

Ally Bank Wins Customer Experience Award for Ally Mobile Banking App Design

Also recognized for checking best practices and by customers in annual reputation survey

MIDVALE, Utah, June 27, 2013 -- Ally Bank recently received three recognitions underscoring its customer-centric philosophy and commitment to offering consumers straightforward products and services.

The Bank was awarded Forrester's 2013 "Outside In" Award in the Customer Experience Design category for its innovative and customer-friendly design of Ally Mobile Banking, the app that allows customers to conduct a wide range of banking tasks via their Android™ or iPhone® smartphones.

Forrester's "Outside In" Awards recognize organizations that excel at the practices needed for planning, creating and managing a great customer experience. Ally Mobile Banking was recognized specifically in the area of customer experience design. The award was presented to Ally Bank on June 25 at Forrester's Customer Experience Forum in New York City.

"We are excited and honored to be recognized with this award from Forrester," said Gayle Wellborn, Ally Bank brand and digital executive. "I believe that this distinction underscores the value of our iterative, customer-driven design process to successfully deliver differentiated capabilities for our customers."

Ally Mobile Banking offers easy-to-use features including Ally eCheck Deposit(SM), which allows customers to scan and electronically deposit checks, as well as bill pay, the ability to transfer funds between Ally and non-Ally accounts, a call wait time feature and an ATM locator. The popularity of the app has led to a significant increase in customer e-check deposits, a behavior shift that provides efficiencies for customers, the bank and the environment.

In their review of Ally, the awards committee considered the creative and unconventional nine-week process Ally undertook to develop its mobile application, including a two-day intensive, creative kick-off session and real-time feedback from customer focus groups, detailing which features they found most useful and why.

In addition to the Forrester award, Ally Bank was recognized by its customers in the American Banker & Reputation Institute Survey of Bank Reputations released this week. Ally Bank ranked second among 30 banks for its favorable reputation. Customers measured banks on seven components of reputation: Products/Services, Governance, Performance, Leadership, Workplace, Citizenship and Innovation.

In May, Ally Bank earned the top rating in The Pew Charitable Trusts' study "Checks and Balances: Measuring Checking Accounts' Safety and Transparency", a report on the nation's top banks on key consumer protections. Earlier this year, Ally Bank won a TNS Choice Award for Direct Banking, two Stevie® Awards for Sales & Customer Service(SM), two Corporate Insight Bank Monitor Awards and a NeighborWorks® Partner Award.

"The award for the design of Ally Mobile Banking, as well as other recent third party awards and recognitions, underscore how we are further distinguishing Ally Bank as a better bank and leader in the direct banking segment," said Diane Morais, Ally Bank deposits and line of business executive.

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.

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Contact:

Andrea Puchalsky

313-656-3798

Andrea.Puchalsky@ally.com
