

Reason for Action
Alert: Wants to be
contacted



Biloxi Eisenhower Dr
TELLER Experience

Teller customer experience survey

Employee [REDACTED]	Contact requested? Yes
Transaction date: 11/04/2025	Preferred contact: Not Applicable
Survey date: 11/07/2025	Customer on record: [REDACTED]
Survey method: Online	Email on record: [REDACTED]
Perfect score? No	Phone on record: [REDACTED]
WOW? No	Survey taker: [REDACTED]
Index score: 87.5%	

How likely are you to recommend us to others? (1-"Not At All Likely" to 7-"Extremely likely")	2
Rate us on being convenient and easy to bank with. (1-"Poor" to 7-"Excellent")	7-Excellent
How satisfied are you with the service you received? (1-"Not At All Satisfied" to 7-"Extremely Satisfied")	7-Extremely Satisfied
Was the wait time acceptable to you?	Yes
Did the person who helped you...	
Greet you pleasantly?	Yes
Use your name?	Yes
Discuss other services or solutions that may benefit you?	No
Please rate the person who helped you on the following...(1 "Poor" to 7-"Excellent")	
Being genuinely interested in helping you	7-Excellent
Being knowledgeable	7-Excellent
Making you feel they value your business	7-Excellent

How was your transaction conducted?

At the drive-thru
window

What prompted your visit to the branch?

Conduct a transaction on my account

In the next six months...

What do you anticipate doing?

Purchase a car or other vehicle

Would you like someone to contact you about your upcoming
need(s)?

No

After the closing of this branch, will any Bank Plus ATM be located in this area?

Comment Date	User	Message

Date	User	Action Taken
11/12/2025, 9:27:10 AM		Alert #241546: Left message to call back.
11/7/2025, 8:17:31 AM	avannis	Alert #241546: Alert loaded: Wants to be contacted

Index score: Indexes are based on questions contained in the Overall Service Delivery and Team Member Service Delivery sections only where 1 point is received for every "Yes" answer or when a score of 6 or 7 is given. A total of 8 points are possible for this survey.

Perfect Score: A perfect score is achieved when all scores in the Overall Banking Relationship, Overall Service Delivery and Team Member Service Delivery sections are either a "Yes" or a rating of 6 or 7.

WOW: A WOW is achieved when a customer makes a positive comment about an employee by name.

Action Alert: An Action Alert is triggered when a customer 1) threatens to withdraw funds or leave the bank, 2) has an unresolved issue, 3) gives a satisfaction rating of 4 or lower, or 4) requests a contact.

Reason for Action
Alert: Low
Satisfaction



NO ACTION NEEDED



Dogwood
NEW ACCOUNT
Experience

New Account customer experience survey

Employee: Denny Williams	Contact requested? No
Opening date: 11/19/2025	Preferred contact: Not Applicable
Survey date: 11/21/2025	Customer on record: [REDACTED]
Survey method: Online	Email on record: [REDACTED]
Perfect score? No	Phone on record: [REDACTED]
WOW? No	Survey taker: [REDACTED]
Index score: 90%	

How likely are you to recommend us to others? (1 -"Not At All Likely" to 7 -"Extremely Likely")	7-Extremely Likely
Rate us on being convenient and easy to bank with. (1-"Poor" to 7-"Excellent")	5

How satisfied are you with the service you received? (1-"Not At All Satisfied" to 7-"Extremely Satisfied")	1-Not At All Satisfied
Was the wait time acceptable to you?	Yes

Did the person who helped you...

Greet you pleasantly?	Yes
Use your name?	Yes
Ask questions about your financial needs?	Yes
Discuss other services or accounts that may benefit you?	Yes

Please rate the person who helped you on the following...(1-"Poor" to 7-"Excellent")

Being genuinely interested in helping you	7-Excellent
Making the new account process simple and hassle-free	7-Excellent

Providing guidance that was helpful to you

7-Excellent

Making you feel they value your business

7-Excellent

What prompted you to select us for your new account?

