



.INSURANCE Communications Guide

A big part of migrating to .INSURANCE, and benefiting from its added security, is educating your customers, employees and vendors about your move so they're comfortable with the transition and understand what it means for them. This guide will provide you with appropriate steps and templates based on the best practices.

When: We recommend beginning to educate customers, employees and vendors about one month ahead of launch.

How: Most insurers find that the following forms of communication are successful in informing and educating their communities about their move. (Numbers correspond to the relevant templates below)

1. Announcement Bar/Homepage Header-Banner on '.com'
2. Pre-launch Educational Email(s)
3. Email Auto-Responders
4. Email Signature
5. New .INSURANCE Site Announcement Bar/Header-Banner/Pop-up
6. Launching your .INSURANCE site

1. **'.com' Announcement Bar or Homepage Banner:** "On MM/YY we will move our website to ABC123.INSURANCE for an even more secure online experience. Click *here* to learn more." (With "*here*" linking to our [Customer FAQ](#) template on your site)
 - a. **Announcement Bars** are an unobtrusive, easy way to add a one or two sentence message across the top of your website, notifying customers of your upcoming move to .INSURANCE, with a click-through to our [Customer FAQ](#)*
 - b. **Homepage Banners** enable you to provide more information about your move to .INSURANCE than an 'Announcement Bar', and would also click-through to our [Customer FAQ](#)*. *We recommend a single homepage banner over 'sliders' for attention purposes and to reduce load time.*

2. Pre-launch .INSURANCE Educational Emails:

Customers:

[Customer]- We're excited to announce that on MM/DD/YY we'll transition over to ABC123.**INSURANCE** from our ABC123.com domain to provide you an even more secure experience. On that day all visits to ABC123.com will be automatically redirected to ABC123.**INSURANCE**, and all emails will be forwarded from our ABC123.com addresses to our new ABC123.**INSURANCE** addresses. While website redirection and email forwarding will remain in place for the foreseeable future, you should take a moment after our launch on MM/DD to update your bookmark(s) to our site and any email addresses in your address book.

Our new .INSURANCE domain helps to prevent phishing attacks against our employees, customers and vendors by providing a visual identification cue for our emails and websites.

Going forward, you should authenticate our emails and website(s) simply by looking for the “.INSURANCE” (rather than .com) at the end of our email addresses and at the end of our URL. If it's not .INSURANCE it's not us.

Learn more about .INSURANCE Security: <https://www.register.INSURANCE/customerFAQ>

Employees:

We're excited to announce that on MM/DD/YY we'll transition over to ABC123.**INSURANCE** from our ABC123.com domain to provide our customers an even more secure online experience. On that day all visits to ABC123.com will be automatically redirected to ABC123.**INSURANCE**, and all emails will be forwarded from our ABC123.com addresses to our new ABC123.**INSURANCE** addresses. While website redirection and email forwarding will remain in place for the foreseeable future, you should encourage customers to update their bookmark(s) to our site and any email addresses in their address book.

Optional [Please take a moment to share this news with customers you interact with, letting them know that we'll be moving on MM/DD/YY for enhanced security, and that more information can be found on our website. (You may also want to print out our [Customer FAQ](#) for your employees to distribute.)]

Our new .INSURANCE domain helps to prevent phishing attacks against our employees, customers and vendors by providing a visual identification cue for our emails and websites.

Going forward, our emails and website(s) can be authenticated simply by looking for the “.INSURANCE” (rather than .com) at the end of our email addresses and at the end of our URL. After we launch please remind and encourage customers to “Look for the .INSURANCE” before engaging with emails from us or logging into their online accounts on our website.

Learn more about .INSURANCE Security: <https://www.register.INSURANCE/customerFAQ>

Email Setup: When setting up your .INSURANCE email addresses there are a couple of options.

- **Aliases:** Setting up .INSURANCE as an 'alias' to your existing email addresses is quick, and won't require purchasing additional email addresses. In this setup you'll have the ability to choose between sending as .INSURANCE or .com, and all email will arrive in one inbox.
- **New .INSURANCE Email Addresses:** Setting up new .INSURANCE email addresses takes a bit more time, and will likely require that you buy additional email addresses for a period of time (3-6 months until customers have transitioned to .INSURANCE, at which point you could opt to cancel your '.com' email addresses). In this setup you will either forward your existing email address through to your new .INSURANCE inbox, or instruct customers to email your new address through an autoresponder on your current email address. Setting up new .INSURANCE email addresses will ultimately enable you to 'turn off' your .com addresses, eliminating the spam, marketing and sales emails that have built up over the years, giving your employees 'quiet' .INSURANCE inboxes.

3. Email Responder Post-Launch:

- **Alias/New .INSURANCE Addresses w/ Forwarding:** "Thank you for your email. Our agency has moved to www.ABC123.INSURANCE for even more secure online transactions and email communications (read more [here](#)). Your email has been forwarded to my new email address which is: FriendlyInsurer@ABC123.INSURANCE. Please look for the '.INSURANCE' at the end of my email address in all future emails, and update your address book accordingly."
- **New Address w/o Forwarding:** "Thank you for your email. Our agency has moved to www.ABC123.INSURANCE for even more secure online transactions and email communications (read more [here](#)). The email address you sent this email to is no longer active, please contact me at: FriendlyInsurer@ABC123.INSURANCE. Please look for the '.INSURANCE' at the end of my email address in all future emails, and update your address book accordingly."

4. **Email Signature:** "You may have noticed my email address now ends in '.INSURANCE' rather than '[.com]', this is a security feature to help prevent phishing as only insurers can get '.INSURANCE' domains. Please look for the .INSURANCE in all agency emails going forward to know you're communicating with us."

5. **.INSURANCE Site Announcement Bar/Banner/Cookie-based pop-up:** "Welcome to our new .INSURANCE domain! We made the move from [.com] to .INSURANCE for an even more secure online experience. Please be sure to look for the '.INSURANCE', instead of [.com], in all of our email addresses and in our website URL, to confirm you are interacting with us. If it's not .INSURANCE, it's not us." [Click [here](#) to read more]

6. Launching Your .INSURANCE Site

To officially launch your new .INSURANCE domain you will have your website host setup a 301 Permanent Redirect from your existing [.com] to your new .INSURANCE domain, and forward your .com email addresses to your .INSURANCE email addresses (if not using aliases in your existing email accounts). This process means customers can continue to use existing bookmarks, links in emails, type your [.com] address in the browser bar, Google your [.com] domain, write to your [.com] email addresses as they always have, and they will be redirected to your new .INSURANCE domain and .INSURANCE email addresses.

With a 301 redirect and email forwarding in place you won't need to reprint collateral because all [.com] links and addresses still work. You can continue to use your existing materials and simply update email addresses and website URLs as you run out of business cards and other assorted printed materials.