



## **Market Pulse: Business Preferences With their Banks**

November 2016

# Executive Summary

Greenwich Associates gathered information from small and mid-sized businesses regarding their preferences in to working with the bank.

The Relationship Manager (RM) continues to be the single most important point of interaction for both small and mid-sized companies. For small businesses, the branch personnel is the second most cited point of contact and mid-sized companies cite their online banking platform. The RM is the most important point of contact across age ranges as well.

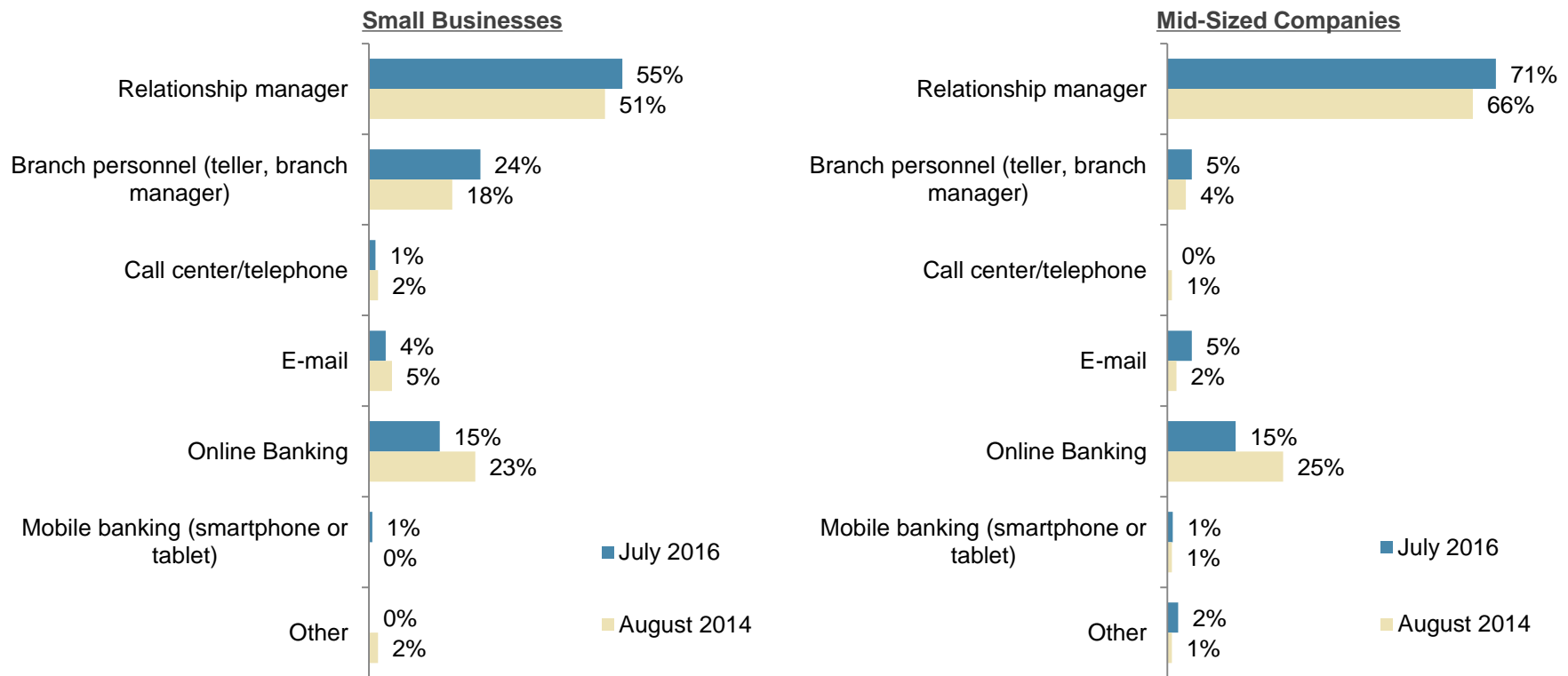
While the Relationship Manager is the most important point of contact for small businesses, the most frequently used channel is online banking (66% of small business say that they use online banking 'very frequently'). Mid-sized companies also use online banking most frequently with 75% of companies citing that they online banking 'very frequently'. Mobile banking is increasing in frequency of use with 22% of small businesses and 19% of mid-sized companies using mobile 'frequently' or 'very frequently'.

Small businesses prefer to go to branch personnel for setting up/creating new accounts and resolving errors. Both small and mid-sized businesses most often use the call center to resolve errors. Email is most often used for general information gathering and adding/deleting employees from payroll. Both small and mid-sized businesses go to Relationship Managers to initiate loans and set up/create new accounts. Mid-sized companies also prefer to go to their RMs for help with resolving errors.

