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Bayou Community FCU Experiences Increase in Loans & New Memberships After Switching to OMNICOMMANDER

Bayou Community FCU's search for a new website.

In today's highly digital age, financial institutions need modern, easy-to-navigate websites to stay competitive and thrive. That's where OMNICOMMANDER steps in! As an integrated offering through [Sharetec](#), many credit union customers have experienced the benefits of switching their website provider to OMNICOMMANDER. Bayou Community Federal Credit Union (FCU) recently engaged with OMNICOMMANDER and the results have led to an increase in new memberships, loan growth, and overall member satisfaction.

Initially, the credit union began its search because its previous site had not been tested for ADA compliance. After researching OMNICOMMANDER and speaking with other credit unions about their experiences with them, Bayou Community FCU realized the potential they were missing out on. "And the salespeople were always very gracious with me, never pushy, which gave me time to begin my project without pressure," stated Bayou Community FCU CEO/COO, Melissa Mallet.

The benefits & results.

- A surge in new members - about **5% growth** since making the switch
- An increase in loans
- Increased member satisfaction with the website

"The SEO was the biggest part of our steady growth since switching to OMNICOMMANDER. Residents would pass our branch all the time, but never stopped in to inquire about an account until they realized they were able to join simply by our credit union name now coming up when they began searching Google for things like rates, loans, and savings in our area," said Mallet.

When asked if Bayou Community FCU would recommend OMNICOMMANDER to other credit unions, Mallet said, "ABSOLUTELY! The entire experience has been nothing but positive. They are so organized and helpful during the entire process. The cost was a huge concern for us, but they have proven to be worth every cent we spent with them."

Websites powered by [OMNICOMMANDER](#) are more than just basic, run-of-the-mill websites. They're designed for your members to have positive and convenient online interactions that will outperform your competitors and enhance your overall member experience. Their websites are also packed with integrated products to bring your service to the next level.