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Regions is Top-Ranked Bank in the Nation for Customer Experience in New Temkin Survey

2017 Temkin Experience Ratings also show Regions is one of the top five companies across all industries for customer experience

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) is the highest-ranked bank in the United States in the newly released 2017 [Temkin Experience Ratings](#). The annual ratings are compiled by the [Temkin Group](#), a national research firm that ranks companies based on customer experience.

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Regions Bank associates at one of the company's Germantown, Tenn., branches photographed in April 2016. Regions was recently recognized as the highest-ranked bank for customer experience in the annual Temkin Experience Ratings. (Photo: Business Wire)

service, as well as financial advice, guidance and education, to help customers reach their goals. We are proud that customer feedback consistently shows a positive experience with Regions, and our dedication to improving the customer experience will continue."

In compiling the 2017 Temkin Experience Ratings, the Temkin Group surveyed 10,000 U.S. consumers who were asked to rate their recent interactions with a variety of companies. In all, 331 companies were included in the rankings. Survey participants were asked to evaluate their experiences with the companies across three categories: success, effort and emotion.

The success category asked customers to rate how well their experiences with various companies met their needs. The effort category focused on how easy it was for customers to accomplish their goals. The emotion category asked consumers to describe how they felt about their interactions with companies.

Further information on the rankings and companies included in the survey can be found on the Temkin Group's ["Experience Matters" website](#).

The 2017 ratings evaluate over 300 companies from across 20 industries ranging from banks to supermarkets to retailers and more. In addition to being recognized as the highest-ranked company in the banking industry, Regions also tied as the fourth-highest rated company across all industries. Only Publix, Chick-Fil-A and the supermarket H-E-B ranked higher.

This is the fourth consecutive year Regions has ranked in the top 10 percent of companies in the ratings. Regions is also recognized as one of the companies that most outperformed its peers. The 2017 ratings represent Regions' strongest performance in the Temkin survey to date.

"Regions is taking a very strategic approach toward constantly improving the customer experience," said John Owen, head of the Regional Banking Group at Regions Bank. "From online and mobile banking, to our branch personnel and new ATM technologies, we are focused on providing greater convenience and value to the people and businesses we serve. Our teams are committed to offering superior

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 1,500 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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Regions Bank

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