



PERSONAL

BUSINESS

HOME LOANS

TRUST & INVESTMENTS

CUSTOMER SUPPORT

ABOUT US

CASE STUDY

A WEBSITE TO “OUTDO” OTHER BANKS
USER-FRIENDLY CMS, INNOVATIVE DESIGN,
AND UNIQUE TWISTS ON CONTENT
REFLECT BANK’S MISSION

CUSTOMER

Town and Country Bank

WEBSITE

TownAndCountryBank.com

INDUSTRY

Banking



CUSTOMER

Town and Country Bank

WEBSITE

www.TownAndCountryBank.com

INDUSTRY

Banking

CUSTOMER PROFILE

Town and Country Bank, headquartered in Springfield Illinois, includes branch locations in more than a dozen communities throughout Central Illinois and the Metro East. The bank distinguishes itself by specializing in both commercial banking and mortgage lending.

With so many banking competitors, standing out and standing apart is critical, but difficult. Town and Country Bank asked for a website to outdo other bank websites.

"We want to do as much as we can with innovation and technology to make things more convenient for our customers," says Shelly Dowell, Senior Vice President, Director of Marketing. "LRS Antilles gives us that platform to do that."



PRODUCT IMPLEMENTED



The LRS Web Solutions Approach

The LRS Antilles Content Manager is the foundation for LRS Web Solutions' website redesigns. For Town and Country Bank, we did a UI/UX Analysis of its navigation, reviewed analytics, and worked with Shelly and her team to create a uniquely modern design.

Layering our proprietary content management system with features from our customizable banking package, we gave Town and Country Bank just what they were

looking for: a balance of easy-to-use technology, key banking features, and added personalization to meet customers' needs and retain their loyalty.

We found solutions for all their challenges, including custom-built bank website features. Everything was designed and built for LRS Antilles Content Manager, ensuring that maintaining the website would be easier than ever before.

“Our migration from our former CMS to LRS Antilles was like **night and day**. LRS Antilles was definitely the better solution.”

/// HEATH BRUCE, MARKETING COORDINATOR





Challenge:

Replace a Clunky CMS

Town and Country Bank's previous Content Management System was "clunky," and difficult to work with, says Marketing Coordinator Heath Bruce. "It wasn't user friendly, and it was a struggle to make changes quickly."

To add new content, especially blog posts, Heath would have to send a text document and images to the CMS company. Heath would wait for a draft, submit any revisions, and wait again for the changes to be made and the content published. LRS had a better way.

Solution:

Use LRS Antilles for an Easy and Flexible CMS

What took hours in their old CMS takes just minutes independently in LRS Antilles Content Manager.

"Our migration from our former CMS to LRS Antilles was like night and day," says Heath. "LRS Antilles was definitely the better solution."

For example, to help customers needing a financial review, Shelly and Heath used LRS Antilles Form Builder to quickly set up forms and other customer service processes. "During the Covid pandemic, making updates quickly have been very important to help our customers," Shelly notes. "LRS Antilles made the process so much easier. Antilles helped us be flexible and implement initiatives quickly."

"Migrating so smoothly to LRS Antilles, we have so much more ownership of our website and much more freedom with our content updates," Heath says.

Heath would know. "I used Antilles before at another company, then used another content management system here at Town and Country Bank. I realized how much easier LRS Antilles is to use. The interface and functionality is very user friendly," Heath says.

Challenge:

Build the Relationship with Customers

The bank understands that a great website design can help build trust and rapport with their banking customers. "As a community bank, we value relationships with our customers, and the website helps us build those relationships in innovative ways," Shelly says.

"It's not just our people and services that build relationships," Shelly adds. "It takes more." She asked LRS to create a site that would "outdo other banks," requesting a modern, yet warm design that would help brand the bank's innovative qualities.

Solution:

Unique Twists on Common Website Content

LRS not only delivered that innovative design but we added creative features for two LRS Antilles modules to allow the bank's staff to add differentiators.

- **Locations:** In a unique twist on the basic location module, Town and Country Bank added more details to the branch locations such as customer perks, community involvement, and services unique to each location. These touches of personalization have helped increase location pageviews by over 650%. "People are loyal to their community. Customers like to read about their specific branch," Shelly says.
- **Mortgage Lender Bios:** Putting a face to the facts helps financial experts build relationships with customers. Their customers like getting to know the mortgage lenders.

"We're proud that our entire website design is unique, and that draws customers in," Shelly says. "People are drawn to the blog, educational articles, and branch location details."

This content has helped their pay per click conversion rate average over 100% since the site launched.

