

# .BANK Success Story: City National Bank

[www.bankatcnb.bank](http://www.bankatcnb.bank)



“I believe it is very important to provide the best security possible to protect customer information. In moving forward with assistance from fTLD Registry Services and EnCirca the transition was seamless to bank customers”

**AMY SCROGGINS, SENIOR VICE PRESIDENT, CITY NATIONAL BANK**

City National Bank (CNB) is a small community bank in Texas with \$466 million in assets, 153 employees and nine locations serving the residents and businesses of Hopkins and Wood counties. Its original Sulphur Springs location is the oldest institution in Hopkins County.

## WHY .BANK?

With a long-standing reputation to uphold, improving the security of its website and enhancing consumer protection were the driving forces in the bank's decision to move to a .BANK domain name. CNB's chief operations officer had first heard about the effort early in 2015 and asked Amy Scroggins, the bank's Senior Vice President, to investigate.

Soon after, the bank would also hear from its core processor, Jack Henry & Associates, about the new domain offering. It was perfect timing to move forward with this initiative.

## MIGRATION

CNB soon selected EnCirca as its registrar and staff participated in some webinars to expand their knowledge of the process, ask questions and ready themselves for the switch to a .BANK domain name.

With a two-person internal team, CNB worked closely with both its registrar and core processor. The bank initially owned a few domains in .COM, .NET and .INFO (with the two latter redirecting to its .COM URL), and decided to purchase only one .BANK domain name: BANKATCNB.BANK.

The bank contacted its vendor that hosted the .COM website to purchase a new SSL certificate. After the certificate was installed, CNB staff instructed its vendor to forward the .COM website to .BANK at the beginning of 2016.

The entire process spanned almost six months.



@fTLD\_Registry

| [www.register.bank](http://www.register.bank)



## TECHNICAL CONSIDERATIONS

Other than its registrar and core processor, CNB did not involve any outside parties when making the switch.

CNB discussed whether to change the network domain to .BANK, which would include changing email addresses. After researching these options, the bank decided to keep the network domain as .COM, but would setup an alias for all email addresses to .BANK.

CNB anticipates rolling out email in .BANK in Q1 2016, and hosts its Exchange servers in-house.

## MARKETING CONSIDERATIONS

CNB was conscientious about informing its customers of the impending change. Staff provided the news via statement stuffers and on the bank's website. Materials adorned the lobbies of all nine branches, and mass emails were also sent in advance of the migration.

CNB anticipates continuing to raise awareness among its customers by sending additional information via email in early 2016, and by keeping a prominently displayed notice on its website homepage. CNB may use local media to promote its new name in 2016 once the change has been more broadly communicated to its customers.

## LESSONS LEARNED

Scroggins credits the good guidance and resources provided by fTLD Registry Services, Jack Henry & Associates and EnCirca with the success of CNB's .BANK launch. "I believe it is very important to provide the best security possible to protect customer information. In moving forward with assistance from fTLD Registry Services and EnCirca the transition was seamless to bank customers." fTLD provides a variety of marketing and educational information, including "A Guide to Leveraging .BANK," on its .BANK website.