56% of executives between 41 and 50 years old and 57% of executives between 31 and 40 years old cite that it is 'important' or 'very important' for banks to offer business account information via a mobile device. This is much higher than executives over 50 years old. The most often cited feature that executives would like to have available on their mobile device is the ability to check balances. Small businesses would also want to make deposits while mid-sized companies would like to do payment approvals. iPhones and android-based smart phones are the most commonly used mobile devices across age ranges. Blackberry is no longer used by business executives.

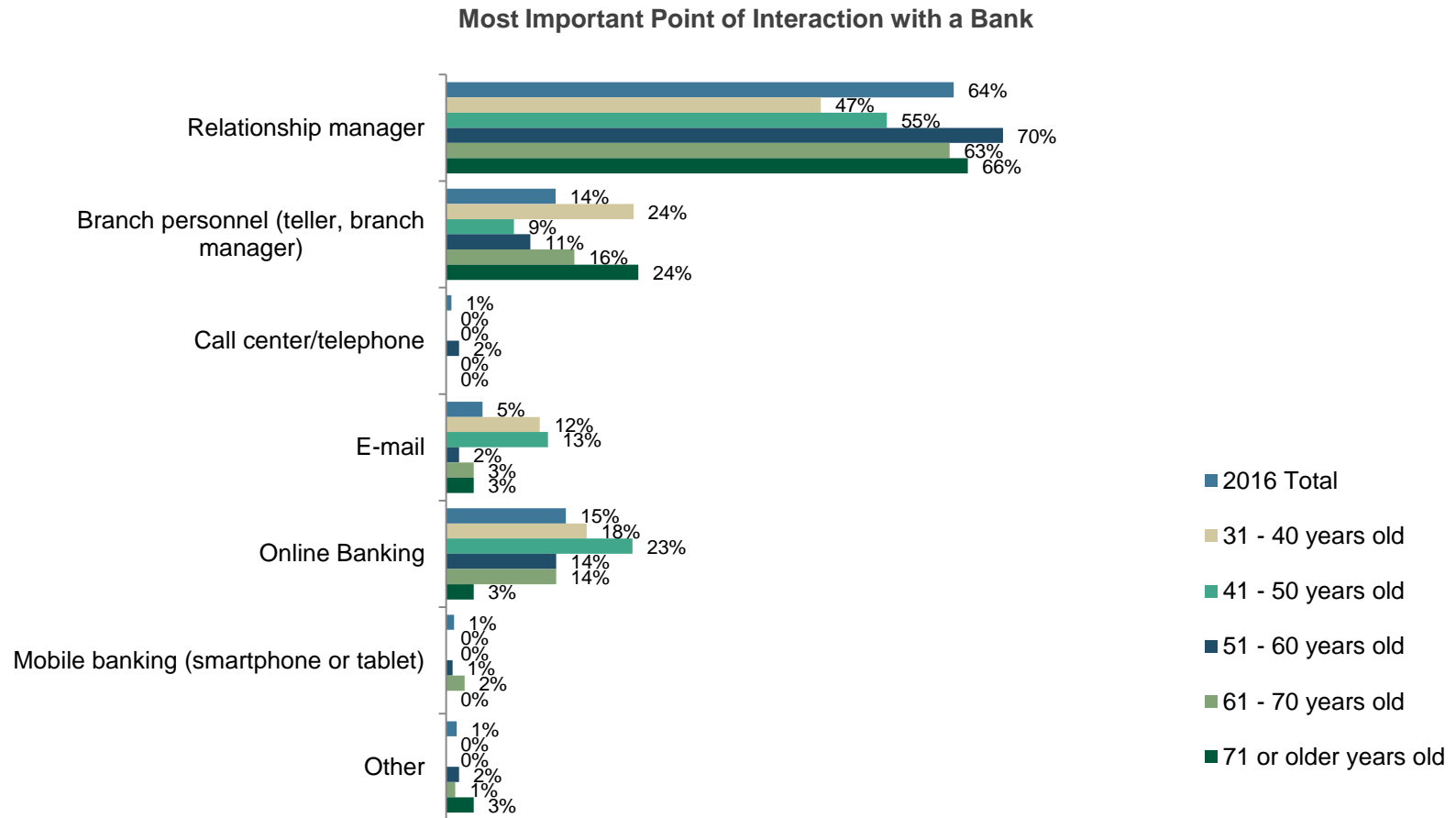
# The Relationship Manager continues to be the single most important point of contact for both small and mid-sized businesses.

Most Important Point of Interaction with a Bank



Question: Overall, what is the single most important channel or point of interaction with your bank for business/commercial banking needs?

