



Amboy Direct enlisted Wakefly to upgrade their website and improve the digital banking experience. Wakefly redesigned the site on the latest Kentico Xperience platform, delivering a modern, user-friendly interface with streamlined navigation and enhanced content management for faster, more efficient updates.



Background

Amboy Direct is the online banking division of Amboy Bank, providing customers with convenient digital access to checking, savings, and lending services. As online banking adoption grew, Amboy Direct recognized that its existing website was no longer keeping pace with

customer expectations for speed, usability, and clarity. The platform lacked modern design features and efficient content management capabilities, limiting the bank's ability to deliver a seamless, engaging digital experience.

Welcome to the new AmboyDirect.com! Explore improved navigation, updated features, and a fresh new look.

AMBOYDirect
Amboy Bank's Direct Branch

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FDIC FDIC Insured - Backed by the full faith and credit of the U.S. Government

eSavings CD
A RATE THAT MOVES WITH THE MARKET

Jersey First eSavings
GREAT RATE STARTING AT \$1

Money Market Max More
MAKE MORE ON HIGHER BALANCES

Business Money Market Maximizer
PUT YOUR PROFITS TO WORK

I'm Earning More For
My growing business

GET STARTED WITH
Business Money Market Maximizer

Online Value from a New Jersey Bank



Earn more and grow your savings
Our online rates consistently beat traditional banks



Keep your dollars in the Garden State
Your money supports our local New Jersey economy



Get support from an actual person
Talk to real, friendly experts located right here in NJ



Backed by a local FDIC-insured bank
Amboy Bank has 135+ years of great savings and service

Goals & Challenges

The primary goal of the project was to modernize Amboy Direct's website to create a faster, more responsive, and user-friendly digital experience. The previous platform presented challenges in guiding customers efficiently through product information and online tools, often causing confusion or frustration. The homepage did not clearly communicate the value of Amboy Direct's services, and internal teams faced time-consuming processes when updating content, which slowed responsiveness to marketing campaigns and operational needs. Achieving both an improved customer experience and operational efficiency were critical business objectives.

Solution

Amboy Direct partnered with Wakefly to migrate the website to the latest Kentico Xperience platform and implement a full redesign. The new site features a clean, modern interface that clearly presents product offerings, account information, and essential digital tools. Navigation was optimized to guide users through the content intuitively, reducing friction and making it easier for customers to find answers and complete transactions. The updated CMS significantly streamlined content management, enabling internal teams to quickly update pages, adjust messaging, and maintain an accurate, engaging online presence.

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Our eSavings Certificate of Deposit (CD) is a great choice for those looking for rate consistency. Lock in an above-the-market rate for the 12-month term. Open with as little as \$100, and you can continue to add funds for the first six months!

- Open with just \$100
- Add funds for the first 6 months
- Your money is FDIC insured

OPEN NOW

See How Our Rates Compare to the Other Banks

Amboy Direct	4.00% APY
Bank of America	0.03% APY
PNC Bank	0.02% APY
Chase	0.01% APY

OUR VALUE HOW TO OPEN FAQS ACCOLADES

OPEN NOW

Not ready to open now?
Get the details emailed to you

First name

Last name

Email

Submit

Results

The upgraded Amboy Direct website delivered a faster, more intuitive, and responsive experience for customers. Navigation improvements and a clearer presentation of services led to easier account access and more effective user engagement. Internally, staff experienced greater efficiency in managing site content, reducing workload and enabling timely updates. The platform's performance, scalability, and flexibility position Amboy Direct for ongoing digital innovation and future growth.

Conclusion

Through the Kentico Xperience upgrade and redesigned interface, Amboy Direct successfully enhanced both the customer experience and internal operations. The project addressed longstanding challenges while providing a scalable, efficient, and modern online banking platform, supporting Amboy Direct's commitment to convenience, clarity, and secure digital banking.

Key Features

- Kentico Xperience – Upgraded CMS platform enabling advanced content management and modern digital capabilities.
- Responsive Web Design – Ensured seamless display and functionality across desktop, tablet, and mobile devices.
- Custom Navigation Architecture – Streamlined site structure to improve user journeys for different customer segments.
- Marketing Automation Integration – Enhanced lead capture and engagement through targeted calls to action.
- Analytics & Tracking Tools – Implemented performance monitoring and user behavior insights to inform ongoing optimization.

Wakefly

Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.