I am already a customer

In the next six months...

What do you anticipate doing?

I don't have any upcoming needs

Since you closed my branch near the Pearl River/Tree Tops, it is harder to get to the branches that are near my business (Dogwood & the District). Both usually take up to 30 minutes there and 30 minutes back due to the traffic that is always on Lakeland Dr. I have business accounts as well as personal accounts and I have to plan time away from work even to just make my deposits for the business. That was the reason for lower rating on being convenient as it really is not as convenient as it used to be. But I still prefer your bank even though there are others more close to my business at this time.

Comment Date	User	Message

Date	User	Action Taken
11/24/2025, 8:52:34 AM		Alert #243170: No action needed
11/24/2025, 8:18:13 AM	avannis	Alert #243170: Alert loaded: Low Satisfaction

Index score: Indexes are based on questions contained in the Overall Service Delivery and Team Member Service Delivery sections only where 1 point is received for every "Yes" answer or when a score of 6 or 7 is given. A total of 10 points are possible for this survey.

Perfect score: A perfect score is achieved when all scores in the Overall Banking Relationship, Overall Service Delivery and Team Member Service Delivery sections are either a "Yes" or a rating of 6 or 7.

WOW: A WOW is achieved when a customer makes a positive comment about an employee by name.

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Reason for Action
Alert: Threaten to
withdraw funds



RESOLVED



Cleveland East Sunflower
TELLER Experience

Teller customer experience survey

Employee: [REDACTED]	Contact requested? No
Transaction date: 10/07/2025	Preferred contact: [REDACTED]
Survey date: 10/10/2025	Customer on record: [REDACTED]
Survey method: Online	Email on record: [REDACTED]
Perfect score? No	Phone on record: [REDACTED]
WOW? No	Survey taker: [REDACTED]
Index score: 87.5%	

How likely are you to recommend us to others? (1-"Not At All Likely" to 7-"Extremely likely")	3
Rate us on being convenient and easy to bank with. (1-"Poor" to 7-"Excellent")	7-Excellent
How satisfied are you with the service you received? (1-"Not At All Satisfied" to 7-"Extremely Satisfied")	7-Extremely Satisfied
Was the wait time acceptable to you?	Yes
Did the person who helped you...	
Greet you pleasantly?	Yes
Use your name?	Yes
Discuss other services or solutions that may benefit you?	No
Please rate the person who helped you on the following...(1 "Poor" to 7-"Excellent")	
Being genuinely interested in helping you	7-Excellent
Being knowledgeable	7-Excellent
Making you feel they value your business	7-Excellent

How was your transaction conducted?

With a teller, inside the
branch

What prompted your visit to the branch?

Conduct a transaction on my account

In the next six months...

What do you anticipate doing?

I don't have any upcoming needs

BankPlus is a good bank but I just don't like the fact that they closing our downtown bank in Cleveland, MS. The bank downtown is much safer than the one on North Davis (Highway 61). The traffic is too heavy on that highway and it is going to cause problems for elderly customers to do business there. This not good. I will be moving my business elsewhere if they close the bank on Sunflower (Highway 8). Someone needs to think about this situation again.

Comment Date	User	Message

Date	User	Action Taken
10/17/2025, 10:47:23 AM		Alert #237140: All of Cleveland East Sunflower talk to her weekly. We have assured her that we will take care of her along with the existing staff at North Davis. Her main issues are the location and entrance to North Davis and has stated that she has had issues with employee at North Davis but would not say who. We are assuring her weekly that she will get used to location and all of the customer service that she continues to receive at East Sunflower will remain the same at North Davis location. M Pannel
10/13/2025, 8:01:39 AM	avannis	Alert #237140: Alert loaded: Threaten to withdraw funds

Index score: Indexes are based on questions contained in the Overall Service Delivery and Team Member Service Delivery sections only where 1 point is received for every "Yes" answer or when a score of 6 or 7 is given. A total of 8 points are possible for this survey.

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