

.BANK Success Story: CNB Bank, Inc.

www.cnb.bank

CNB Bank



“We take customer protection seriously. The fact that the .BANK domain can hold banks accountable to these higher standards, is a good thing.”

**MARK HARRELL,
PRESIDENT AND CEO,
CNB BANK**

CNB Bank, Inc. (CNB) was established in 1934 and operates in the eastern panhandle of West Virginia and Washington County, Maryland, serving its customers through eight banking centers. The bank holds \$320 million in assets and has 100 employees.

WHY .BANK?

In early 2015, CNB Bank attended a webinar hosted by its trade association, the Independent Community Bankers of America, and EnCirca, one of fTLD's approved registrars, to learn about the .BANK web domain. The team quickly recognized the value of the new .BANK domain and in particular that it holds banks accountable to security and verification requirements.

Although CNB Bank is a local community bank, its focus on cybersecurity, and investment in technology is top of the line. Mark Harrell, President and CEO, commented that protecting customers' information is among its top priorities and that the .BANK domain name helps CNB Bank accomplish this goal. Additionally, CNB Bank was rebranding by launching a new website, designing a new logo, offering new products and expanding into new markets and the .BANK domain name fit nicely into the effort.

MIGRATION

The bank, as owners of the CNB trademark, had first rights to register its new domain during fTLD's Sunrise registration period.

Mark Harrell tapped Patty Muldoon, Executive Vice President and Chief Operations Officer, to lead the charge to .BANK. The decision was made to rely on its existing relationship with Jack Henry & Associates, the bank's core processor, and EnCirca. To keep the project a top bank priority, Harrell also became a key contributor. Together, Harrell and Muldoon decided early on that coupling the migration with rebranding the bank made good sense, and set its timeline accordingly.



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The entire process was completed with the website going live three months after CNB secured the domain CNB.BANK. The migration was seamless with EnCirca assisting CNB with each task. First, EnCirca confirmed the CNB trademark was owned by the bank allowing registration during the Sunrise period. The next steps included registering the trademark with the Trademark Clearinghouse and verification of the CNB.BANK domain name by Symantec. Symantec is responsible for reviewing the information provided by the registrar and providing a recommendation to fTLD to approve or deny a request. As Muldoon shared, “Switching to a .BANK domain turned out to be a smooth process from start to finish.”

TECHNICAL CONSIDERATIONS

Although CNB decided not to enlist outside support for the migration effort, they relied on information and resources provided by its trade association and registrar as well as fTLD Registry Services. It was these resources, including “A Guide to Leveraging .BANK” from fTLD, that helped make the CNB.BANK domain name implementation turnkey. The bank is working with on implementing DMARC (Domain-based Message Authentication, Reporting & Conformance) by April 2016. Once this process is completed, the bank will begin utilizing CNB.BANK for email purposes.

MARKETING CONSIDERATIONS

CNB BANK’s decision to change its domain name and update its website at the same time made good sense. Besides saving both time and resources when it came to updating its marketing collateral, the bank had also planned to launch a new rewards program and the opening of two new offices. The new logo was designed in two versions; one with just the bank’s name and one that included the new domain name. Since the .BANK name is new to most consumers, the bank chose to spell out WWW.CNB.BANK so customers would not confuse CNB.BANK with the simply the name of the bank. The new domain name was timed to be used on all the new product collateral and on billboards in the new market. The old domain is still being redirected to CNB.BANK making it seamless for existing customers. As CNB expanded into its new market .BANK is an easy to remember yet not geographically tied name. Now, a cohesive timeline offering tangible benefits to its customers alongside a renewed brand promise was coming together nicely—but, it was to be done quietly.

CNB decided not to notify its customers in advance of the change and rather to let information out slowly so they would learn about it in their own time. Harrell shared that customer feedback has been positive and said that “Most folks didn’t realize the value behind it, though, just thought it was an interesting change.”

Since then, discussing the value proposition of .BANK has been a great reason for CNB to continue regular communications with its customers. The bank will continue to share information about the web domain change, along with its push to increase awareness about overall online security, throughout next year.

LESSONS LEARNED

For CNB it’s been business as usual since the launch and the supportive feedback from customers, coupled with the value of .BANK, has reinforced the change to CNB.BANK.

In 2015, CNB registered its domain name for one year, but then learned that multi-year options are available. They will closely consider a longer registration period when they renew this year.

Harrell stressed that banks should understand how easy the process is to implement and launch a .BANK web domain.

