

## **Regions Bank is top regional bank in the J.D. Power 2020 U.S. Online Banking Satisfaction Study** **Wednesday, July 01, 2020 01:00:00 PM (GMT)**

[Regions Bank](#) ranked first among regional banks in the J.D. Power 2020 U.S. Online Banking Satisfaction Study, with a score of 865 out of 1000 possible points. This study measures overall satisfaction with the features and content of online properties based on four factors: navigation, speed, visual appeal and information/content.

"In 2019, Regions invested \$625 million into technology to better serve our customers," said Regions Chief Operating Officer John Owen. "With the increased need to utilize online banking amidst the coronavirus pandemic, we feel gratified that our customers believe that Regions is delivering on its commitment to make banking easier."

A key initiative of Regions' multi-million-dollar technology investment included a complete overhaul of the back end of the Regions website – including new servers, hardware and databases – to improve performance and platform availability, providing a more reliable and consistent experience for customers. The upgrade rolled out by October 2019 and helped support growing traffic; Regions Online Banking saw a significant increase of login traffic between January and May 2020.

"Upgrades to the back end of a website are not a necessarily obvious change because customers do not see anything different when they log in," explained Regions Chief Digital Officer Andy Hernandez. "The difference becomes apparent in instances such as the launch of the government's Paycheck Protection Program, when tens of thousands of customers were logging onto our website at the same time, and Regions.com never went down. Our teams couldn't be happier to see their hard work help support customers at such a crucial time."

Regions recognizes customers need an exceptional service experience and to be able to manage their finances when, where and how they choose. To further support its customers, Regions made many more upgrades to its website last year, including:

- Improvements to the responsive design of features on the site to enhance appearance on mobile devices
- Self-service password reset enhancements so customers could more easily and securely access accounts in the event they forget their password
- Business service additions so small business customers can easily utilize a suite of services to make banking for their business easier

"Regions is proud to have earned the highest customer satisfaction for online banking amongst regional banks, and we won't stop here," Hernandez added. "We will continue to improve and innovate our online properties through our focused technology strategy to ensure customers get a best-in-class experience each time they log in."

The *J.D. Power 2020 U.S. Online Banking Satisfaction Study*<sup>SM</sup> is a syndicated benchmarking study profiling the experiences of customers of the largest banking websites throughout the United States. This research details the importance and impact of the overall customer experience on satisfaction and explores customers' satisfaction with the features and content offered by financial institutions. Data was collected for a period of approximately four weeks in March 2020 and April 2020. The fielding resulted in 5,341 completed surveys.

### **About Regions Financial Corporation**

Regions Financial Corporation (NYSE:RF), with \$133 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 1,400 banking offices and 2,000 ATMs. Regions Bank is an Equal Housing Lender and Member FDIC. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

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