



2023 Written Comments



first financial bank

First Financial Bank Complaint Form

Bank Information

Date: 7/13/2023
Banking Center/Department Name: Consumer Support Center
Submitted Via: Email

Type of Issue/Complaint

Issue: Client Experience - Branch Closure
Date Received: 7/13/2023

Issue Comments

Entity sending issue: Client
Does Issue allege Discrimination? No
Does Issue allege an Unfair, Deceptive Act, or Practice? No
Product/Service Issue: Branch Closure - Sharonville

Description of Issue

Client sent an email stating:

“As a longtime customer of one of your predecessor banks, Franklin Savings, I'm curious if your plans include opening a new branch anywhere in the Tri-County-Sharonville area. Since closing Sharonville, this is a huge gap in your branch network. Thanks!”

Additional Comments



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225 Pictoria Dr. Ste 800
Cincinnati, OH 45246

July 17, 2023

Dear Client

Thank you for taking the time to contact us regarding your concern. At First Financial Bank, we take great pride in the service we deliver to our clients. Your feedback provides us the opportunity to address your concern and bring it to resolution.

We recently received your feedback regarding the closure of Sharonville banking center. We would like you to know we will forward your concerns to the appropriate business area for review.

As a trusted financial institution, we strive to deliver the highest level of service to all of our clients. We apologize for any inconvenience and concern this situation caused you.

If you have any questions on this matter, please feel free to contact our Client Service Center at (877) 322-9530. Thank you again for bringing this matter to our attention. We appreciate your interest in letting us know how we might better serve our clients and look forward to better serving you on your path to success.

Sincerely,

Complaint Resolution Department
Risk and Compliance Design
First Financial Bank
255 E. Fifth Street
Cincinnati, OH 45202



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First Financial Bank Complaint Form

Bank Information

Date: 9/12/2023
Banking Center/Department Name: Consumer Support Center
Submitted Via: Live Online Chat

Type of Issue/Complaint

Issue: Client Experience - Branch Closure
Date Received: 9/12/2023

Issue Comments

Entity sending issue: Client
Does Issue allege Discrimination? No
Does Issue allege an Unfair, Deceptive Act, or Practice? No
Product/Service Issue: Branch Closure – Landen

Description of Issue

Client sent a chat message stating:

“I don’t need a response, but I just wanted to state that I would really love the Landen location back. The new one is extremely inconvenient and hard to get in and out! I know I am not the only one really missing Landen for all of the people that live more north!”

Additional Comments



first financial bank

225 Pictoria Dr. Ste 800
Cincinnati, OH 45246

September 13, 2023

Dear Client :

Thank you for taking the time to contact us regarding your concern. At First Financial Bank, we take great pride in the service we deliver to our clients. Your feedback provides us the opportunity to address your concern and bring it to resolution.

We recently received your feedback regarding the closure of our Landen financial center. We would like you to know we will forward your concerns to the appropriate business area for review.

As a trusted financial institution, we strive to deliver the highest level of service to all of our clients. We apologize for any inconvenience and concern this situation caused you.

If you have any questions on this matter, please feel free to contact our Client Service Center at (877) 322-9530. Thank you again for bringing this matter to our attention. We appreciate your interest in letting us know how we might better serve our clients and look forward to better serving you on your path to success.

Sincerely,

Complaint Resolution Department
Risk and Compliance Design
First Financial Bank
255 E. Fifth Street
Cincinnati, OH 45202



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First Financial Bank Complaint Form

Bank Information

Date: 11/14/2023
Banking Center/Department Name: Corporate Strategy/Marketing/Public Relations
Submitted Via: Client Survey

Type of Issue/Complaint

Issue: Branch Office/Atmosphere
Date Received: 11/14/2023

Issue Comments

Entity sending issue: Client
Does Issue allege Discrimination? No
Does Issue allege an Unfair, Deceptive Act, or Practice? No
Product/Service Issue: Worthington Branch Closure

Description of Issue

Client took the Client Satisfaction Survey and when asked: "How satisfied are you with your recent visit to First Financial Bank?", the client indicated that they were " Highly dissatisfied ".

When asked to explain why they were highly dissatisfied, they left the below comments:

" I chose your bank in 1999 because there was a branch 2 blocks from my home. The bank also had late Friday hours, as well as Saturday hours. I work 5 days a week from 7am to 5pm so your bank met my work needs. Now the closest branch is 3 miles away, and only has 9am to 5pm, Monday through Friday hours. To make a deposit yesterday, I had to take time off from work. All the amenities that I enjoyed and that caused me to choose your bank are now

gone. I am currently researching banks that still offer the amenities that were standard for your bank in 1999. "

Additional Comments



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225 Pictoria Dr. Ste 800
Cincinnati, OH 45246

November 17, 2023

Dear Client:

Thank you for taking the time to contact us regarding your concern. At First Financial Bank, we take great pride in the service we deliver to our clients. Your feedback provides us the opportunity to address your concern and bring it to resolution.

We recently attempted to contact you regarding your deposit options and your experience at the Worthington banking center. If you have any questions on this matter or feel as though your concern has not been resolved or addressed, please contact our Client Service Center at (877) 322-9530, Monday through Friday from 8 am to 8 pm and on Saturdays from 8 am to 5 pm, Eastern Time.

Thank you again for bringing this matter to our attention. We apologize for any inconvenience and concern this situation caused you.

We appreciate your interest in letting us know how we can improve our service and look forward to better assisting you on your path to success.

Sincerely,

Complaint Resolution Department
Risk and Compliance Design
First Financial Bank
255 E. Fifth Street
Cincinnati, OH 45202