Lana’i Federal Credit Union Launches New Website Utilizing OMNICOMMANDER

OMNICOMMANDER, a financial technology firm specializing in Website Design, Social Media, Branding and Outsourced Marketing for credit unions, today announces the launch of Lana’i Federal Credit Union's first ever website.

MIRAMAR BEACH, Fla. (PRWEB) February 01, 2019 -- The website features modern, mobile-responsive and accessible design, functionality, and enriched content areas to help current and prospective credit union members make well-informed decisions about their banking, financial needs, and goals. The developers built custom animation specifically for this website, adding a little flair and creativity.

OMNICOMMANDER Founder and CEO, Eric Isham said, “Lana’i FCU’s new site is another stunning realization of what small credit unions should be demanding for their digital presence. I’m honored that they trusted us to build their first website. The executives at Lanai’i worked seamlessly with our implementation team to create a truly unique and inspiring website.”

To stay ahead of the curve in compliance with Americans with Disabilities Act (ADA) guidelines, OMNICOMMANDER developed the industry’s first four step process for website accessibility. With litigation risks sweeping the country, credit unions have found themselves needing a partner experienced in building websites that are WCAG 2.1, level AA compliant. "Scanners and widgets simply don't work. Only manual reviews of websites can insure accessibility," stated Isham. "We have full-time compliance officers, as well as a disabled blind veteran on board who ensures our websites are accessible."

Lana’i Federal Credit Union’s CEO/Manager Charity Texeira said, “As a small credit union on a small island with no digital services to offer, keeping up with the economic changes was surely a challenge. We realized that technology has clearly changed the landscape of how people move through their daily lives, specifically in how they choose to do their banking. We were afraid that if we wait any longer to jump on the bandwagon of digital services, we would be left behind. We partnered with OMNICOMMANDER to not only design our very first website, but also to rebrand and redesign our credit union logo, and we are so VERY thankful we did! Building a website from the ground up can be a tedious process, though working with the OMNICOMMANDER team made it so easy and seamless! Our new website displays our brand and our true character of the small island community we serve. Our members have provided only positive feedback, with excitement on what the future will bring as we continue to implement digital services. OMNICOMMANDER has provided us the tool to put us in the front line, I highly recommend their services to those who want to revitalize the face of their credit unions!”

About OMNICOMMANDER
OMNICOMMANDER is a veteran owned and operated credit union website design and social media marketing firm. With a focus on member experience, the company ensures every touchscreen has the exact same user interface. Along with incredible design, OMNICOMMANDER creates sites with built-in mobile responsiveness, SSL encryption, and observance of ADA guidelines on accessibility for disabled members. Additionally, OMNICOMMANDER provides other marketing services including targeted marketing, branding, and social media.

For more information, visit OMNICOMMANDER on LinkedIn, Twitter, Facebook, and Instagram.
About Lāna’i Federal Credit Union
Established in 1938, the Lāna’i Federal Credit Union, originally known as HAPCO Lāna’i Federal Credit Union, was organized to serve the employees of the Hawaiian Pineapple Company, on the island of Lāna’i, Hawaii. Lāna’i was once the largest pineapple plantation, producing 90% of the world’s pineapple during the 1950s – 1970s. Over the years, agriculture began to diminish throughout the Hawaiian Islands. Lāna’i’s pineapple production ceased completely, transitioning to the industry of hospitality and tourism. In 1986, the organization changed its name to the Lāna’i Federal Credit Union.

Today, they continue to serve the community of Lāna’i with great pride, and will continue to fulfill their mission for many more years to come.
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