

## **Ally Bank Wins Two 2013 Stevie® Awards for Sales & Customer Service(SM)**

**Ally honored at the seventh annual competition with Award for Innovation in Customer Service - Banking, Financial Services & Insurance, and the e-Commerce Customer Service Award.**

**MIDVALE, Utah, Feb. 26, 2013 --** Ally Bank has won two awards in the 2013 Stevie® Awards for Sales & Customer Service(SM)—the Innovation in Customer Service Award - Banking, Financial Services & Insurance, and the e-Commerce Customer Service Award.

The honors were presented by the Stevie Awards, which organizes several of the world's leading business awards.

"We are proud and honored to be recognized in both of these categories for the 2013 Stevie Awards for Sales & Customer Service," said Diane Morais, Ally Bank Deposits and Line of Business Integration executive. "Superior customer service is a core pillar of our Ally Bank philosophy. Our commitment to provide the products, services and features customers want has been instrumental in our ability to steadily grow retail deposits and customer accounts, as well as consistently achieve customer satisfaction scores at or above 90 percent."

The Award for Innovation in Customer Service - Banking, Financial Services & Insurance recognizes new ideas and developments within customer service that enabled organizations to meet the needs of their customers more effectively, leading to increased satisfaction and loyalty.

Ally received this award for the success of its call wait time feature on the Ally Bank website and the Ally Mobile Banking app. In the event a customer needs to contact Ally for assistance, this feature enables them to see if there is a wait time—and if so, how long—before dialing.

The e-Commerce Customer Service Award recognizes customer service and contact center organizations for their innovative use of online technologies and social media to service the needs of customers.

This award was given to Ally for its online chat feature, which is available 24 hours a day, seven days a week, to allow consumers to interact with customer service via the Ally Bank website. The service is geared to handle a full range of inquiries, including questions about accounts or specific products and services, and this feature has consistently scored high in Ally customer satisfaction surveys.

"Ally continually invests in features designed to deliver a better banking experience," said Gayle Wellborn, Ally Digital and Brand executive. "These Stevie awards affirm our dedication to offering customer-driven digital capabilities for our online banking customers."

### **About Ally Bank**

Ally Bank is a direct bank in the U.S. that offers a straightforward approach to banking with no minimum deposit required to open an account, no monthly maintenance fees and 24/7 live customer service. A subsidiary of Ally Financial Inc., the Bank offers online savings, interest checking, money market accounts, certificates of deposit with terms ranging from three months to five years, and IRA Plans and products. Member FDIC.

For more information, visit the Ally media site at <http://media.ally.com> or follow us on Twitter @ally.

### **About The Stevie Awards**

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer

Service(SM). Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

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