Dollar Bank.
Since 1855
dollar.bank

Dollar Bank is the largest independent mutual bank in the nation with assets of $7.4 billion.* Today, Dollar Bank operates more than 64 locations throughout the Pittsburgh and Cleveland metropolitan areas. For over 160 years, Dollar Bank has grown to become a large, full service, regional bank committed to providing the highest quality of banking services to individuals and businesses. Dollar Bank is headquartered in Pittsburgh, Pennsylvania.

WHY .BANK?

As a founding member in the coalition of banks, insurance companies and financial services trade associations, including the American Bankers Association, who partnered to establish fTLD Registry Services, the leadership at Dollar Bank understood the increased value of adopting .BANK for its Internet operations. "We wanted to build a high-trust environment for our customers that can offer new products and services, and provide a safer barrier against cybercrime to better protect our customers' money," stated Al Williams, Executive Vice President and Chief Operating Officer of Dollar Bank.

MIGRATION

In July 2015, Dollar Bank created an implementation team that included staff from its executive management, legal, marketing, IT, online banking platform, product development and customer service teams. Weekly meetings were held to discuss conversion updates or issues. The fTLD team was also helpful to Dollar Bank by participating in meetings ensuring that the bank was adhering to current guidelines and predicting future changes.

TECHNICAL CONSIDERATIONS

The conversion to .BANK helped Dollar Bank move forward with implementing newer security policies and technologies, including Transport Layer Security (TLS) 1.2 and Domain Name System Security Extensions (DNSSEC). While the bank has not yet moved to .BANK for email, it is ready to fully implement and utilize DMARC when the conversion is made.

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> EXECUTIVE VICE PRESIDENT
> AND CHIEF OPERATING
> OFFICER,
> DOLLAR BANK**

The fTLD Security Requirements helped Dollar Bank evaluate the user experience with a holistic view and provide a more complete security solution for its customers, starting at the top with the DNS registrars all the way to the bank's internal backend communication. This helped ensure that Dollar Bank will be providing a more secure user experience that exceeds industry best practices.

MARKETING CONSIDERATIONS

On October 5, 2015, Dollar Bank announced the adoption of the .BANK domain with a press release stating that the bank will be converting the .COM site into .BANK in phases. Williams reported that the plan to move to .BANK was announced to employees and provided them with FAQ's as talking points to answer any customer questions. At the same time, DOLLAR.BANK was established with information about the .BANK domain, how customers will benefit and why converting to a new domain was important, along with FAQs. This information is still available on Dollar Bank's website here. Marketing materials were also made available in branches for customers to take and encouraged them to visit DOLLAR.BANK for more information.

Dollar Bank converted its website from DOLLARBANK.COM to DOLLAR.BANK with a new website design on May 18, 2016. Customers were notified via e-mail on May 17, 2016 announcing the new domain name and look. The bank also promoted the announcement on the home page of the new website, social media, ATMs, teller receipts, statement messages and in-branch video screens.

LESSONS LEARNED

Williams shared that initially some consumers did experience issues connecting to the new website. It was determined that the connectivity issue was because those customers were using older browsers and operating systems that needed to be updated to support the secure encryption protocols mandated for .BANK. Those customers were routed through the call center and advised to upgrade their Internet browsers to the current and secure versions.

Source: fdic.gov, Mutual (non-stock) Savings Institutions by Total Assets as of 6/30/16.

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