

# Regions Again Ranked Among Top 10 Percent of All Companies for Customer Experience in Temkin Survey

Mar 15, 2016

*2016 Temkin Experience Ratings rank Regions ahead of banking industry average*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- For the third straight year, [Regions Bank](#) is ranked among the top 10 percent of companies in the [Temkin Experience Ratings](#). The ratings are compiled each year by the Temkin Group, a national customer experience research firm.

"Over the last several years, Regions has increased its commitment to offering personalized services that are designed to help our customers reach their financial goals," said Keith Herron, head of Strategic Planning and Execution for Regions. "From working with clients one-on-one in our bank branches, to offering exceptional mobile, online and ATM services, Regions is committed to serving customers how, when and where they want to be served. We believe our success in the Temkin Experience Ratings reflects our approach to deepening relationships in the communities we serve and identifying solutions that meet the individual financial needs of our customers."

In developing the 2016 Temkin Experience Ratings, the Temkin Group surveyed 10,000 consumers nationwide who were asked to rate their interactions with nearly 300 companies across 20 industries. Consumers rated their experiences with different companies based on three dimensions: Success (accomplishing the outcome the consumer desired), effort (how easy it was to interact with the company) and emotion (how the consumer feels about recent interactions with the company).

Regions scored ahead of the banking industry average in each category. Further, Regions tied for the 12<sup>th</sup> highest-rated company among the hundreds of companies, across 20 industries, that were included in the national rankings. This latest ranking is 10 spots higher than Regions' 2015 ranking and is well ahead of the overall banking industry average.

A summary of the 2016 Temkin Experience Ratings is available at the [Temkin Ratings web site](#).

## **About Regions Financial Corporation**

Regions Financial Corporation (NYSE:RF), with \$126 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 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](http://www.regions.com).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160315005363/en/>

Regions Bank  
Jeremy D. King, 205-264-4551  
[www.regionsbanknews.com](http://www.regionsbanknews.com)  
Regions News on Twitter: [@Regions News](#)

Source: Regions Financial Corporation

News Provided by Acquire Media

