



# **DUCA Credit Union Elevates Their Digital Presence**

**A Case Study of Becoming More Remarkable**





## **Do More. Be More. Achieve More.**

That's the DUCA tagline and it's definitely more than a marketing slogan. It's their promise to their members that everything DUCA does is to make life better for their members. They cut through the noise and deliver. And that's exactly the approach we took with DUCA's new public website. Our goal, as always, was to help make DUCA remarkable — to help them 'Do more. Be more. Achieve more.' with their website.



## Better World Market Linked GIC

Earn Up To

# 3.00%

6-Year Term

[Learn More](#)

## Great rates to help you achieve more

# 1.84%

Conditions Apply

### 5 Year Fixed High Ratio Mortgage

A dream rate to help you secure your dream home while giving you peace of mind with lower interest and smart payments

[View details](#)

# 1.20%

### 18 Month GIC

This GIC will guarantee to preserve your principal while your investment earns interest at a fixed rate of 1.20% for 18 months

[View details](#)

# 1.90%

### 5 Year GIC

Secure long-term investment guaranteed to preserve principal while growing your money

[View details](#)

[See our other amazing rates](#)



### No-Fee accounts

Your hard-earned money should stay with you so it can work for you.

[Learn more](#)



### DUCA mortgages

Great rates to open the door to your new dream home.

[Learn more](#)



### Grow your money

The investments and savings rates to make your savings grow faster.

[Learn more](#)

## Do more. Be more. Achieve more.

We do this by offering Members profit sharing, low borrowing rates, high interest savings accounts and great financial advice — that's the DUCA difference.

[Become A Member](#)



## A career with DUCA

A welcoming workplace environment, opportunities for growth, and a close connection to communities are just some of the reasons DUCA is the place for you.

[Learn More](#)



# Uniquely DUCA

It's safe to say that DUCA isn't like most credit unions. They have a unique vision that leads to strong objectives for their public website.

DUCA is one of the fastest growing credit unions in Canada and is the third largest credit union in Ontario. Over the last 4 years, they've had 22% compound average growth and are now over \$5 billion in assets with over 80,000 members. Given that growth, their strategic goals are framed by a vision of a public website that is a real working engine designed to drive easier and better member interactions and be a workhorse for digital sales growth.

*“What really impressed me, is that Aequililibrium was intellectually flexible enough to understand that we were doing things a little bit differently than other credit unions. Aequililibrium recognized what our priorities were in terms of making our website an engine for member interaction and digital sales. We were working on a very real piece of our distribution network.”*



Arthur A. Krzycki,  
Vice President, Retail  
Banking Channels



**Kelly West,**  
Head of Product  
and Innovation

## Why Aequilibrium?

DUCA needed a strategic partner who could understand them, resonate with their vision and be absolute experts in the technology.

Aequilibrium was chosen as the right fit for DUCA because we have a strong history of working with financial institutions. AEQ understood the complexity and uniqueness of their industry along with the user experience and development expertise to push their project beyond expectations.

The relationship kicked off with a flight by the Aequilibrium team from Vancouver to Toronto (ah, those pre-COVID days). These in-person meetings proved to DUCA that Aequilibrium cared by putting in the time and effort, making it easy for DUCA to know and trust who we are. From a strategic point of view, it felt like both teams were on the same page very early on.



# Banking transformation, new public website, COVID, oh my!

The uniqueness of DUCA's new website project continued into the circumstances surrounding the project. Aequilibrium knew that part of DUCAs strategy was to transform their public website at the same time as they were undergoing a banking transformation. We were prepared for that. Then, after the client discovery meetings, COVID struck, causing a big disruption in how we normally work, but not disrupting the project one bit.