# The Relationship Manager is the single most important point of interaction for all age groups.

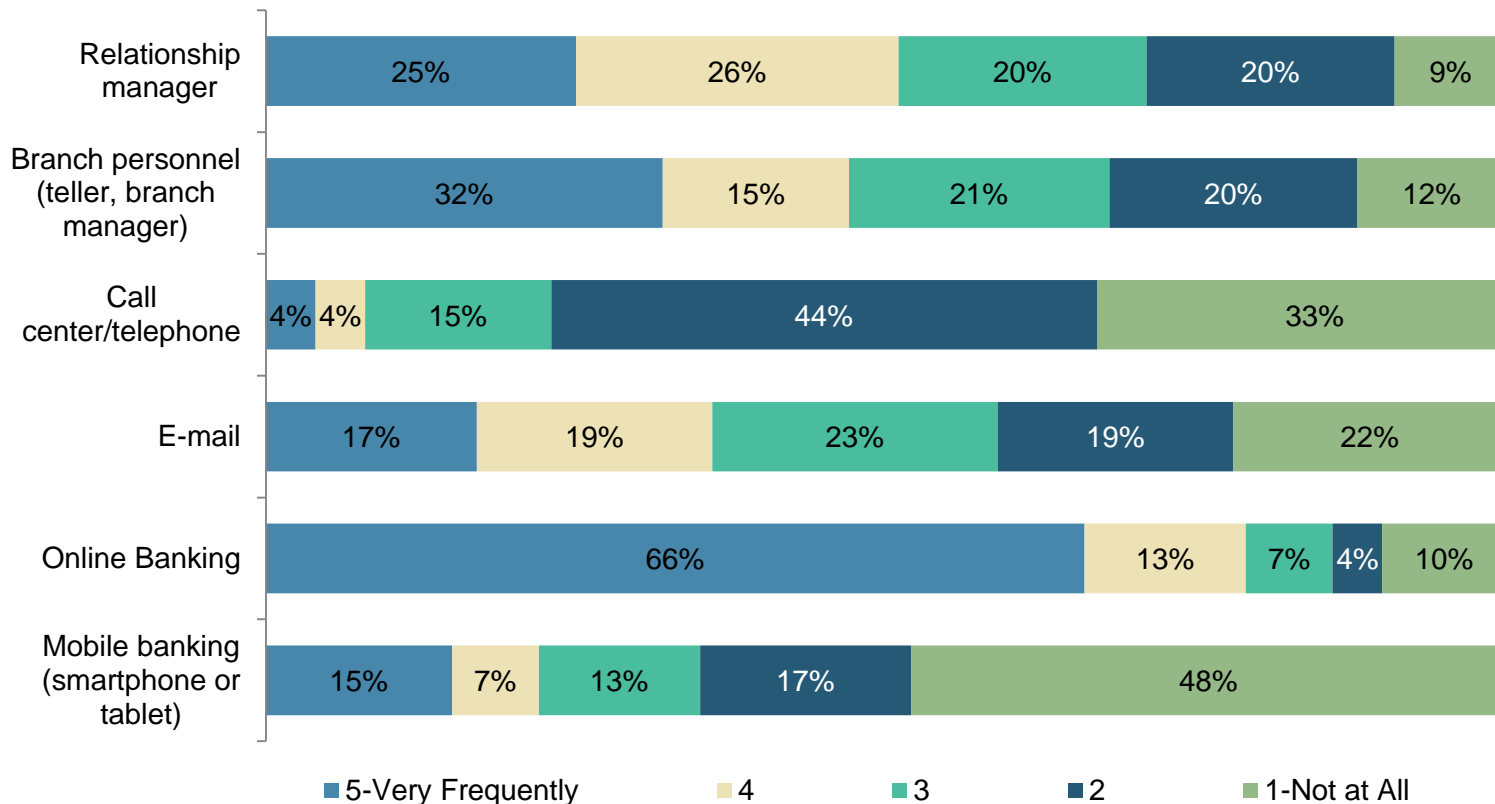


Question: Overall, what is the single most important channel or point of interaction with your bank for business/commercial banking needs?

Internet platform is the most used channel for small business banking needs followed by the branch personnel and branch manager.

