

ATB Client Feedback Policy

ATB strives to put our clients at the centre of everything we do.

This starts with listening.

We genuinely welcome your feedback; in fact, we embrace it, because it helps us continue to evolve banking and deliver exceptional client experiences.

If you have a complaint or suggestion as to how we can improve, please let us know. If we've done something great, we'd love to hear about that too! When you let us know how we're doing, we can better serve you.

Formal Resolution Process

All investigations follow the same process.

Level 1: Branch Managers/Business Leadership

Branch Managers and Business Leadership are often able to resolve any issues quickly and effectively. As a first step, it is suggested you give them an opportunity to hear your feedback and understand your concern. They may have a quick solution.

You can submit your feedback to be formally logged and assigned to the appropriate leader 24 hours a day 7 days a week by filling out our online web form [ATB Client Feedback](#) or by speaking with an Experience Support Specialist at **1-844-392-9359**.

Level 2: Service Excellence

Should your issue not be resolved by the Branch Manager or Business Leadership, you can request they escalate your complaint to Service Excellence on your behalf. Alternatively, you can reach out to Service Excellence Directly at serviceexcellence@atb.com

Upon receipt of an escalation, the matter will be assigned to a Service Excellence team member. The team member will connect with you to discuss your concern in detail and provide you with their direct contact information.

The Service Excellence team will investigate your concern in collaboration with the managing Vice President. They will ensure that a fair and unbiased review of your concern is completed and that a full explanation of the final outcome is provided to you.

Level 3: Client Relations

Should your issue not be resolved by Service Excellence, you can request they escalate your complaint to Client Relations on your behalf.

Client Relations will conduct a formal impartial review of the concern and give all involved parties an opportunity to share their understanding of the issue. Once the investigation has been completed, findings will be provided to those involved.

Client Relations has the authority to respond on behalf of ATB's President and Chief Executive Officer. Client Relations also has access to all information related to a concern and has the authority to reverse previous decisions.

Investigation fundamentals and commitments:

- You will be provided contact information to deal directly with Client Relations
 - The investigation will be fair and unbiased.
 - The investigation will be performed promptly.
 - The findings will be explained thoroughly and delivered in a timely manner.
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Alberta Ombudsman

As a Crown Corporation with an independent Board of Directors, the operation and management of ATB Financial is conducted at arm's length from the provincial government. As such, clients have the opportunity to consult the Alberta Ombudsman if they are not satisfied with the review conducted by the office of Client Relations.

The Alberta Ombudsman is mandated to determine administrative fairness and investigate written complaints from individuals who feel they have been treated unfairly by an administrative decision, act, omission or recommendation of an Alberta Government department, board, agency or commission, and some other professional organizations.

In Edmonton

Alberta Ombudsman
9925 - 109 Street NW, Suite 700
Edmonton, AB T5K 2J8

Phone: 780-427-2756
Fax: 780-427-2759

In Calgary

Alberta Ombudsman
#2560 801 - 6 Avenue SW
Calgary AB, T2P 3W2

Phone: 403-297-6185
Fax: 403-297-5121

Toll free: 1-888-455-2756

Email: info@ombudsman.ab.ca

Online complaint form available at www.ombudsman.ab.ca