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Columbia Bank Receives 2022 Bank Customer Experience Award

(FAIR LAWN, NJ SEPTEMBER 15, 2022) — Columbia Bank is pleased to announce it has been selected as a recipient of a national Bank Customer Experience Award ("BCX Award") for "Best Branch Experience." The BCX Awards honor the most unique, innovative and pioneering financial institutions and technology providers whose branches and technologies have the most impact on consumers. The award was presented to Columbia Bank on August 31, 2022 at a special ceremony held at the Bank Customer Experience Summit in Chicago, Illinois.

The "Best Branch Experience" category recognizes a bank or credit union that has elevated its branch service to provide experiences that captivate, engage and help serve customers. In 2021, Columbia Bank surveyed over 7,000 randomly-selected clients to evaluate their branch experience. The results of the customer satisfaction surveys indicated that approximately 91% of clients surveyed rated Columbia Bank's overall branch experience "excellent." Alongside strong satisfaction scores, Columbia was also selected for its non-traditional use of branches. From a modern branch design to a unique Customer Service Representative Certification program to hosting community events and interactive digital product placemats, Columbia is going above and beyond to keep branches an integral part of the way it serves clients.



Bradley Cooper, Network Media Group, Allison Winters of Columbia Bank with the 2022 BCX Award for Best Branch Experience, Cherryh Cansler, Network Media Group. Image Courtesy of Columbia Bank.

"We are honored to receive the BCX Award for best branch experience. Although the way Banks use branches is evolving, we're proud to say that our network continues to be a vital part of how we stay connected to clients, prospective clients and the communities we serve," said Thomas J. Kemly, President and CEO of Columbia Bank. "Our branches have transformed from mainly transactional locations to true community hubs where clients can experience a demo, attend a seminar, receive live assistance with digital products and more. I'm proud to say that our people have really led the way in presenting what a modern day branch should look like. Please join me in not only congratulating, but thanking our branch network for their outstanding service."

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Columbia Bank Newark, NJ. Image Courtesy of Columbia Bank.

About Columbia Bank

Founded in 1927 and headquartered in Fair Lawn, NJ, Columbia Bank has 64 full-service branch locations spanning the state of New Jersey, an asset base of approximately \$9.8 billion. Columbia Bank offers a full suite of consumer and commercial products, including online and mobile banking, localized lending centers as well as title, investment and wealth management services. For more information about Columbia Bank's complete line of products and services, visit visit www.ColumbiaBankOnline.com. Follow Columbia Bank on: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) & [Linked In](#).

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