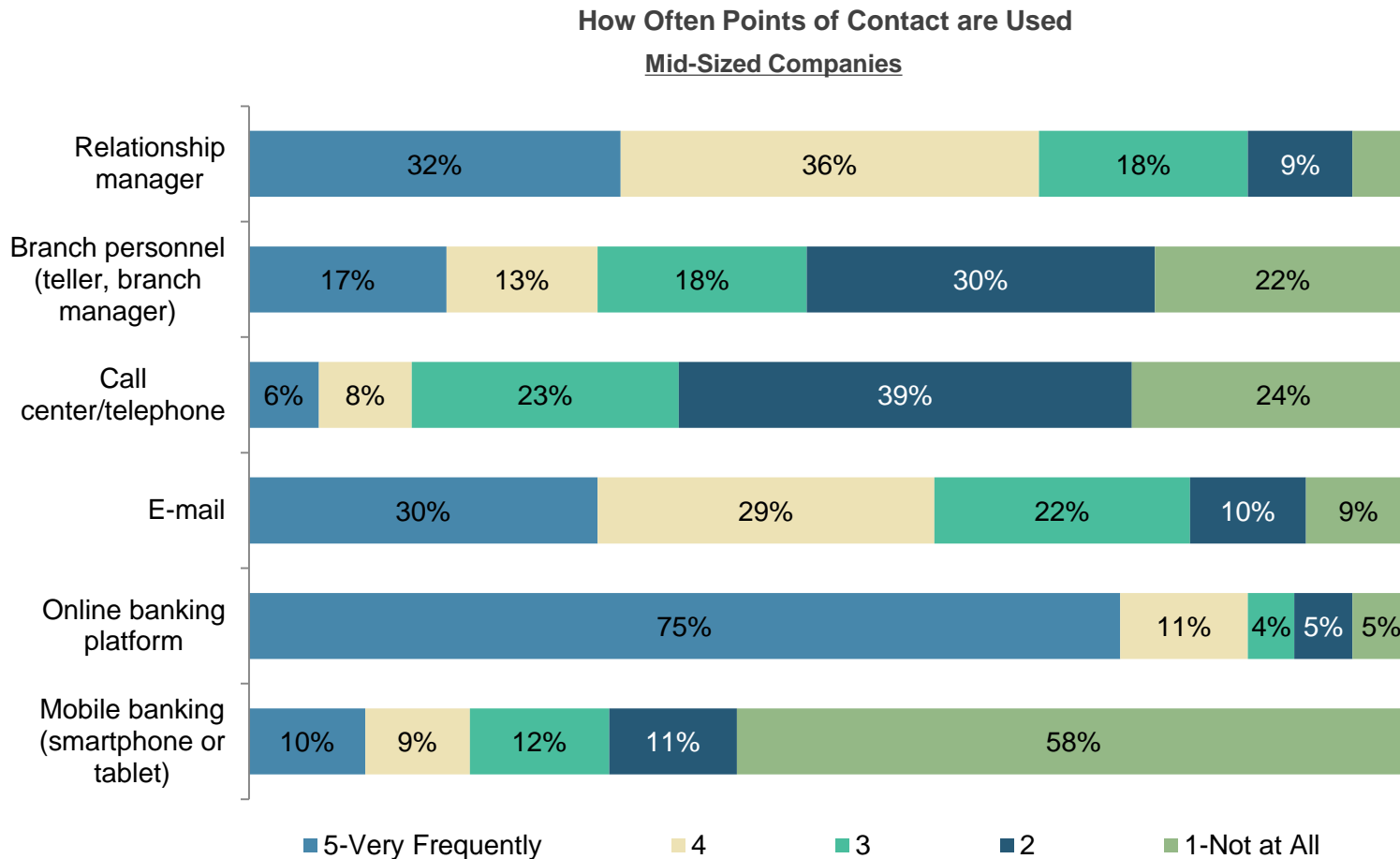
### How Often Points of Contact are Used

#### Small Businesses



Question: On a scale from 1 = Not at All to 5 = Very Frequently, how often do you use each of the following points of contact for your business/commercial banking needs?

