

## CASE STUDY

Digital strategy, personalization, website design and development on the KuberaDX SaaS platform for Homestreet Bank.

KUBERA DX



[HomeStreet] Bank®

HomeStreet Bank has provided an array of financial and banking services for customers on the West Coast and Hawaii since 1931. From commercial banking to mortgage lending, HomeStreet recognizes the importance of a stellar customer experience. The bank also prides itself on being a great place to work and grow for its employees. HomeStreet turned to SilverTech and Progress Sitefinity to build a new site to better serve both its employees and customers.

Together SilverTech and HomeStreet identified a list of issues with its old site. An extensive and in-depth discovery session by SilverTech's expert strategists revealed areas for improvement and opportunity. HomeStreet's previous platform did not allow for fast updates, quick response times or easy navigation for customers. Due to the constant need to trouble shoot and search for solutions, the site was a headache for customers and employees alike.

## OLD SITE ISSUES

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- ❌ 24-hour publishing delay
- ❌ Poor UX
- ❌ Slow load speeds
- ❌ Lack of personalization
- ❌ Production environment not compatible with QA
- ❌ Difficult to update and troubleshoot
- ❌ Outdated hosting infrastructure

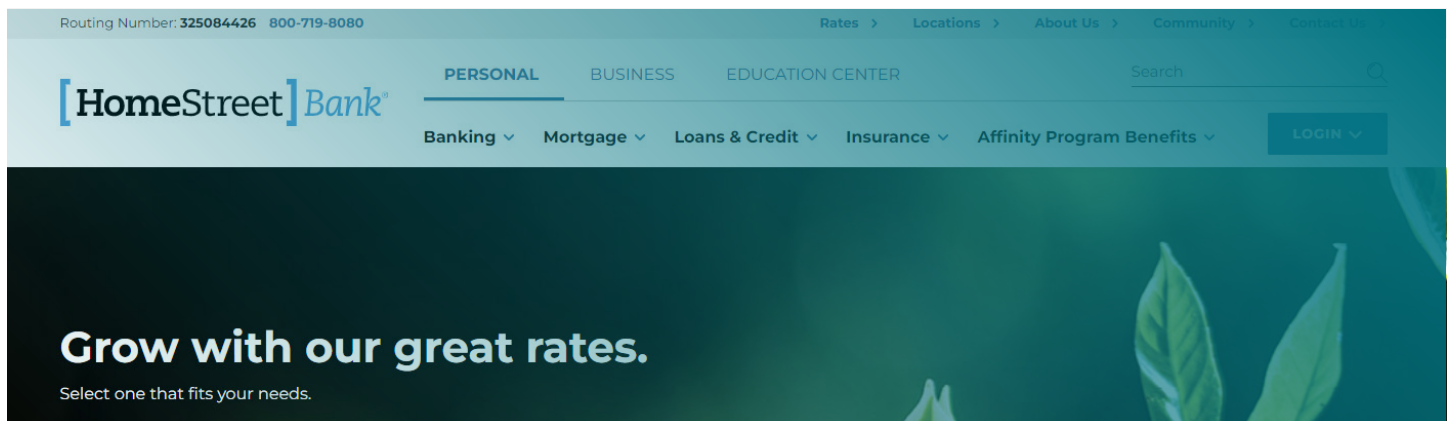


## NEW SITE

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For the new site, HomeStreet was determined to enhance the user experience by **adding personalization integrations, decreasing load times and increasing security**. It was also important to HomeStreet that the site better serve employees and internal operations. The team wanted to be able to update the site easily and provide the right information to the right customer at the right time without having to hire an entire team of developers.

With a deep understanding of HomeStreet's aspirations and target market, SilverTech's expert strategists developed specific personas and goals for HomeStreet to focus on. With these tools at the ready and both teams on the same page, the project was underway. The new site would have more user-friendly construction and include finance, testimonial and commercial lending pages. SilverTech developers and UI/UX experts would also focus on each page's value proposition and SEO to better benefit the brand as well as customers.



