

Laying a Foundation for Suncoast's Growth with SitecoreAI

How a Personalized Digital Experience Positioned Suncoast as a Leading Financial Brand.

OVERVIEW

Founded in 1934, Suncoast Credit Union is the largest credit union in Florida, serving anyone who lives, works, attends school, or worships in the communities they support. With a mission to improve the quality of their members' lives, Suncoast partnered with Velir to revamp their digital presence and lay the foundation for long-term growth.

Leveraging SitecoreAI, Velir delivered a personalized and scalable digital platform for Suncoast. The redesign integrates intuitive tools and accessible content, positioning Suncoast as a trusted leader in digital financial services.

CHALLENGES



Establishing a scalable infrastructure to support a modern digital experience and future growth.



Delivering personalized content based on visitor interests, language, intent, and financial needs.



Laying an extensible foundation for digital growth to support long-term organizational goals.



Creating an accessible digital experience on par with leading financial brands.

APPROACH

- Redesigning Suncoast's website on SitecoreAI and integrating their blog from a third-party platform.
- Implementing Sitecore Personalize so Suncoast could tailor content to visitors based on interests and intent.
- Creating a feature that allows content authors to add and customize financial calculators on any page in Sitecore.
- Designing and building the "Express Lane" feature, giving users quick access to frequently used services.
- Delivering content strategy, brand voice and tone guidance, copywriting, and content entry with Suncoast's marketing team.



SOLUTION

Embedded Financial Calculators

Tools that help users estimate savings, monthly payments, home equity, and more within relevant content pages.

Personalized Digital Experiences

Leverages Sitecore Personalize to tailor content based on visitor interests and behaviors.

Express Lane Navigation

A streamlined feature that gives users quick access to frequently used services and tasks.

Unified Content Experience

Integrated blog and improved content structure position Suncoast as a trusted source for financial education and tools.

Scalable Experience Platform

Flexible Sitecore architecture designed to support future personalization and expansion.

RESULTS

Engaged Users Increased

Engaged users per session **increased 14%**

Member Increased

New member applications **increased 8%** and new memberships **increased 26%**

Reliability

Simple, easy-to-use functionality that establishes Suncoast as a **trusted resource** for financial tools and information

Brand Elevation

An elevated digital presence that positions Suncoast as a leading financial brand

Search Efficiency

Site searches **increased 18%**, while results viewed per engaged session **decreased 9%**

Together, these capabilities created a personalized digital experience that elevates Suncoast's brand and supports its mission of improving members' financial lives.

TAKEAWAYS

Personalization-ready architecture

SitecoreAI and Sitecore Personalize enable tailored experiences for prospective and existing members.

Strategic partnership

Following launch, Suncoast transitioned to Velir's managed services team for ongoing support, optimization, and roadmap planning toward its goal of doubling membership by 2030.

Platform built for growth

A scalable digital infrastructure supports Suncoast's goal of expanding membership and services beyond Florida.

Improved member self-service

Streamlined navigation and embedded tools help users complete tasks quickly.