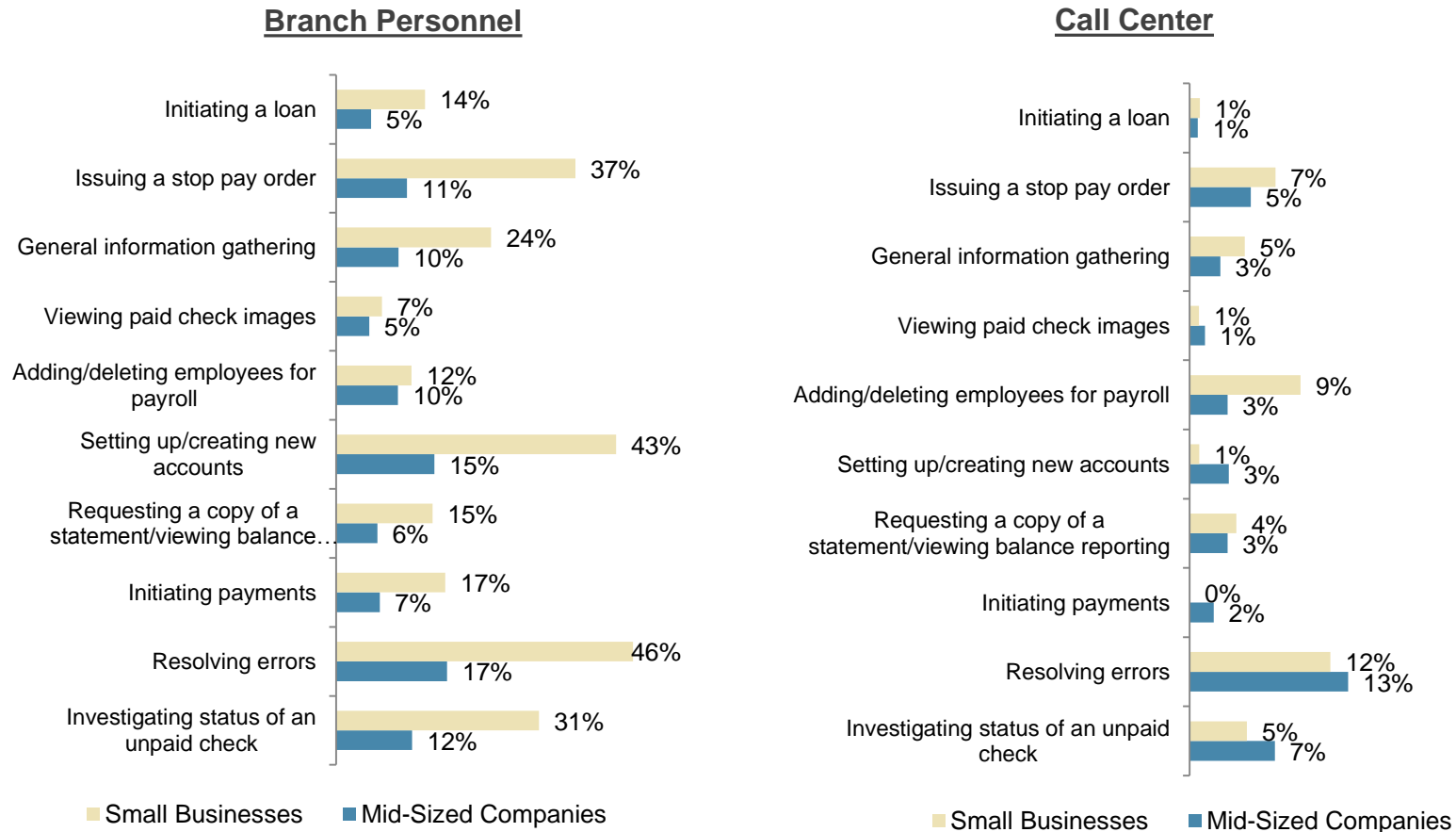
# Online Banking is the most used channel for mid-sized companies banking needs followed by the Relationship Manager and email.



Question: On a scale from 1 = Not at All to 5 = Very Frequently, how often do you use each of the following points of contact for your business/commercial banking needs?

# Branch interactions are still preferred to call center contact across most all banking activities

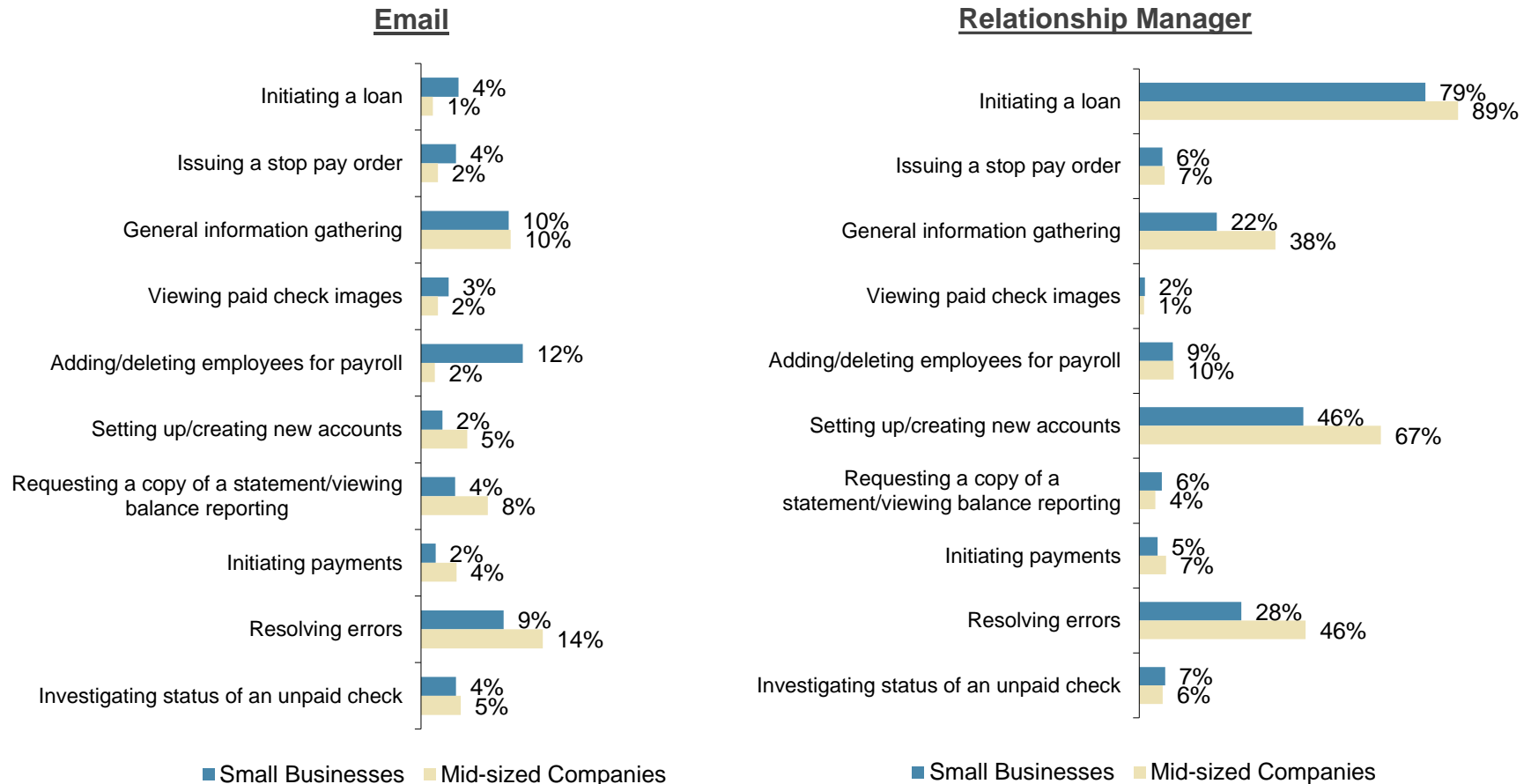
Preferred Channel for Select Banking Activities



