

25-001



[Redacted]

January 2, 2025 at 3:31 PM EST

NEW

Respond

Assign to me

Assign Alert

Close Alert

Add Note

### Profile

Alert Type	TDB: Customer Follow-up Request: Low score	Response Date	01/02/2025, 03:31 PM
Alert Reopened	No	Creation Date	01/01/2025, 02:10 PM
Survey Program	TDB Store	Transaction entry date	12/31/2024
Sub Program	TDB Teller	TDB Customer type	Consumer
Survey Type	Digital - BAU	Customer full name	[Redacted]
Team/Unit	[Redacted]	Email name	[Redacted]
Employee ID	[Redacted]	Customer phone number	[Redacted]
TDB: Region	Morris/Hunterdon/Somerset	Customer email	[Redacted]
Regional Operations Officer	[Redacted]	Survey Language	English
Market	Central South Jersey	Survey Status	COMPLETED
Retail Market President	[Redacted]	Included in LEI Score	Yes
Metro Market	PA / NJ		
Shop/BM Start Date	12/01/2010		
Survey ID	[Redacted]		

### # Actions Taken

- Alert status set to New**  
01/02/2025, 3:34:09 PM EST · System Generated
- Alert Created: TDB: Customer Follow-up Request: Low score**  
01/02/2025, 3:33:26 PM EST · System Generated  
EE/IB

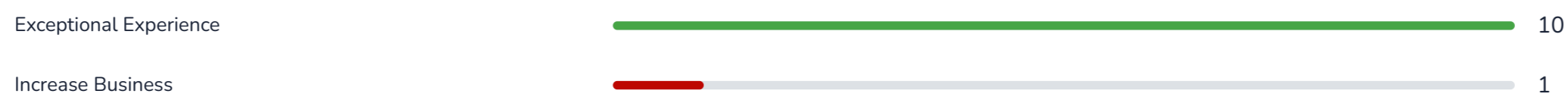
### Comment

Overall Comments  
 I like the fact that your branches are open on Saturday and Sunday.

Reason for Scores  
 The branch was well staffed, in contrast to your Montville location which always has a significant line of customers waiting to complete their transactions. You should never have closed your Lake Hiawatha, NJ location!

### Key Metrics and Attributes (CLF Team)

#### LEI Score Breakdown



#### Attributes





[Redacted]

January 2, 2025 at 3:31 PM EST

### Previous touchpoints used

None	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Previous calls	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Previous branch visit / interaction	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Website	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Mobile app	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Online banking	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Other: specify	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### Additional information

Recent store interaction	<input checked="" type="checkbox"/> In person inside the store	<input type="checkbox"/> In person at the drive-up service	<input type="checkbox"/> I did not have an interaction with a store representative
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### Privacy opt-ins

Privacy opt-in	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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January 6, 2025



Dear [REDACTED]

Thank you for your recent communication regarding the consolidation of our Store located at Lake Hiawatha, NJ. We appreciate the time you've taken to express concern with our decision to close this location. At TD Bank, we strive to consistently deliver legendary Customer experiences. In this instance, we fell short of your expectations.

We know that these types of changes are never easy but want to reassure you that the team of banking professionals at your new bank location is committed to the same legendary Customer experiences and choices that you have come to expect from TD Bank.

We truly value your relationship and have some convenient alternatives for you to consider:

- Our new and improved Online Banking Site (TD Bank.com)
- Enhanced mobile banking and remote deposit capture services
- Our friendly Contact Center Team available 24/7 [REDACTED]
- And, a vast network of ATMs

While electronic banking services can't replace familiar, smiling faces, we believe these options can complement your personal visits to TD Bank. We'd be happy to discuss them further at your convenience.

The local team is ready and here for you! Please feel free to reach out so that we can personalize solutions regarding your banking needs at [REDACTED]

Sincerely,



**TD Bank "America's Most Convenient Bank"**