# 2020 Greenwich Excellence Awards for U.S. Small Business Banking

Among More Than 600 Banks Evaluated, 32 Have Distinctive Quality

## National Winners¹

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<th>Digital Product Capabilities</th>
<th>Product Capabilities</th>
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<td>BBVA</td>
<td>Fifth Third Bank</td>
<td>Chase</td>
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RM Proactively Provides Advice

- Comerica Bank
- First Citizens Bank
- First Horizon
- FNB Corporation
- Frost Bank
- KeyBank
- M&T Bank
- Pinnacle Financial
- Synovus Financial
- TD Bank
- Zions Bancorporation

Ease of Product Implementation

- Comerica Bank
- First Citizens Bank
- First Horizon
- FNB Corporation
- Frost Bank
- Huntington National Bank
- M&T Bank
- Pinnacle Financial
- Synovus Financial
- Zions Bancorporation

Overall Satisfaction with RM

- Ameris Bank
- Comerica Bank
- First Citizens Bank
- First Horizon
- FNB Corporation
- Frost Bank
- Hancock Whitney
- Huntington National Bank
- IBERIABANK
- KeyBank
- M&T Bank
- Pinnacle Financial
- Renasant Bank
- Synovus Financial
- United Community Bank
- Zions Bancorporation

Overall Digital Experience

- Chase

Digital Product Capabilities

- Chase

Digital Platform Design

- Chase

Product Capabilities

- First Horizon
- Frost Bank
- M&T Bank
- Synovus Financial

Note: ¹Comparisons are based on all banks covered across the United States. ²Promoters on the net promoter scale. Based on over 12,000 interviews with businesses with sales of $1-10 million across the country.

The findings reported in this document reflect solely the views reported to us by the research participants and do not represent opinions or endorsements by Greenwich Associates or its staff.

Inquiries can be directed to Kevin Seiler (kevin.seiler@greenwich.com) at Greenwich Associates — +1 203.625.5177
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for U.S. Small Business Banking

Among More Than 600 Banks Evaluated, 32 Have Distinctive Quality

Regional Winners

**Overall Satisfaction**
- **Northeast**
  - First Commonwealth Bank
  - FNB Corporation
  - M&T Bank
  - NBT Bank
- **Midwest**
  - Huntington National Bank
  - KeyBank
  - Nicolet National Bank
  - Wintrust Financial Corporation
- **South**
  - Atlantic Union Bank
  - First Citizens Bank
  - First Horizon
  - Hancock Whitney
  - Pinnacle Financial
  - Renasant Bank
  - ServisFirst Bank
  - South State Bank
  - Synovus Financial
  - TowneBank
  - United Bank (WV)
  - United Community Bank
- **West**
  - BBVA
  - Citizens Business Bank
  - City National Bank (CA)
  - Frost Bank
  - Zions Bancorporation

**Likelihood to Recommend**
- **Northeast**
  - FNB Corporation
  - KeyBank
  - M&T Bank
- **Midwest**
  - KeyBank
- **South**
  - CenterState Bank
  - First Citizens Bank
  - Hancock Whitney
  - IBERIABANK
  - Pinnacle Financial
  - ServisFirst Bank
  - South State Bank
  - Synovus Financial
  - TowneBank
  - United Bank (WV)
  - United Community Bank
- **West**
  - BBVA
  - Citizens Business Bank
  - City National Bank (CA)
  - Frost Bank
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**RM Proactively Provides Advice**
- **Northeast**
  - FNB Corporation
  - KeyBank
  - M&T Bank
- **Midwest**
  - KeyBank
- **South**
  - Hancock Whitney
  - Pinnacle Financial
  - South State Bank
  - Synovus Financial
- **West**
  - BBVA
  - Comerica Bank
  - Frost Bank

**CASH MANAGEMENT**
- **Northeast**
  - FNB Corporation
  - M&T Bank
- **Midwest**
  - KeyBank
- **South**
  - First Citizens Bank
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