Question: Please now think about your primary bank for business purposes. For each of the following support requests, how do you prefer to interact with your primary banking provider? Please select the channel you are likeliest to use first for each particular support request.

# The Relationship Manager is the preferred channel to initiate a new loan and set up/create new accounts.

Preferred Channel for Select Banking Activities

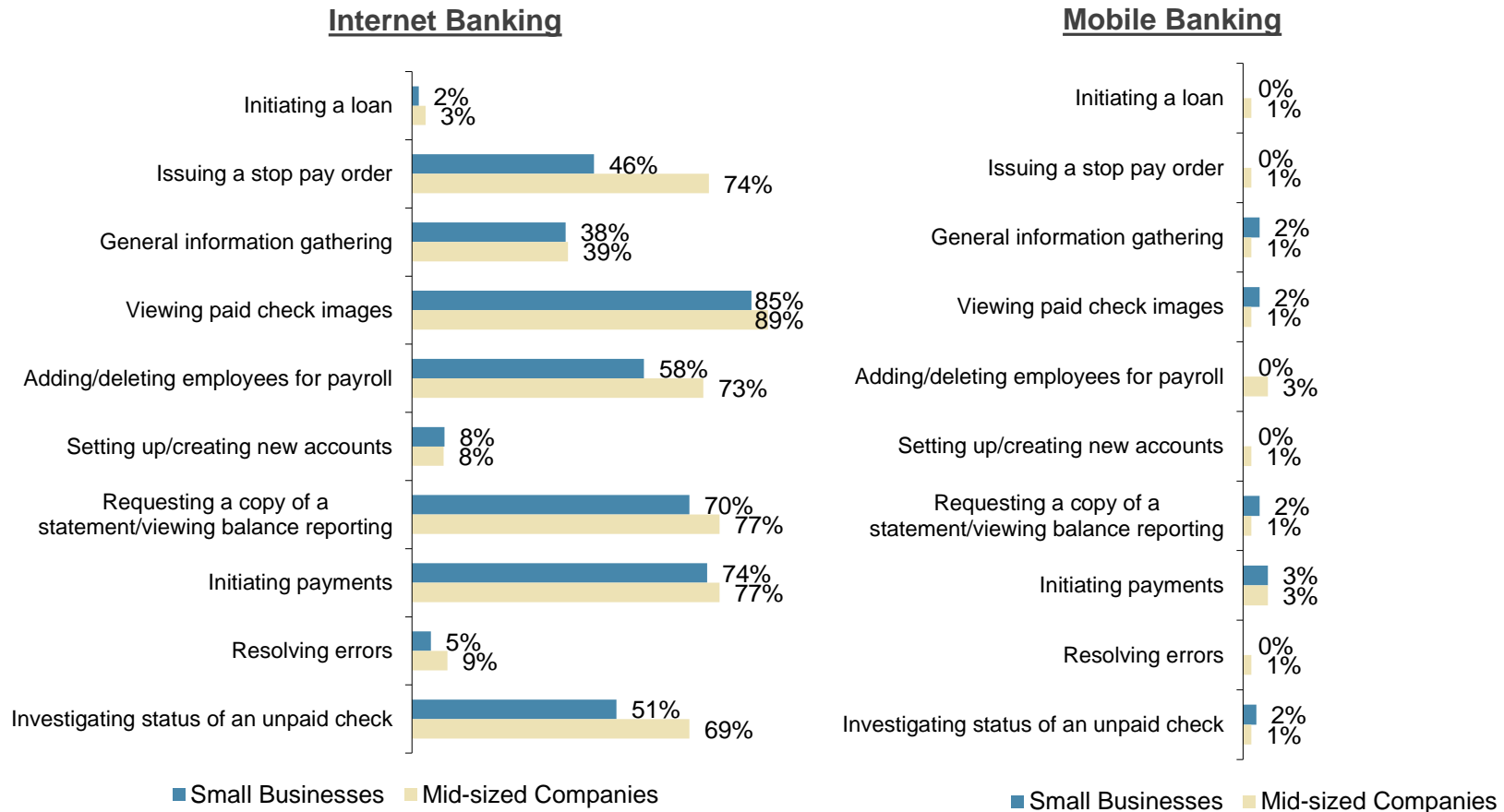


Question: Please now think about your primary bank for business purposes. For each of the following support requests, how do you prefer to interact with your primary