

.BANK Success Story: CNB Bank

www.cnbbank.bank



“The .BANK names provide a secure message to our customers that you can trust our site, that we’re continuing on the cutting edge of technology.”

**AMY POTTER,
MARKETING OFFICER,
CNB BANK**



ERIEBANK

HQ: Erie, PA
Branches: 8
Assets: \$665M
www.ERIEBANK.bank



FCBank

HQ: Worthington, OH
Branches: 9
Assets: \$410M
www.FCBank.bank



Headquartered in Clearfield, Pennsylvania, CNB Bank (CNB) is an independent bank with \$2.3B in assets across its portfolio, which includes both ERIEBANK and FCBank. With a combined 38 branches, three loan production offices, and 450 employees in the family of banks, the CNB name has been a fixture in the Pennsylvania banking community since 1865.

WHY .BANK?

CNB staff first learned of the .BANK domain name offering from an American Bankers Association Marketing Conference, in September of 2014. One of the conference sessions attended by Leanne Kassab, Executive Vice President of Customer Experience for CNB, was dedicated to the steps banks should take to obtain a .BANK domain name, and ready themselves for the upcoming Sunrise period.

Upon returning to the bank, Kassab formed a committee to contemplate the “good, bad and ugly” of making a change from .COM to .BANK. The conference discussions had instilled a sense of urgency in making such a move. Kassab reported, “A lot of the decision to move forward was the way that .BANK was portrayed at that conference; that it would provide a greater level of trust and security. We wanted to be in that arena.”

After researching all aspects of the move, bank leadership presented the idea to CNB’s Board of Directors, who voiced initial concerns that the bank was moving ahead of most of the industry on making the change to .BANK. CEO Joseph Bower understood their hesitation, but helped them to understand the value to the bank in being in front of the curve, “There are times when you don’t mind being the first in the market and we had done our homework.”

MIGRATION

Keeping the Executive team updated regularly on .BANK progress, the complex migration efforts began.

CNB added John Sette, Assistant Vice President of Information Technology and Amy Potter, Marketing Officer to the initial exploratory committee to round out the internal migration team. Experts from the bank’s marketing team were also deployed to assist when needed. CNB also took an additional step and hired a trademark attorney with Eckert Seamans who became the primary interface between banking staff and the bank’s registrar, MarkMonitor.



@fTLD_Registry

| www.register.bank



By June 2015 the bank had acquired its preferred .BANK domains: CNBBANK.BANK, FCBANK.BANK and ERIEBANK.BANK.

The team's strong foundation of research and preparation fueled their efforts as they worked steadily with their webhost, iNET Solutions to execute the migration. All three new websites were launched in January 2016.

TECHNICAL CONSIDERATIONS

CNB's decision to onboard experts at the beginning of the migration process served them well. With the additional support, they were able to avoid major roadblocks in migration.

Moreover, their extra preparation ensured that they were able to launch a new .BANK email system on the same day as the website.

Although they relied on email hosting provider BAE Systems (formerly Silver Sky) to handle the migration, CNB staff helped to ensure that all of the necessary settings were updated in advance of the launch so they would meet all of the fTLD email requirements. Anti-malware and anti-spam software were provided as part of their contract with iNet.

MARKETING CONSIDERATIONS

On January 12, Bower communicated to the Board, that was well on board with the migration to .BANK, that the change for CNB, ERIEBANK and FCBank would take place the following day. Later that afternoon, an email was sent out to all employees reminding them of the change and when it would occur. Questions such as "how will my old email address be affected" and "will the websites automatically be redirected from the old domains" were prevalent from the staff, although they were assured that the .COM/.NET email extensions would be redirected to .BANK. To-date, that decision to forward emails appears to be open-ended.

Externally, CNB went full-court on customer education prior to the migration to .BANK. Notifications were sent via email, online banners uploaded on the three websites, press releases sent to the media, a billboard advertisement featured, Facebook announcement shared, statement stuffers sent, and flyers displayed in the branches. The move to .BANK was picked up in the [Pennsylvania Business Central](#), among other publications.

To save on costs, marketing collateral such as business cards, brochures, and other printed materials are being updated on an as-needed basis.

LESSONS LEARNED

CNB encountered a hiccup on launch day.

When the websites were turned on at 2pm on January 13, customers who had active online sessions encountered pop-ups on their browsers indicating that the CNB, ERIEBANK or FCBank sites, whichever they were one, had an invalid security certificate. The decision to convert during the daytime (instead of the middle of the night) had been made in case something went wrong so they could revert to the old websites quickly.

iNet Solutions quickly assessed that the DNS configuration needed to be modified and was able to remedy the issue within a day.

Potter remarked, "Had we known messages would pop up for customers active at that transitional moment on the respective websites during the time of conversion, we would have opted for a less active online time of day. A message of 'unsecure site' was rather counterintuitive to what we were trying to do with .BANK." Bower further commented that, "The little hiccup at the start had no long-term repercussions."

The bank's customer service center received some calls on launch day, but were able to assure customers that their information was safe; and indeed, being made even safer.