



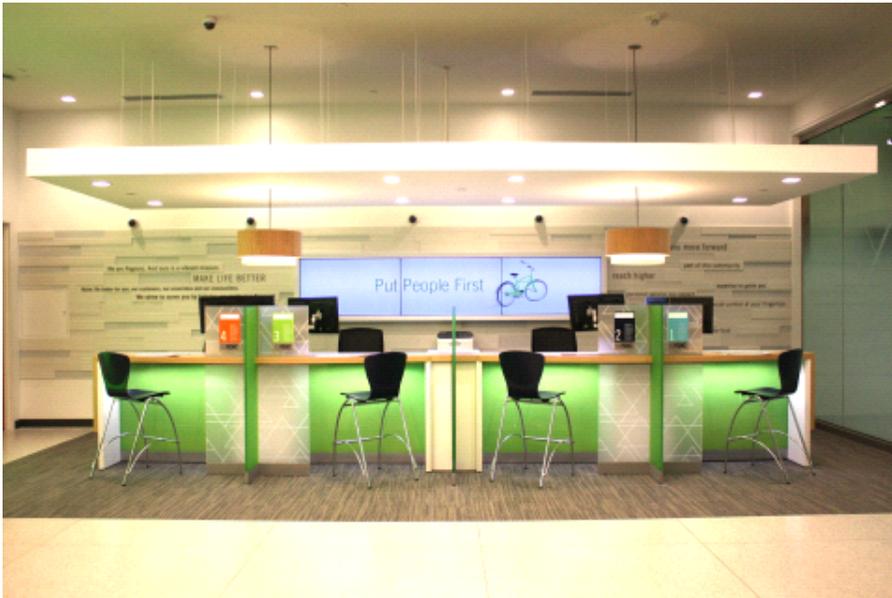
March 26, 2018

Temkin Group Ranks Regions Bank Among Top Companies for Customer Experience

Regions focusing on more personal service, more in-depth conversations to help customers reach financial goals.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- For the fifth consecutive year, [Regions Bank](#) is among the top 10 percent of hundreds of companies listed in the annual [Temkin Experience Ratings](#).

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The nationwide rankings are based on customer feedback compiled by [Temkin Group](#), a research firm that studies consumer views and preferences. Each year, Temkin asks thousands of people about their interactions with over 300 companies. Those companies are then ranked from highest to lowest based on how positively customers viewed their experiences with each business.

John Owen, head of Enterprise Services and Consumer Banking for Regions, attributed the bank's consistently high Temkin rankings to Regions' focus on building deeper relationships with the people and businesses served by the bank.

"In every community we serve, our focus is the same. We want to help all of our customers, no matter how large or how small, reach their financial goals," Owen said. "Our bankers are taking the time to listen to people and develop customized recommendations to help customers

As part of Regions' focus on quality service, many of the company's new branches do not include traditional teller lines. Rather, customers are greeted face-to-face by local bankers who meet with them individually to provide customized services. (Photo: Business Wire)

succeed financially. Our technology teams are constantly working to evolve and refine our digital banking services. It's part of our commitment to making banking easier and more meaningful to our customers, and we are dedicated to consistently working to improve the customer experience over time."

In compiling the 2018 Temkin Experience Ratings, Temkin asked 10,000 consumers across the United States to rate their recent interactions with 318 companies across 20 industries. Specifically, people were asked about their experiences in the following key areas:

- 1.) **Success:** How well the customer's experience met their needs
- 2.) **Effort:** How easy is it for people to do what they wanted to do
- 3.) **Emotion:** How customers felt about their experience with the company overall

Each year since 2014, Regions has ranked in the top 10 percent of companies in the national study. Further information on the rankings, and the overall importance of ensuring a strong customer experience, can be found on the Temkin Group's ["Experience Matters" website](#).

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.

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Regions Bank

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