banking provider? Please select the channel you are likeliest to use first for each particular support request.



Both small and mid-sized businesses use Online Banking to view paid check images. Mobile is not yet the preferred channel for key banking activities.

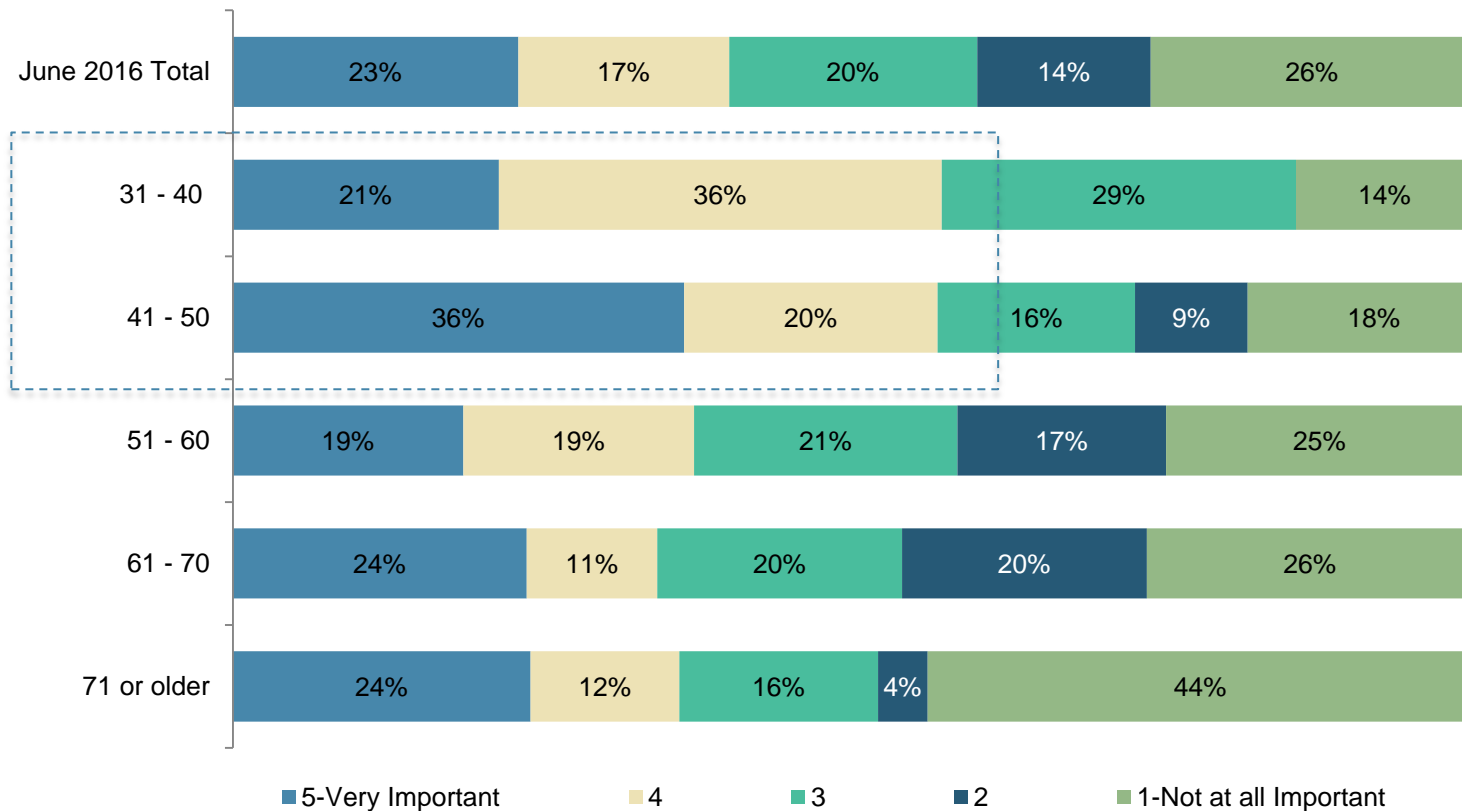
### Preferred Channel for Select Banking Activities



Question: Please now think about your primary bank for business purposes. For each of the following support requests, how do you prefer to interact with your primary banking provider? Please select the channel you are likeliest to use first for each particular support request.

