

HARBORONE BANK

HarborOne Bank is the largest state-chartered cooperative bank in New England with \$3.7 billion in assets. Today, HarborOne has over 50 locations across New England. In 2018, they were recognized by Forbes as the #1 mid-size Bank in Massachusetts.

Wakefly Helps HarborOne Bank Improve User Experience

USER ENGAGEMENT STATISTICS

Year-Over-Year Comparisons

Pages Views	Avg. Time on Page	Bounce Rate	Avg. Session Duration	# of Sessions Per User
Increased by 38%	Increased by 21%	Decreased by 41%	Increased by 149%	Increased by 10%

BACKGROUND

HarborOne was introduced to Wakefly through a mutual partner. They came to Wakefly looking for Kentico expertise as their site needed an improved user experience. The current site was ever-evolving and plans for an increased marketing initiatives were under way.

THE SOLUTION

In order to achieve a better user experience, a complete website redesign and re-architecture of the content strategy were made a priority. Wakefly assigned a dedicated team to work this project to ensure the client’s goals were achieved in an efficient manner.

A complete re-architecture of all content and user flows were analyzed for improvements. The content across the site was updated to enhance its ability to engage with their target audience.

A primary objective was to improve overall conversions site-wide. Wakefly focused design efforts from a mobile-first approach. Creating a mobile-first experience was important, since HarborOne’s target audience is ever-increasing their dependency on mobile usage.

RESULTS

Since the relaunch in August 2018, results have been very positive and consistently improving. Top areas of improvement have been seen in the following Year-Over-Year Comparisons:

- Page views increased 37.56%
- Average time on page increased by 21.09%
- Bounce rate reduced by 40.86%
- Average session duration increased by 148.65%
- Number of sessions per user increased by 9.62%

“Thanks to Wakefly, we can now provide our clients a UX that is efficient and easy to use. We could not have done this without their expertise and dedication to completion of this project.”

Adam Cupples, Vice Principle, Digital Marketing