

Regions Bank Named 2018 Javelin Trust in Banking Leader for Second Consecutive Year

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Customers rank Regions as a leader in reliability and looking out for their best interests.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- The rankings are out, and [Javelin Strategy & Research](#) once again ranked [Regions Bank](#) as a Javelin Trust in Banking Leader. This is the second consecutive year Regions has been honored in Javelin's awards for financial institutions that demonstrate consistently high performance in serving customer needs and protecting their accounts.

Javelin ranked 17 of the largest financial institutions in the U.S. The rankings were determined by the level of trust accountholders reported for each bank or credit union that they identified as their primary institution.

The study found Regions has shown consistently high performance in serving customer needs and has distinguished itself as a leader in trust by establishing reliability, defined as how well accountholders believe their bank keeps its commitments. The rankings also note how banks have established goodwill, referring to how well accountholders believe their bank looks out for customers' best interests while keeping their accounts secure.

"At Regions, we are focused on helping customers meet their financial goals by offering expertise, advice and solutions that are custom-tailored based on individual needs," said John Owen, head of Enterprise Services and Consumer Banking for Regions. "Trust is earned one customer at a time. And the trust we have developed among our customers is based not only on helping them succeed financially, but also on the steps we take to keep their accounts safe. We appreciate our customers' confidence in us, and we are honored that the dedication of Regions' associates has once again been recognized by Javelin."

"The growing intensity and sophistication of fraud threatens the trust consumers have in financial institutions," added Al Pascual, SVP of Research and Head of Fraud & Security at Javelin. "Successfully building relationships requires a broad approach – from tools to help accountholders build healthy finances to comprehensive fraud prevention, detection, and resolution capabilities."

Javelin Strategy & Research, a research-based advisory firm, is a subsidiary of Greenwich Associates. The 2018 Javelin Trust in Banking Leader awards are based on the [Trust in Banking report](#). For more information about the 2018 Javelin Trust in Banking Leaders, [click here](#).

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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Jeremy D. King, 205-264-4551

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