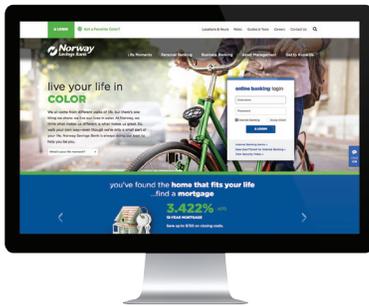


# .BANK Success Story: Norway Savings Bank

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



“All banks should adopt .BANK; it’s the right thing to do for your customers!”

**KAREN HAKALA,  
SENIOR VICE PRESIDENT,  
MARKETING**

For more than 150 years Norway Savings Bank has been a leading mutual banking and financial services company headquartered in Norway, Maine. The bank’s twenty-four branches and 280 employees provide a full range of banking services for individuals and businesses. The bank currently manages over \$1.1B in assets and is a member of the American Bankers Association (ABA) and the Maine Bankers Association (MBA). In 2016, Norway Savings Bank was honored as one of the *Best Banks to Work For* by American Banker and *Best Companies Group* as well as one of the *Best Places to Work in Maine*.

## WHY .BANK?

Karen Hakala, Senior Vice President, Marketing, said that the timing of the launch of .BANK was perfect as Norway Savings Bank measures its brand effectiveness and awareness every 2-3 years to evolve its messaging and website. She learned about .BANK at an ABA Marketing and Retail Conference and realized it would make sense to implement the change to coincide with the planned refresh of the bank’s website.

Hakala noted that the primary factor in moving to .BANK was the enhanced security features which complement the bank’s focus on this issue and provides a way to continuously educate customers and employees about the importance of a vigilant approach to security.

After reviewing .BANK requirements and benefits, it became clear that the conversion to the NORWAYSAVINGS.BANK domain name could easily be included with the bank’s new website. Hakala is surprised that more banks have not already converted to .BANK because of the value of an online identity based on industry-developed security requirements and the ongoing challenges that banks face with data security on the internet. “All banks should adopt .BANK; it’s the right thing to do for our customers,” she emphasized.



@fTLD\_Registry

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



## MIGRATION/TECHNICAL CONSIDERATIONS

The Migration Team included ten people as the project addressed both the move to .BANK and the website build. Ray Charest was the IT Project Manager and worked closely with Westbrook, ME, businesses Ethos, which developed the new branding, and VONT, which created the new website.

The bank decided to keep its previous domain active and redirects traffic to the new NORWAYSAVINGS.BANK site as people learn about the new domain name. They plan to keep the redirection indefinitely. For a variety of reasons the bank has not yet converted to .BANK for email, though it will be considered for a future project.

Hakala praised the [fTLD Domain Guides](#) and especially the [Planning and Communications Guide](#) that includes customizable templates for announcing the migration to the new domain name. “The Guides were perfect,” stated Hakala and noted the time it saved in identifying who to contact and how to describe the change to .BANK.

The bank uses a variety of service providers to support the NORWAYSAVINGS.BANK domain including Fiserv as the core processor for online banking. Working closely with these vendors the bank’s staff completed the conversion to .BANK on February 15, 2017 at the same time as the launch of the new website.

The project to refresh the bank’s online presence was a significant effort, but the .BANK conversion element was easy compared to other tasks in the plan according to Hakala. No technical or user problems have been identified since the launch.

## MARKETING CONSIDERATIONS

Educating employees about the move to and value of .BANK was done in part with a FAQ posted on the bank’s intranet. Hakala shared the bank’s FAQ was largely based upon similar [information](#) available on fTLD’s website. In addition, the changes to the website and the migration to .BANK were discussed at staff meetings and employees were given access to a pilot website to become familiar with it before it went live.

Norway Savings Bank made sure that no matter how their customers interact with the bank, they were aware of the transition to .BANK and the new website. Posters and lobby signs as well as digital announcements were displayed in the branches and scrolling tiles on the previous website and the online banking application linked to a landing page with information about the changes. In addition, there were Facebook and Twitter campaigns for customers who follow the bank on social media and paper statements included a message about the new domain and website.

The result? Few customers questioned the change to .BANK and none had issues accessing the new website.

## LESSONS LEARNED

Hakala said that the primary reason that Norway Savings Bank decided to move to .BANK was to position the bank as an institution that makes the security of its customers a top priority. Forward thinking banks are going to put their customers first and people who have encountered spoofing and phishing attacks at their current banks are going to be looking for a bank that demonstrates a focus on customers’ security concerns.

Although Hakala noted that their conversion to .BANK was “ahead of the pack”, there was really no reason to delay because the .BANK migration was “no significant challenge.”

In retrospect, it was good to combine the .BANK migration with its new website from a marketing perspective, but she noted that “You don’t really need to build a new website to use .BANK. Just use it now – for your customers!”