## KUBERA DX

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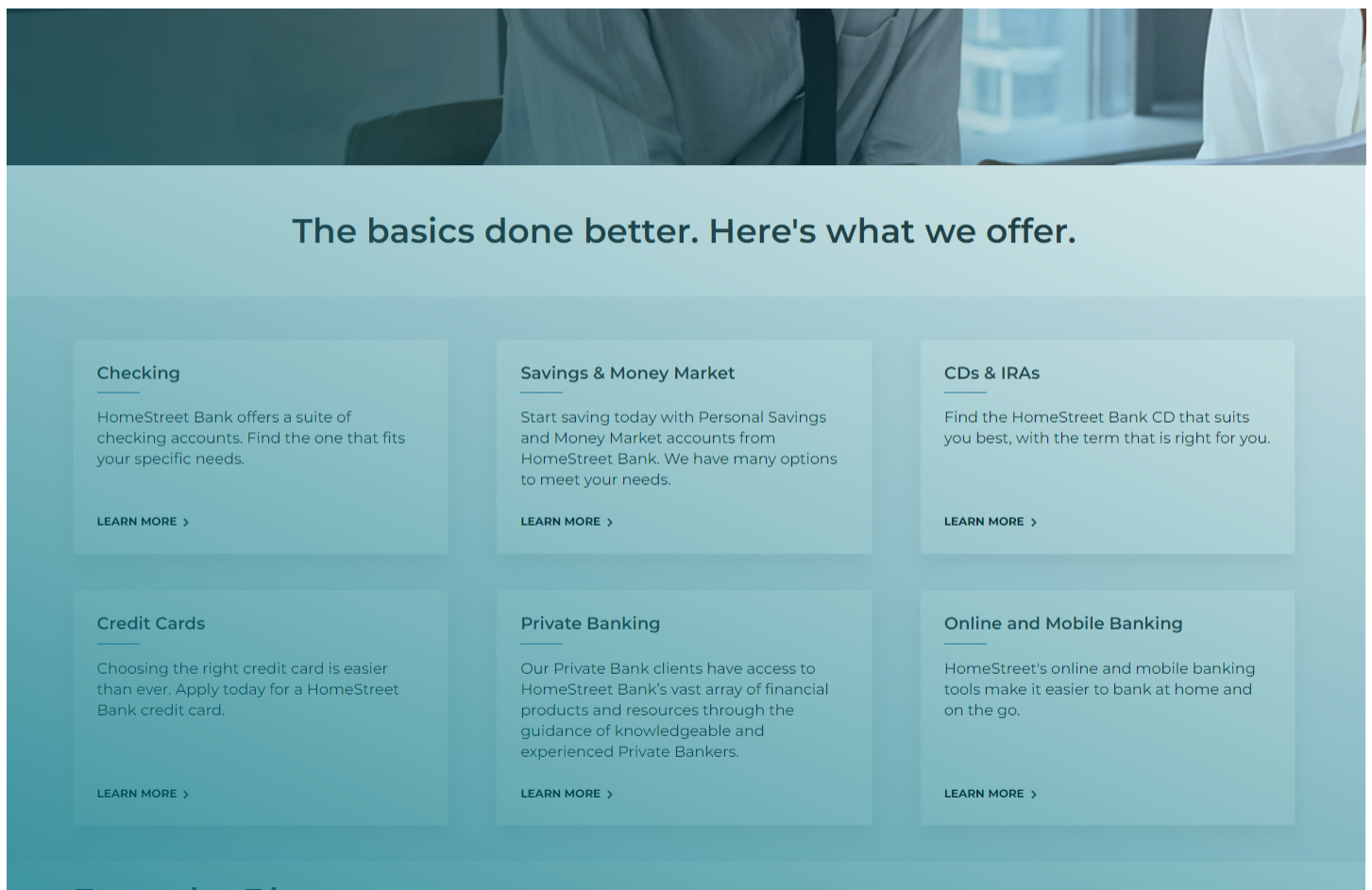
In building a new site with SilverTech, the teams had to work together to decide which CMS was right for the improved site. The new CMS would need to provide enterprise-level security, audit trails, an immediate publishing cycle and a fast-moving environment. After taking an array of options into consideration, it was clear that Progress Sitefinity and SilverTech's turnkey SaaS product, KuberaDX, was the perfect solution. The KuberaDX product is built specifically for banks and features upgraded security, an easy-to-use interface, IT/IS compliance, and independent publishing and optimization. On this platform, HomeStreet would be able to independently update and change its site as needed without reliance on a third party. This solution allowed the project to be carried out with ease and got the final product to market faster.

