

# CASE STUDY

F&M Bank relied on SilverTech's expertise to design & develop a modern digital user experience for their customers.



F&M Bank is one of longest standing banks in the Midwest with over 125 years of banking. This billion-dollar bank has acquired many smaller banks giving F&M Bank a larger reach in the communities it serves. F&M Bank came to SilverTech looking for expertise in building a new website to give its customers an exceptional digital user experience that matches the in-person banking experience that F&M Bank provides customers with every day.

## OUR PROCESS

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SilverTech's expertise elevated F&M Bank's digital strategy, giving users a better banking experience. SilverTech strategy team did extensive research with leaders at F&M Bank as well as doing onsite user testing with customers in the bank to ensure the new website would meet their needs. SilverTech also ultimately chose Progress Sitefinity as the CMS replacing F&M Banks old, outdated WordPress website. Sitefinity's features and functionality give F&M a modern, innovative, and flexible CMS.

## SERVICES

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- ✔ Discovery
- ✔ Digital Strategy
- ✔ User Testing
- ✔ Persona Development
- ✔ Information Architecture
- ✔ UX/UI Design
- ✔ Progress Sitefinity Website Development

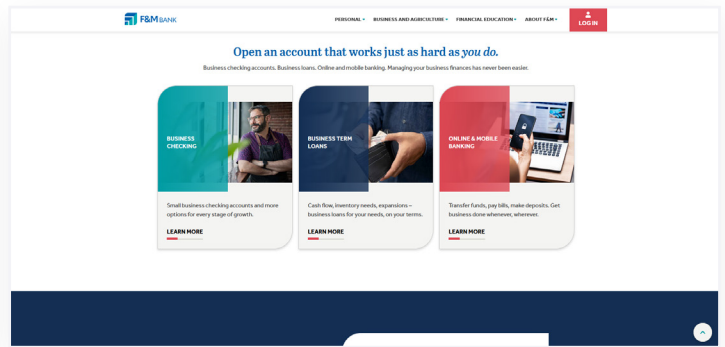
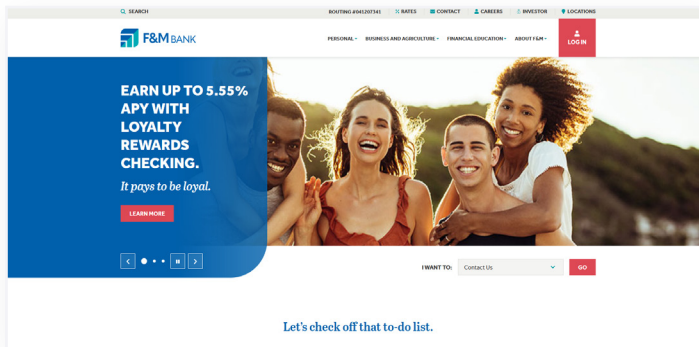
## GOALS FOR THE NEW SITE

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When F&M Bank came to SilverTech they had several challenges to address.

- ✔ Their old legacy Wordpress website lacked the ability to capture actionable customer data.
- ✔ They needed a new CMS that would allow F&M bank to build seamless multi-channel experiences and engage with their customers.

F&M Bank's successful partnership with SilverTech demonstrates the power of leveraging data and customer insights to achieve digital success. By implementing Sitefinity, F&M Bank has improved their website performance, engaged their customers, and positioned themselves as a leader for future growth.



## RESULTS

- ✓ Increased website engagement and conversions.
  - 📈 **226% increase** in conversions
  - 📈 **69% increase** in users
  - 📈 **48% increase** in sessions
- ✓ Fourfold improvement in organic search
- ✓ Improved website loading speed
- ✓ Personalized content for specific user segments

## AMY COVER, CMO F&M BANK

“There’s so much competition for deposits and just customers in general,” said Amy Cover, Chief Marketing Officer for F&M Bank. “So, we needed something that would really allow us to start personalizing content to specific users and segments so that the customer sees that we understand them and really can meet them where they’re at.”

## KEY TAKEAWAYS FROM F&M BANK ON THIS PROJECT:

- ✓ It is important to find a trusted partner when executing a complex system upgrade.
- ✓ Involve your stakeholders and include customers in the process.
- ✓ Use data insights to personalize content and improve the customer experience.
- ✓ The website is just one part of a larger digital eco-system. Make sure you have a strategic digital roadmap to remain aligned with priorities and needs of the organization.

# THE CREATIVE

