

## The True Value Of Relationship Banking

**“I understand the value of relationship banking – where you’re appreciated as a customer and the employees are willing to go the ‘extra mile’ to help you” — Dawn C. Carmichael, Owner, Consulting Agency**

### Background

I’ve been banking at PlainsCapital Bank for over 15 years. PlainsCapital Bank has taught me over the years what a neighborhood or community bank (that’s not a big box bank) feels like – along with the extra value they bring to their customers.



Sometimes, I go into the bank to make deposits and the tellers all know my name, and they bring my accounts up quickly – I’m done in less than 5 minutes. There are never long lines or customers waiting for more than a minute or two. The PlainsCapital website makes [online banking](#) easy with mobile deposits, transfers, reviewing statements, and bill paying.

### Problem

Recently, my business computer was hacked and PlainsCapital Bank came to the rescue! I’ve been fortunate to know Blake Settle at the bank for many years – and I believe he’s one of the finest bankers in Dallas. Blake is extremely responsive and always finds a way to say ‘yes’.

### Solution

After my computer was hacked, Blake and his team had all my accounts closed quickly – even removing my online banking profile to make sure my accounts and funds were safe. It was incredible that I didn’t lose a penny. Blake and the PlainsCapital banking team set up all new

accounts, credit/debit cards, ordered new checks, and gave me temporary ones. The crisis was an inconvenience but not a catastrophe – thanks to the Bank’s assistance.

## Outcome

What could have been a personal financial crisis for me was avoided by their quick actions along with the highest-level of customer service. In a matter of a day or two, I was back up and operational again. It’s evident to me that Blake and the PlainsCapital Bank employees genuinely care about their customers. I’d highly recommend [PlainsCapital Bank](#). Now, I understand the value of relationship banking – where you’re appreciated as a customer and the employees are willing to go the “extra mile” to help you.