – their website.

## Goals

In addition to introducing the new Firefly Credit Union brand, the new website had many goals:

- **Overhaul the look and feel of the website** to be more clean, modern, and consistent with the new brand
- **Communicate the core values** of the new brand so that members understood the brand promise and how it relates to their lives
- **Improve usability** across all devices through responsive design
- **Encourage more interaction** with the website beyond logging into the online banking platform
- **Position the site as a digital branch** to facilitate self-service and contact
- **Offer relevant content** to support members with key financial decisions and life stages
- **Increase conversions** for key products and solutions
- **Provide more powerful back-end technology** to make the site easier to update and scalable as the institution grows
- **Support visually impaired visitors** by conforming to WCAG 2.0 level A standards
- **Streamline inbound communication** to allow for efficient contact management and response
- **Better understand website data** by adding custom event tracking to the site and third parties, and creating dashboards in Google Analytics for ongoing monitoring
- **Introduce the new site** in a welcoming way to create excitement and support engagement

*"The team at ZAG made the larger-than-life task of creating an exceptional digital experience of our new brand such an enjoyable one. Their expertise and guidance throughout the process was priceless; from strategy to execution, all aspects of the project were considered to ensure the transition for us and our members would be a seamless one. We couldn't have asked for a better partner!"*



**Michelle Swanson**  
Digital Strategist  
Firefly Credit Union

## Challenges

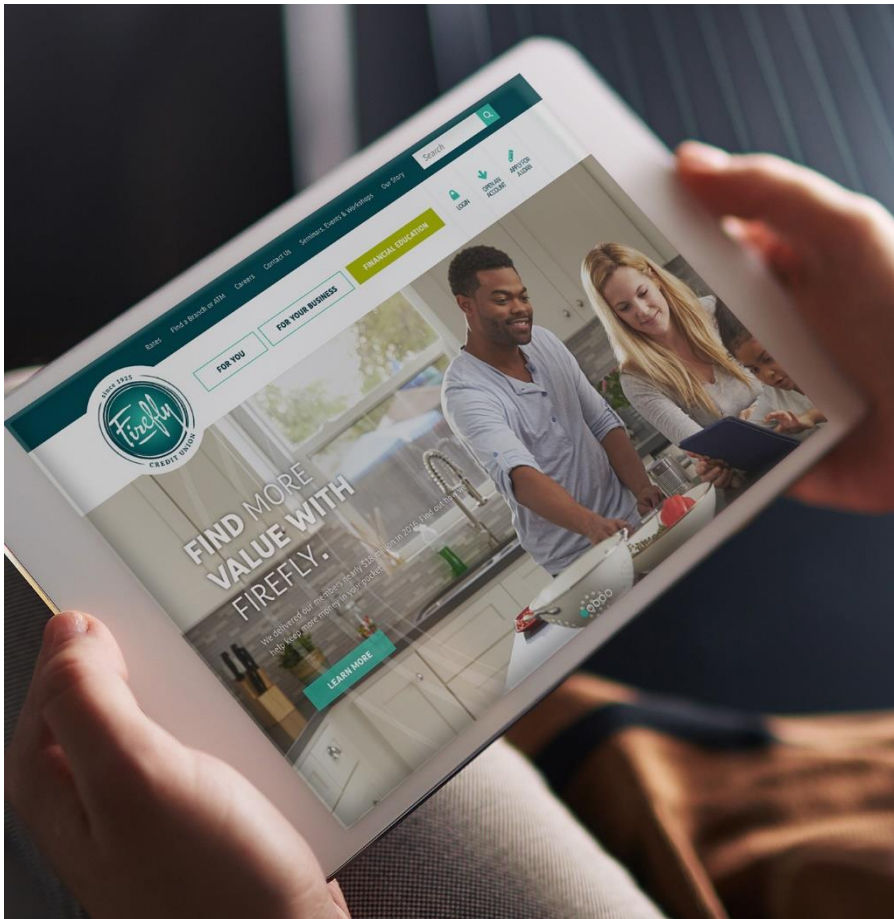
The more significant challenges during this project included:

- **Determining scalable page templates** to provide Firefly with the flexibility it needed for a large site while allowing the pages to feel more customized
- **Seamlessly integrating several third-party platforms** so that there was not only a harmonious user experience but also analytics conversion tracking passed through
- **Facilitating updates to frequently changing information** including promotional banners, rates, and educational information
- **Adhering to a tight timeline** given the number of deliverables and site complexity, while coordinating with the brand reveal across all platforms

**Site**  
**of the Year**  
**2016**

**Kentico Site of the Year 2016  
Winner**

Best Financial Services Category



## Solution

ZAG Interactive's deep experience with financial institution websites helped deliver a solution that met both client and member needs.

- After a client discovery, ZAG overhauled the site architecture to focus on solutions based on key audiences, expand resource content, and present information with a more simplified approach.
- ZAG created wireframes of each page template to determine page elements and information hierarchy.
- The design team then crafted the design for each page template, adhering to the new brand standards, project goals, and ADA level A conformance standards. The design then went through usability testing to confirm it met audience expectations.
- After developing a working prototype of the new site templates, ZAG Interactive built the full website in the Kentico CMS, including several Custom Widgets for rates management, custom content, third-party integrations, and a custom website tour.
- ZAG also developed a custom analytics tracking plan and integrated it to track conversions, better monitor site activity and ultimately determine website ROI.

## Results

Comparing site analytics for the first year after the new site launched on March 24<sup>th</sup>, 2016, to the prior year, Firefly Credit Union has seen great success including:

- 18% increase in average time on page
- 11% increase in users arriving from organic search
- 26% of visitors do not log in to online banking
- 18% increase in new visitors
- 116% increase in new mobile visitors, compared to 3% increase on desktop
- 6% increase in page views other than the home page
- 2016 Kentico Site of the Year winner in the Financial Services category

## Key Criteria for Choosing Kentico

ZAG Interactive recommended Kentico to Firefly Credit Union because of the robust capabilities the CMS has and its ability to support the credit union's short and long-term plans:

- **Custom Web Parts** allowed ZAG Interactive to cater to a variety of unique content management needs including rates management, knowledgebase integration, map integration, and more.



- **Form Widgets** allowed ZAG Interactive to drag and drop forms into pages and will enable Firefly Credit Union personnel to create forms on the fly going forward.
- **URL Aliasing** is built in, allowing Firefly Credit Union to add marketing URLs for campaigns without development support.
- **Online Marketing Functionality** that comes built into the EMS edition will have appeal when Firefly Credit Union is ready to dive deeper into marketing automation and personalization.

## ZAG Interactive

ZAG Interactive is a full-service digital agency based in Glastonbury, CT. As a Kentico Gold Partner, ZAG has significant experience building custom solutions in the Kentico CMS and providing a range of services for more than 300 clients across the United States. ZAG's team of more than 50 employees are divided among several key areas of strategy, technology, design, and marketing – all dedicated to delivering quality products and services through innovation, collaboration, and personal communication.



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