Challenge:

Implement Bank-Specific Features without Fragile Plugins

As a forward-thinking bank, Town and Country Bank wanted to improve the functionality of banking features like interest rates, which previously had to be done in back-and-forth communications with their previous content management system. They also wanted popular banking features like calculators.

What they *didn't* want was to cobble modules from various vendors that would create a fragile system that could affect the website's functionality.

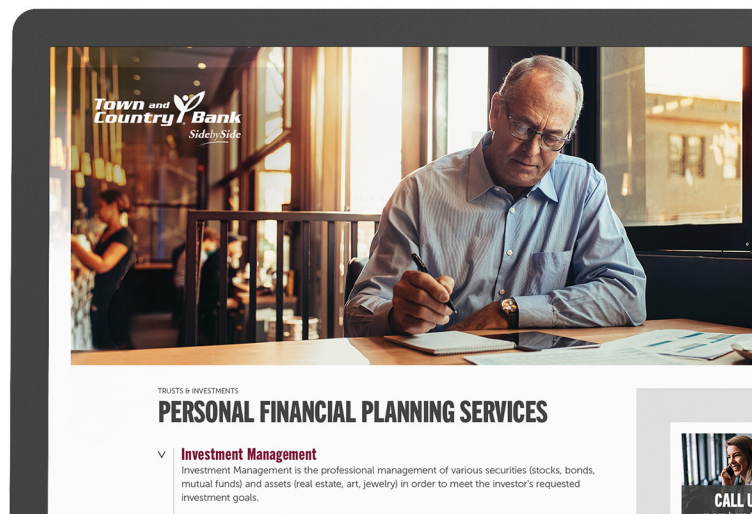
Solution:

LRS Banking Package for Built-In Bank Information

Town and Country Bank benefited from the modules we designed and built specifically for the banking industry. These modules work flawlessly within the LRS Antilles Content Manager.

Features include:

- **Instant/Real-Time Rate Maintenance:** Super easy to use, Heath can change rates instantaneously without needing to rely on a third-party vendor to make the ASAP change.
- **Mortgage Calculators:** A staple of interactivity on banking websites, the calculators are among Town and Country Bank's most popular content.





Challenge:

Improve Customer Satisfaction

Customer satisfaction is key with any business, including banking. Prior to a redesign, customers indicated to employees of various departments within the bank that the website's main navigation was overwhelming. It was a mega menu of dozens of items in fly-out links. We analyzed and restructured the information architecture to create the best user experience.

It has worked. The number of users and new users to the site are both up over 30%, and organic searches are up an average of 31% since the site launched in January 2020.

Town and Country Bank has set goals for its website to measure the return on investment. These goals vary, from application submissions, mortgage calculator page views, contact form submissions, phone calls from the website and more. According to Google Analytics, total goal completions are up 131% year over year. The takeaway: the new Town and Country website is delivering on the promise to be a valuable asset for Town and Country Bank.

Solution:

Streamlined Navigation

From informal communications with employees and customers, Heath has gotten positive feedback about the website. "Everyone likes how much easier the website is to use now, especially with our homepage's menu navigation," Heath says.

Analytics show that page views are up 21% year over year.

According to Google Analytics,
Town and Country Bank's total
goal completions are up 131%
year over year.

Flexibility to Grow

As Town and Country Bank continues to grow with new financial products and programs, LRS Antilles Content Manager can grow right along with them. This can include building new LRS Antilles modules to meet the specific and technological needs, tweaking the navigation, to meet customer preferences, or refining design elements to reflect trending web design.

"When the time comes for another redesign, we can easily apply a new design to the site, and it won't take

a huge reinvestment," Shelly says. "I'm a huge fan of LRS," she adds. "Antilles is very user-friendly, the team is phenomenal to work with. The value is absolutely worth the cost as the most economical way for us to maintain the website going forward. It was well worth the money to get it developed."

"With LRS Antilles, we have the best platform to succeed with the bank website. The website brings it all together and showcases better who we are."

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/// SHELLY DOWELL, SENIOR VICE PRESIDENT, DIRECTOR OF MARKETING





ABOUT LRS WEB SOLUTIONS

Founded in 1996 as a division of Levi, Ray & Shoup, Inc., LRS Web Solutions provides custom web design and development services to help customers achieve business success. Based in Springfield, Illinois, LRS Web Solutions employs a team of nearly thirty specialists in the areas of web design, web application development, content management systems, mobile apps, search engine optimization, website hosting, graphic design, audio and video production, and network support.

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