

Regions Bank Introduces Online Appointment Setting

Jan 03, 2014

Customers can set appointments for in-person or phone consultations via regions.com, branch, or Regions Green Line

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** (NYSE:RF) is making it easier for customers to make an appointment to speak with a banker. Using Regions' new **Appointment Setting tool**, customers can select a time, location and venue (either in-person or on the phone) to discuss a host of banking and financial solutions — when and how it makes the most sense for them.

Accessible through www.regions.com, the new tool allows customers to select a time and branch of their choosing and identify what type of information or financial product they wish to discuss. The service is available for a variety of consumer and business needs, including checking accounts, savings, lending and more. Customers can also make an appointment by calling the Regions Green Line (1-800-REGIONS) or visiting any Regions Bank branch.

"Sometimes, there simply is no substitute for talking with someone about your financial needs," said Scott Peters, head of Regions Consumer Services. "Regions' new appointment setting feature puts more convenience and access to our bankers in the hands of those who need it — our customers."

Over the past year Regions has introduced several new online and technical advances to provide consumers with more advice, guidance and information on financial topics. In addition to the ability to make an appointment online, Regions has also added mobile deposits to Regions Mobile Banking, financial planning tools to online banking (MyGreenInsights) and more information and financial tools to regions.com.

Regions plans to expand appointment setting capabilities to Regions Mobile Banking in 2014.

Access the Regions Appointment Setting tool from the home page of www.regions.com or directly at: https://www.regions.com/personal_banking/make_an_appointment_privacy_notice.rf

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$117 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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Source: Regions Financial Corporation

News Provided by Acquire Media

