

# Credit Union Revamps their Online Appearance

## Richmond Postal Credit Union: A Web Development Case Study

[www.richpcu.org](http://www.richpcu.org)

### RPCU's Unique Situation...

RPCU is the oldest operated credit union in Virginia. When beginning our work with RPCU, we experienced a common situation, a successful business that needed to improve their online marketing. Their website was outdated, navigation was less than effective for their services, and the website did not successfully lead members to participate in their online banking services. An outdated website and diverse target population didn't blend well to reach their goals and spread the word about their services. RPCU came to us to reach their online marketing goals.

### Challenges in Creating their Marketing Plan...

- How can we present RPCU in a more credible and contemporary way online?
- How can we better promote the important products and services offered – things like loans, online banking and checking accounts?

### Overcoming Challenges with Solutions...

We developed a new website that uses a flash application to promote their main products/services in an eye-catching, interactive way. This makes it easy and convenient for people to learn more about RPCU and get information on their services. With various call to action boxes, visitors and members can easily find what they need and complete the steps online. The online banking page makes it convenient for members to utilize the site regularly to manage their finances and set up auto bill pay. Members can also apply for loans online in a safe and secure manner, maximizing the privacy of their financial information.

### Before

Richmond Postal Credit Union

Click Here for Online Access

**THE RICHMOND POSTAL INSURANCE AGENCY, LLC**  
AUTO INSURANCE—HOMEOWNERS INSURANCE—RENTERS INSURANCE—LIFE INSURANCE—  
HEALTH INSURANCE—DISABILITY INSURANCE—LONG-TERM CARE INSURANCE—CANCER  
INSURANCE—ACCIDENT INSURANCE—ANNUITIES

**FREE INSURANCE REVIEW...**  
CONTACT ART ALBANEZ AT 804-355-9684  
LOCATED ON THE SECOND FLOOR OF THE CREDIT UNION AT 1501 OWNBY LANE

Location  
Richmond Postal  
Credit Union is  
located at: 1501  
Ownby Lane  
Richmond VA  
23220-1318

Phone 804-355-9684  
Toll Free 1-877-758-4042  
Fax 804-355-9725  
Priority Line 1-888-427-4394

Welcome to Members Mortgage Solutions. Whether you are a first time homebuyer, refinancing, or considering a second mortgage, we can help. You've come to the right place. [Click here](#) for more information!

100% Financing - Self Employed Borrowers - Investment Loans - Lock & Skip Rates - Bridged Credit Loans - Bridge Loans - Social Community Programs - Interest Only Loans—Same Day Approval—Competitive Rates.

### After

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1501 Ownby Lane  
Richmond, VA 23220-1318  
804-355-9684  
Toll Free 1-877-758-4042

**RICHMOND POSTAL CREDIT UNION**  
"Building Members' Dreams Since 1923"

Become a Member | Loans to Fulfill Your Dreams | Ways You Can Save | Convenient Checking | Helpful Resources

**SHARE RPCU MEMBERSHIP WITH YOUR FAMILY**

Richmond Postal Credit Union offers a full line of financial products and services giving all members an opportunity to make this Credit Union their Primary Financial Institution.

**New Things at RPCU**  
Exciting things are always happening at RPCU!

**Member Resources**  
From Home Loans to Vehicle Loans to Personal Loans—whatever your lending needs, we're here to help!

**Insurance Services**  
Get a FREE insurance review with Richmond Postal Insurance Agency!

Looking for a higher return on your savings? Check out our CD and MMA accounts. Saving for your retirement dreams? We have a variety of IRAs to choose from.



**Driving Your Business Success Online**

PO Box 998, Midlothian, VA 23113 - 804-200-4545 (o), 804-379-1436 (fax)

[www.webstrategiesinc.com](http://www.webstrategiesinc.com)

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**Results, Feedback and Client Satisfaction...**

This project resulted in a clean and simple, easy to navigate website. It is easy for members to securely manage online banking and apply for loans. In addition, it is also user friendly for non-members to obtain information on RPCU's services.

"We knew when we re-branded last year that our website would be part of the process. Our existing website was okay, but it had the potential to be a lot more. Plus, it wasn't very user-friendly, which didn't help in driving our members to conduct their business online. Our marketing consultant was familiar with WSI, so we set up a meeting with Neal. He listened and provided great suggestions. His professionalism was apparent and we felt WSI would be a good partner with us. Working with WSI was a pleasure. They kept their promises and met our deadlines. They delivered a website that reflected our brand as well as one that was informative and much easier to use. We've received many positive comments from our Board, staff and members. We continue to partner with WSI as needed and highly recommend their website services."

*Joseph M. Haddon, Jr. CEO, Richmond Postal Credit Union*

"Richmond Postal Credit Union is the oldest continuously running financial institution in the state of Virginia. They decided to rebrand last year, so giving their website a facelift was on the list. I was familiar with WSI's stellar reputation and also knew the work they did for other credit unions, so I contacted them. Working with the WSI Team was a great experience from start to finish. They were professional and easy to work with. The best part...they did what they said they were going to do, which was to create a website that not only reflected the Richmond Postal Credit Union brand, but was informative and user-friendly. If you're looking for a website partner that you can trust and that will help your company shine on the web, stop...and call WSI."

*Tina Gibson President, So Savant*



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