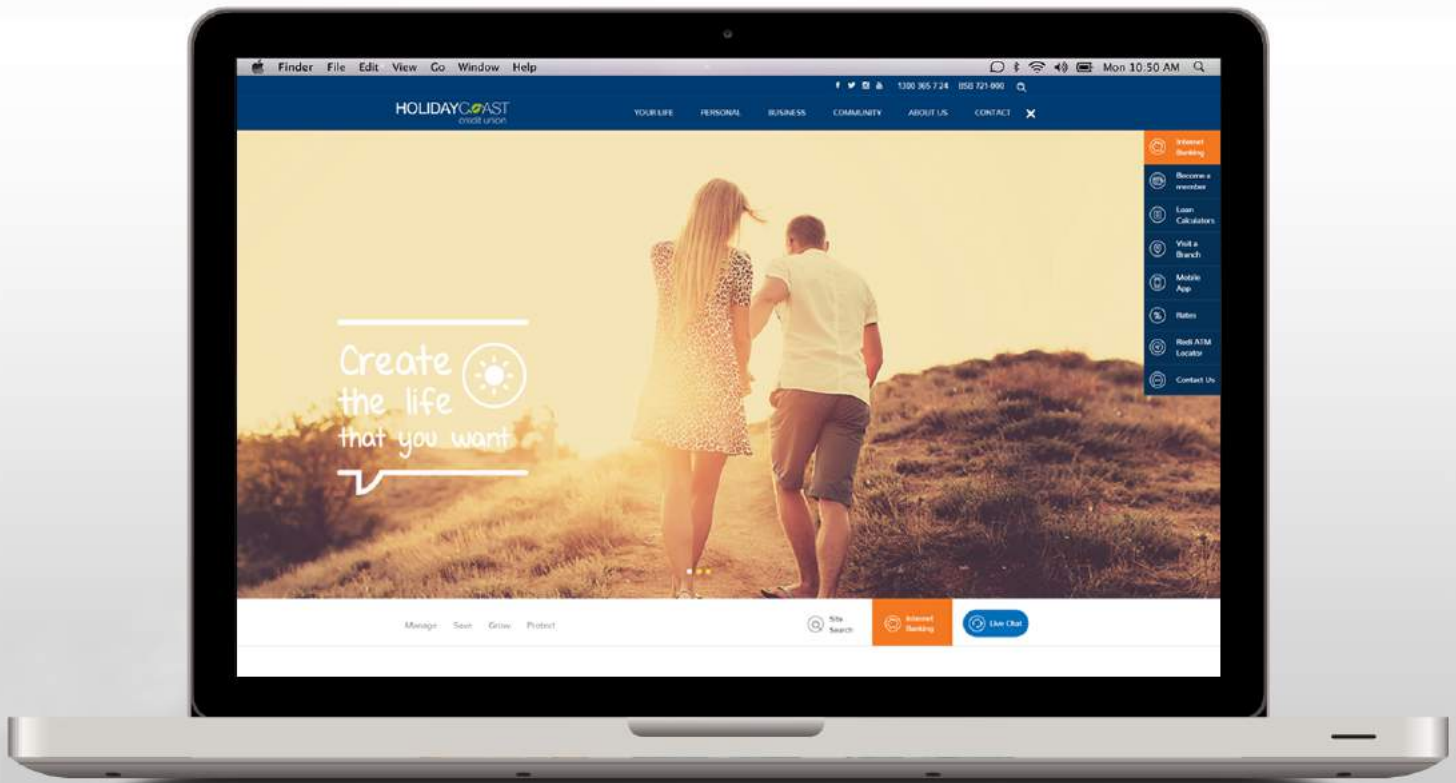


Create

Beauty. Engagement. Results.



// The brief

- Community centric website
- Integrated staff portal
- Mobile responsive
- Harmony, heart & soul
- Award winning

// The process

We set the bar high & following a series of journey mapping & CX design workshops, Elcom cut design to CSS, migrated our content & made our pop-up calculator fully responsive.

Design. Build. Test.
Evolve. Launch. Support.

// The outcome

- Life stage navigation & personalized content
- Seamless self-service digital bank
- Increased member engagement & conversion
- Workforce connectivity to people & information via the internet

“

We knew Elcom would be open & responsive to new ideas, flexible in their approach & work extremely hard to deliver a solution that supported our digital transformation strategy.”

- Ellissa Nolan, Executive Manager, Digital & Projects, www.hccu.com.au



Quick Links



ProMapp



Staff Directory



Calendar



Tools



Leave



Our Promotions



CEO Newsletter



PeopleStreme



Protect.ERM

// The full story

Holiday Coast Credit Union (Holiday Coast) is owned by its members and profits, other than those retained to build prudential reserves, are re-invested in the business and our community. A key objective of our digital transformation strategy is reciprocity, assisting our members to create the life they want by rewarding and recognizing members and their families, their loyalty and value. As they move through life stages our members need easy access to relevant products and services to grow and utilize their wealth in the moment, anywhere on any device. Our vision for a digital bank ensures always open, seamless self-service access for members to manage, save, grow and protect their assets.

To support our vision for fully integrated and streamlined services we needed to provide our distributed workforce access via the public web to policies and procedures, quick links and the corporate directory.

Holiday Coast needed a mobile responsive website with an integrated secure staff portal to support growth through lead generation, delivery of highly targeted and relevant content to members and exceptional customer experience.

// The Process

Holiday Coast first selected Elcom Technology based on the quality of the elcomCMS platform, calibre of clients and alignment to their digital services strategy. The decision to stay was evidence based, elcomCMS is a proven system that makes staff training and publishing really easy. The platform is adaptable and the quality of service and customer support is high. No idea is a bad idea and quotes are turned around quickly to facilitate speedy decisions.

As a highly regulated and accountable industry the use of forms and workflow for the content approval process protects Holiday Coast and its members. Single sign on to our workforce portal makes it secure and simple to access corporate knowledge and people, making us more productive and able to focus more on the customer experience. Holiday Coast and Elcom are building digital services and technology for the future.

// Modules



Corporate Directory



Active Director Connector



Single Sign On



Forms & Workflow

// The outcome

Life stage navigation & personalized content

Customer experience improvements achieved by making it easy to find relevant content on products & services based on life stages.

Seamless self-service digital bank

Increased customer retention & advocacy through open & easy access to products, funds & assets.

Increased member engagement & conversion

Increased lead conversion from customer centric design & contextual site navigation, targeting 20% growth by 2020 in digital customers.

Workforce connectivity to people & information via the internet

Integrated access to resources via the public website increases collaboration & productivity while meeting our regulatory obligations.