

# More Customized Focus. More Award-Winning Service. Regions Recognized with 22 Greenwich Excellence Awards

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*Based on customer feedback, Greenwich Associates honors Regions with series of awards for excellence*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** has been recognized by **Greenwich Associates** with 22 Excellence Awards based on how Regions is serving small-business and middle-market banking clients.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180207005080/en/>



Regions Bank's 22 Greenwich Excellence Awards are based on how Regions serves small-business and middle-market banking clients. (Photo: Business Wire)

2018 and beyond."

Greenwich Associates recognized Regions with 17 awards in the Greenwich-defined Middle Market category (businesses with annual sales of \$20 million to \$500 million) and five in the Small Business category (companies with sales between \$1 million and \$20 million).

In addition to the 22 Excellence Awards, Regions earned recognition for "ease of doing business" and several relationship management categories, including responsiveness, knowledge of cash management services, effectively coordinating product specialists, frequency of banker visits and understanding the industry.

Specific awards received by Regions include:

## **Greenwich Excellence Awards in Middle Market Banking**

- Cash Management - Accuracy of Operations
- Cash Management - Customer Service
- Cash Management - Ease of Product Implementation
- Cash Management - Mobile Banking Functionality
- Cash Management - Online Banking Functionality
- Cash Management - Overall Satisfaction
- Cash Management - Overall Satisfaction (South Region)
- Cash Management - Overall Satisfaction with CM Specialist
- Cash Management - Product Capabilities
- Industry Expertise
- Likelihood to Recommend / Net Promoter Score
- Likelihood to Recommend / Net Promoter Score (South Region)
- Overall Satisfaction
- Overall Satisfaction (South Region)

Greenwich Associates conducted research in 2017 to identify banks performing at a statistically differentiated level compared to peers. Banking customers nationwide were asked to rate their interactions with various financial firms. Regions' performance led to 22 individual awards, representing a substantial year-to-year increase over 2016 when Regions received 9 Greenwich awards for the same categories.

Bill Horton, head of Commercial Banking for Regions, attributed the increase to Regions placing a clear focus on bankers developing deeper relationships with clients - while using their financial experience to create customized solutions to meet those clients' needs.

"The credit for these awards goes to Regions bankers who are in our communities every day offering personalized services and working hand-in-hand with customers to help them reach their financial objectives," said Horton. "Regions is committed to consistently making banking easier for the people and businesses we serve. We appreciate Greenwich recognizing the dedication of our bankers, and we look forward to building on our success in

- Overall Satisfaction with Relationship Manager
- Proactively Provides Advice
- Proactively Provides Advice (South Region)

### **Greenwich Excellence Awards in Small Business Banking**

- Cash Management - Customer Service
- Cash Management - Ease of Product Implementation
- Cash Management - Overall Satisfaction
- Credit Process
- Likelihood to Recommend / Net Promoter Score

### **About Regions Financial Corporation**

Regions Financial Corporation (NYSE:RF), with \$124 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](http://www.regions.com).

### **About Greenwich Associates**

Greenwich Associates is the leading provider of global market intelligence and advisory services to the financial services industry. We specialize in providing fact based insights and practical recommendations to improve business results. Our data focuses on the key metrics required for effective business management: operations performance, service quality, sales effectiveness, share of wallet, market share, brand, and behavioral trends. Please visit our website, [www.greenwich.com](http://www.greenwich.com), for more information.

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Regions Bank

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