

Regions Ranked Highest for Customer Satisfaction in 2017 ACSI Report

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Regions Bank ranked No. 1 in customer satisfaction out of all banks in the [2017 American Customer Satisfaction Index \(ACSI\) Finance and Insurance Report](#). The top scoring super regional bank in the index, Regions tied for top overall ranking among all named banks.

"Delivering great customer service is the foundation for the way we do business," said John Owen, Head of the Regional Banking Group for Regions. "Our success in the ACSI is the result of associates who place the needs of our customers first and offer the right solutions. We are committed to meeting our customers' needs and providing a great customer experience."

The index shows customer satisfaction with banks is at an all-time high, and the ACSI says digital banking is behind the increase.

"Digitalization is a major factor in the success of retail banks," says Claes Fornell, ACSI Chairman and Founder. "As for the future of banking, firms that best match technology with customer needs will be big winners; those that don't will face existential threats."

This recognition shows Regions' focus on technology, efficiency and making banking easier benefits customers. Regions also takes a deliberate, focused approach to customer service. This approach, called Regions360SM, is based on first understanding what customers need, then delivering the right solutions to meet those needs.

To create its rankings, the ACSI used almost 18,000 customer surveys gathered this fall and data from interviews with 180,000 customers to analyze satisfaction with more than 300 companies. Results cover banks and credit unions as well as health insurance, property and casualty insurance, life insurance and internet investment services providers.

Regions' ACSI ranking is one of several recognitions earned by the company in 2017. Earlier this year, the Temkin group recognized Regions for the fourth straight year as a top performer in its Customer Experience rankings and rated Regions the top bank in its report. Javelin Strategy & Research named Regions a 2017 Javelin Trust in Banking Leader award winner. Regions also received Greenwich Excellence awards in small business, middle market banking and private wealth and won the 2017 Gallup Consulting Great Workplace Award for the third straight year.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$123 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 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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