

Regions Ranked Highest among Banks for Customer Satisfaction in 2015 ACSI Report

Nov 20, 2015

BIRMINGHAM, Ala.--(BUSINESS WIRE)--Regions Bank ranks highest for customer satisfaction among all retail banks measured in the 2015 [American Customer Satisfaction Index \(ACSI\)](#) report.

“The leading super regional banks rank far ahead of their national counterparts for customer satisfaction,” the ACSI said in its review. “Regions Bank tops the category.”

Super regionals receive high marks overall for courtesy and helpfulness of staff, speed with which transactions were completed, website satisfaction and other attributes listed in the ACSI report. The report is based on over 9,000 consumer interviews.

Regions Bank takes a deliberate and focused approach to customer service and is consistently working to develop a stronger relationship banking culture, according to Bill Askew, head of Strategic Initiatives and Service Quality at Regions.

“Quite simply, our goal is to help our customers reach their own financial goals,” Askew said. “We are taking the time to get to know our customers, to listen to their needs, and to help them develop a plan to reach their financial objectives. From individuals looking for retail banking services, to business clients seeking to grow their companies, to investment clients looking to build and protect their wealth, we believe our approach provides a more customized set of solutions and a more rewarding experience for our customers.”

Regions’ specific approach to relationship banking is called “Regions360SM.” The concept was implemented across the company in 2013. Regions360 is based on first understanding what individual customers need – and then delivering solutions that are tailored to meet those needs.

“Quality service is the foundation of Regions360,” Askew said. “Our success is the result of Regions associates who are dedicated to placing the needs of our customers first. We are proud that customer feedback continues to reflect a positive experience with Regions, and we remain committed to our core value of focusing on the customer.”

Regions’ ACSI ranking follows a series of prestigious recognitions earned by the company. In June 2015, Regions was recognized as having the best reputation among top U.S. banks in a survey issued by advisory firm Reputation Institute and *American Banker* magazine. Also in 2015, Regions scored in the top 10 percent of over 250 companies evaluated for customer experience by research and consulting firm Temkin Group. This was the second consecutive year Regions ranked in the top 10 percent in the Temkin Experience Ratings.

Regions was also named a winner of the 2015 Gallup Consulting Great Workplace Award.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$125 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 1,630 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.

Contacts

Regions Bank
Jeremy D. King, 205-264-4551
jeremyd.king@regions.com
Regions News on Twitter: [@RegionsNews](https://twitter.com/RegionsNews)

