Ally Bank Surprises Customers During "Banksgiving"

The bank thanks customers for their loyalty by granting wishes both big and small in celebration of new "Banksgiving" holiday during Ally's Giving Back Month

SANDY, Utah, Nov. 19, 2018 /PRNewswire/ -- At Ally Bank, nearly every customer service call ends with the same question, "Is there anything else I can help you with today?" As a company that obsesses over its customers, Ally asked what would happen if, during this season of giving, we were able to go above and beyond to deliver what our customers wanted on a personal level, no matter what they needed help with.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8448851-ally-bank-giving-back-month-banksgiving/

A new video from Ally Bank, Member FDIC, released this week of Thanksgiving, shows what Ally is truly thankful for this holiday season – their customers. During a single day in early November, dubbed "Banksgiving," Ally went one step further showing it is no just business as usual when customers answer that basic question. Ally granted wishes big and small – from $25 gift cards to $55,000 to help a customer who helps others – and a heart-tugging video highlights the giveaways.

"This time of thanksgiving is a perfect opportunity to take a day to show appreciation to our customers and give back to them for their loyalty," said Andrea Brimmer, Ally chief marketing and public relations officer. "We took our customer-centric approach a step further than usual to demonstrate to our customers our interest in them and the things they care about. We had a great time surprising these customers and putting a big smile on their faces during this holiday season."

The video follows Ally associates as they speak with customers and find out how they can help far beyond their banking needs. There were simple requests, like help with fall yard cleanup and a holiday visit to see family, and others that were larger and will touch the lives of many people.

The video follows two associates, Luke and Brittany, as they travel to meet with the customers they spoke with in person. Luke surprises Ally customer Leanne in Hamilton, N.J. to deliver the news that Ally will make it possible for her to visit her partner in the Netherlands who she hasn't seen since May of 2016. Brittany follows Ally customer Lisa in Gainesville, Fla. as she delivers Thanksgiving baskets to those in need in her community, and surprises her with an additional $50,000 to continue her good works.

"As an online only bank, our customer service associates are an essential part of the customer experience and they take our 'Do It Right' philosophy to heart every single day," said Diane Morais, president of Consumer and Commercial Banking Products at Ally Bank. "This video illustrates the human element when you call Ally Bank and highlights the great work by our team in taking care of our most important asset – our customers."

Giving back isn't a one-day event at Ally, it is an inherent part of the company culture linked to Ally's brand promise to "Do It Right." Ally designates the entire month of November as Giving Back Month, where across the country, Ally employees are out in the communities where they live and work volunteering and donating to important causes. In fact, Ally takes giving back so seriously that each employee is offered eight hours of personal time off every year to volunteer for a cause close to them. The charity also receives a $25 donation for each hour volunteered. Last year Ally employees volunteered more than 17,000 hours and the compan donated $800,000 through this program. This month, Ally employees will participate in nearly 190 volunteer events across the country.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of $173.1 billion as of September 30, 2018. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused c "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve approximately 18,000 dealer customers and millions of auto consumers. Ally's robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit https://www.ally.com/#disclosures.

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