## Remarkable in action

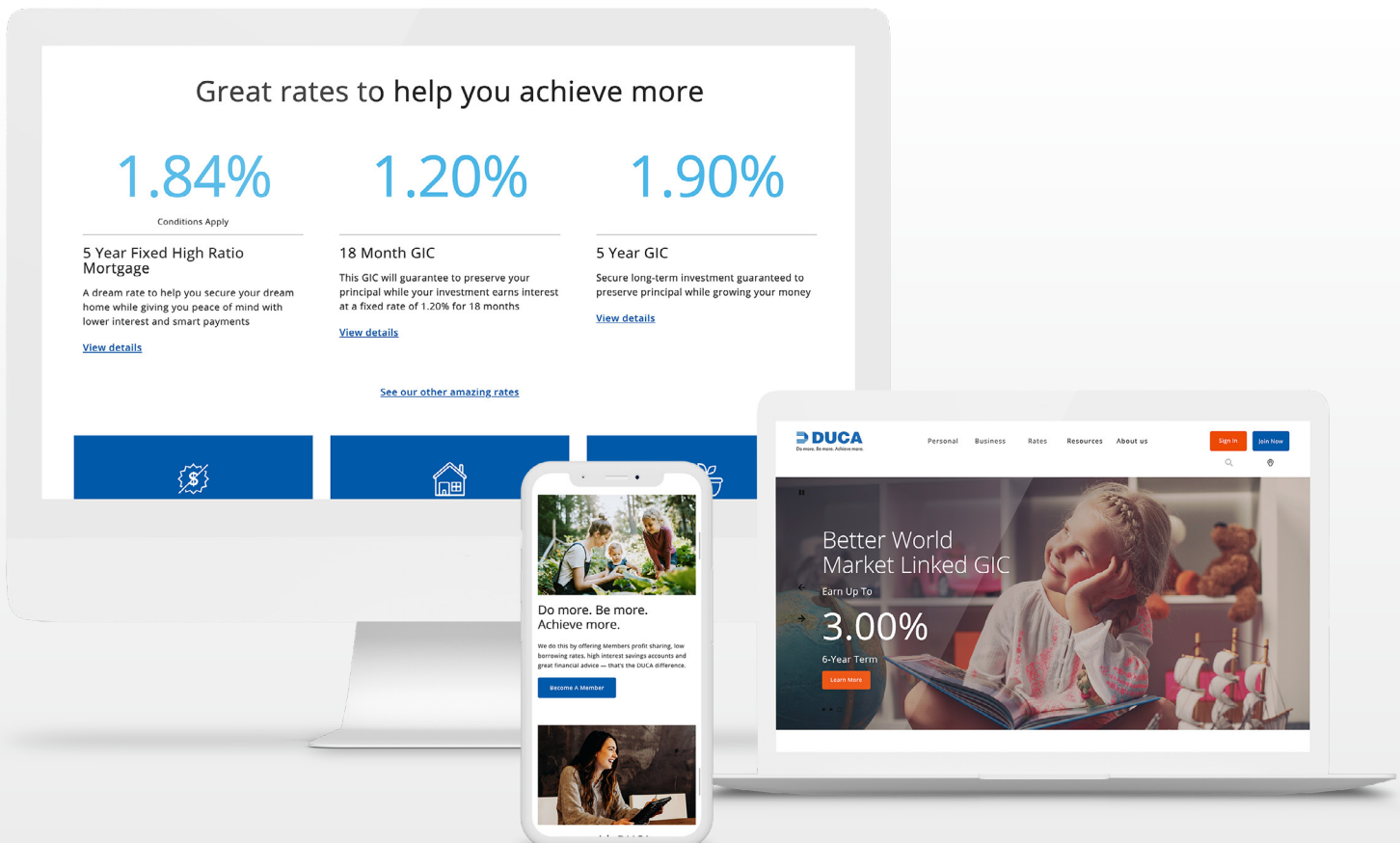
In DUCAs own words, when the project kicked off, COVID or not, a lot happened very quickly. Aequilibrium worked within an Agile methodology and our Remarkable Process included:

- Client discovery
- Member analysis
- Competitive analysis
- User personas, journeys & useability studies
- Content strategy & wireframes
- Design & copywriting
- Implementation & client training
- Launch & post launch support

***"Aequilibrium delivered in, essentially, quarantine. Which is really impressive. We delivered a huge project that happened right when COVID first struck."*** -



**Arthur A. Krzycki,**  
Vice President, Retail  
Banking Channels







# Developing a partnership



Just before COVID | On site design discovery meetings with Duca and the AEQ team

We were able to quickly understand DUCA's goals in the discovery phase and arrive at a strong strategic and creative foundation for what the site would be. It was a collaborative process. DUCA's clear vision and focus made their feedback direct and actionable.

And Aequilibrium made DUCA's life easier too as we were able to utilize our expertise to develop enhancements and customizations that were very important to the DUCA team. This eased a lot of the burden for DUCA while giving them the product they really wanted without settling. When it came time for launch, everyone was comfortable and prepared.



+



***"From the project kick-off to inception, there was tremendous value in the coaching and preparation for our launch. Throughout the journey, the Aequilibrium team always felt more of a strategic partner, rather than an external vendor, providing significant guidance and industry best practices to do more than merely ensure optimal effectiveness."***

**Arvind Dhar,**

Senior Manager, Digital Banking Channels



**+15.6<sub>pts</sub>**

Digital Certainty Index

**+35<sub>pts</sub>**

Quality Assurance

**+9.6<sub>pts</sub>**

Accessibility

**+13.6<sub>pts</sub>**

SEO

## Just the facts

When the site launched, the response from members and staff was positive. In particular the front-line staff, who had been included in the usability study and were an integral part of the process, enjoyed the clear improvement for members. As well, DUCA's Member Connect used to call the marketing team on a regular basis about the limitations of their website. These calls have stopped.

But we know DUCA really cares about the hard numbers. And those show the improvements and gains clearly with their new site.

It's safe to say the project met or exceeded all expectations, on time and on budget. It's also safe to say that DUCA is now more remarkable as they continue to make life better for their members by embodying their vision of Do More. Be More. Achieve More.

### DCI

DUCA looks at the Digital Certainty Index (DCI) as one measure to see the gains made with their new public website. The DCI measures three categories of website performance, Quality Assurance, Accessibility and SEO to create the overall DCI score, which reflects the site's quality and impact of its digital presence. In each category, DUCA made huge gains. Simply put, their new site is easy to use, easy to find, and delivers quality content for members and prospective members.







aequilibrium

## We are ready when you are

Thank you again for considering us as your digital partner. We hope our response has given you plenty to think about, as well as an idea of who we are, what we can do, and how we work.

Our team is excited to make a real impact with you through strategy, creativity, and technology, and we'd be honoured to be your partner on the digital journey ahead.

**Or call: 1-800-231-9422**

**[www.aequilibrium.com](http://www.aequilibrium.com)**