

Continuous improvements to mobile and online banking earn Regions recognitions from Javelin Strategy & Research

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** is pleased to announce it's won two recognitions from Javelin Strategy & Research's 2019 Mobile and Online Banking Awards. Regions ranked as a "Leader" – one of the industry's top three financial institutions – in Javelin's 2019 **Mobile** and **Online Banking** Scorecards, for both mobile and online banking in the account opening category.

Regions was among 25 of the nation's largest financial institutions evaluated by Javelin to determine these rankings. Javelin considered feedback on checking accounts opened by its own analysts, as well as data collected via online survey of 11,448 consumers from April to May 2019.

"In 2018, Regions went all-in on mobile and online banking upgrades, enabling us to offer our customers the capabilities and solutions they want and deserve, including greater convenience and access," said Andy Hernandez, Regions' Chief Digital Officer. "Earning these recognitions from such a reputable organization is a sign that we are on the right track to make banking easier."

Over the past year, Regions made many digital enhancements, including:

- Adding a new mobile application feature allowing customers to easily open most consumer deposit accounts and personal loans from their mobile device.
- Launching a digital feature that allows existing customers to determine, in less than a minute, their qualification for a credit card, with no impact to their credit score and by providing minimal information. Customers who qualify can accept an offer in as little as 90 seconds.
- Introducing streamlined, mobile-optimized digital applications for consumer loans and lines of credit with information pre-fill capabilities.
- Unveiling a streamlined and mobile-optimized deposit application aimed to improve the customer experience and reduce the time it takes to open accounts digitally.

"We went on a customer journey re-design where we took a deep look at our existing offerings to find ways to improve the customers' experience, and the digital upgrades we've made reflect those efforts," Hernandez added. "Regions will continue to innovate from here; we're focused on continuous improvement, anticipating what our customers need and finding a way to deliver it to them."

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$129 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, and mortgage 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 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com. Regions Bank, member FDIC, is an Equal Housing Lender.

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Nicole Wyatt

205-264-4551

regions.doingmoretoday.com

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