## NEW COMPONENTS

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With the intention of the new site being customer-centric and personalized, the teams immediately got to work developing an education center. The education center has categorization that revolves around the different types of life stages and customer types. This allows each customer browsing HomeStreet's site to select and only learn about services relevant to them as a consumer. For example, customers looking for information on small business loans can select categories such as budgeting, saving and small business. On the other hand, a consumer looking to buy a house may select home ownership, managing credit and mortgage resources. This providing more tailored and personalized experience in getting their questions answered.

Additionally, SilverTech developed several different homepages that appealed to HomeStreet's target audiences so that relevant information was presented to each segment when visiting the site. For example, customers in Hawaii would not be greeted on the homepage with information about a HomeStreet event happening in California.



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From the Blog



## RESULTS

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In the first 8 months after launch, the HomeStreet site achieved the following.

**26% increase** in users

**27% increase** in new users

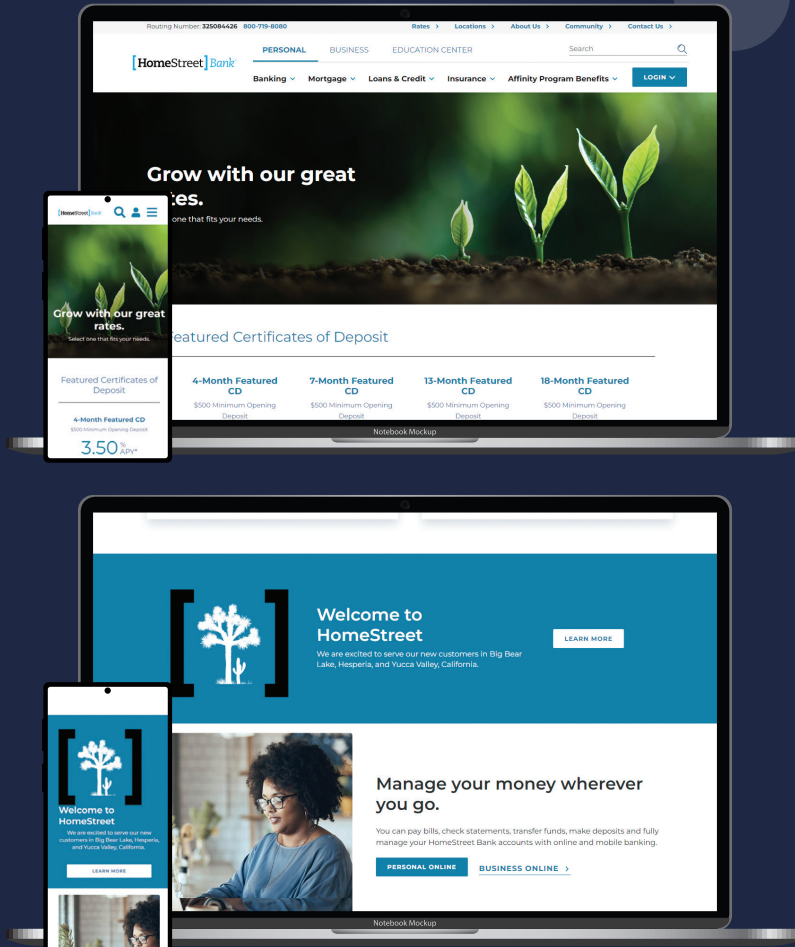
**13% increase** in sessions

**115% increase** in retail banking completed application clicks

**60% increase** in average time on page

HomeStreet's new site and strategy focuses on customer satisfaction which translates into employee satisfaction. The launch of the new site was truly a win-win both internally and externally. SilverTech and HomeStreet were able to work as a well-oiled machine to find a seamless solution for all customers at all stages of their journey. HomeStreet brought the ideas and SilverTech was prepared to bring them to fruition.

# THE CREATIVE



*“One thing we loved about the solution that we chose was the experience in banking, the fact that they had a templated version that we could easily adapt and that they could also help us influence our future growth because of their experience in banking. There are a lot of rules we need to follow to protect the consumer, so having a partner that understands those limitations is important.”*



**Misty Ford**  
SVP Corporate Marketing Director, HomeStreet Bank