# Banks offering access to business account information via mobile device is important to executives under 50 years old.

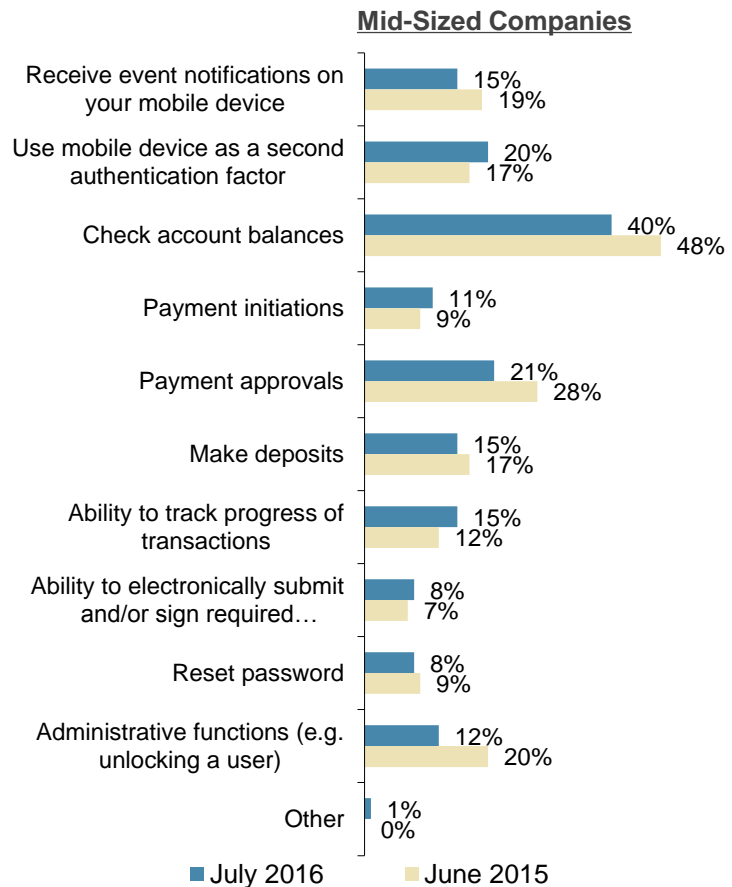
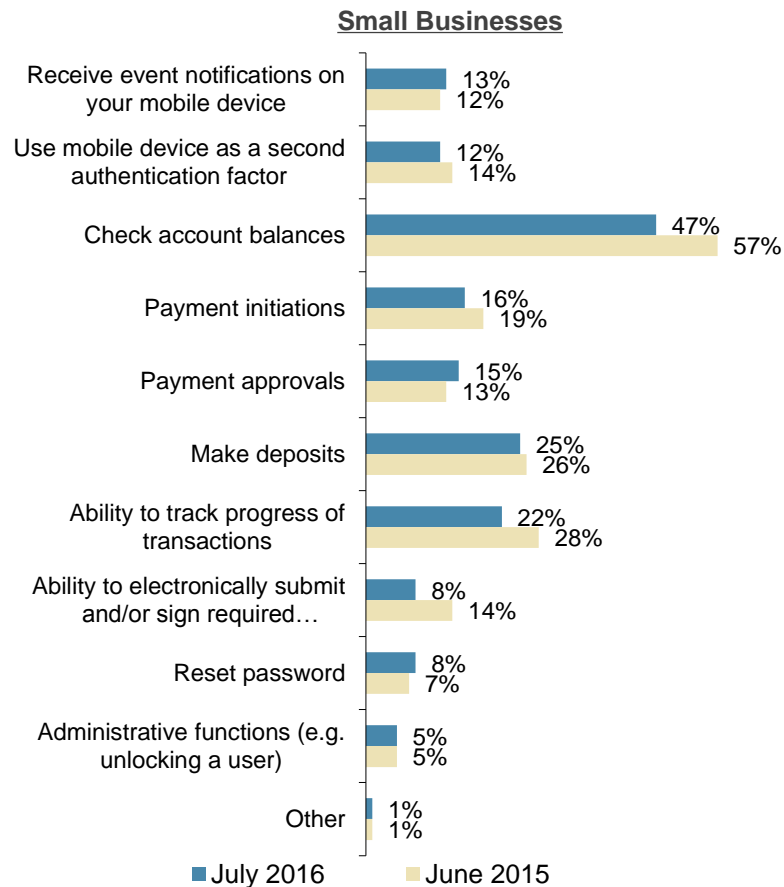
Importance of Banks Offering Access to Business Account Information Via a Mobile Device



Question: On a scale from 1 = Not at all Important to 5 = Very Important, how important is it for banks to offer access to business account information via a mobile device?

# The ability to check account balances and make deposits are the features small and mid-sized companies are looking to have available on their mobile devices.

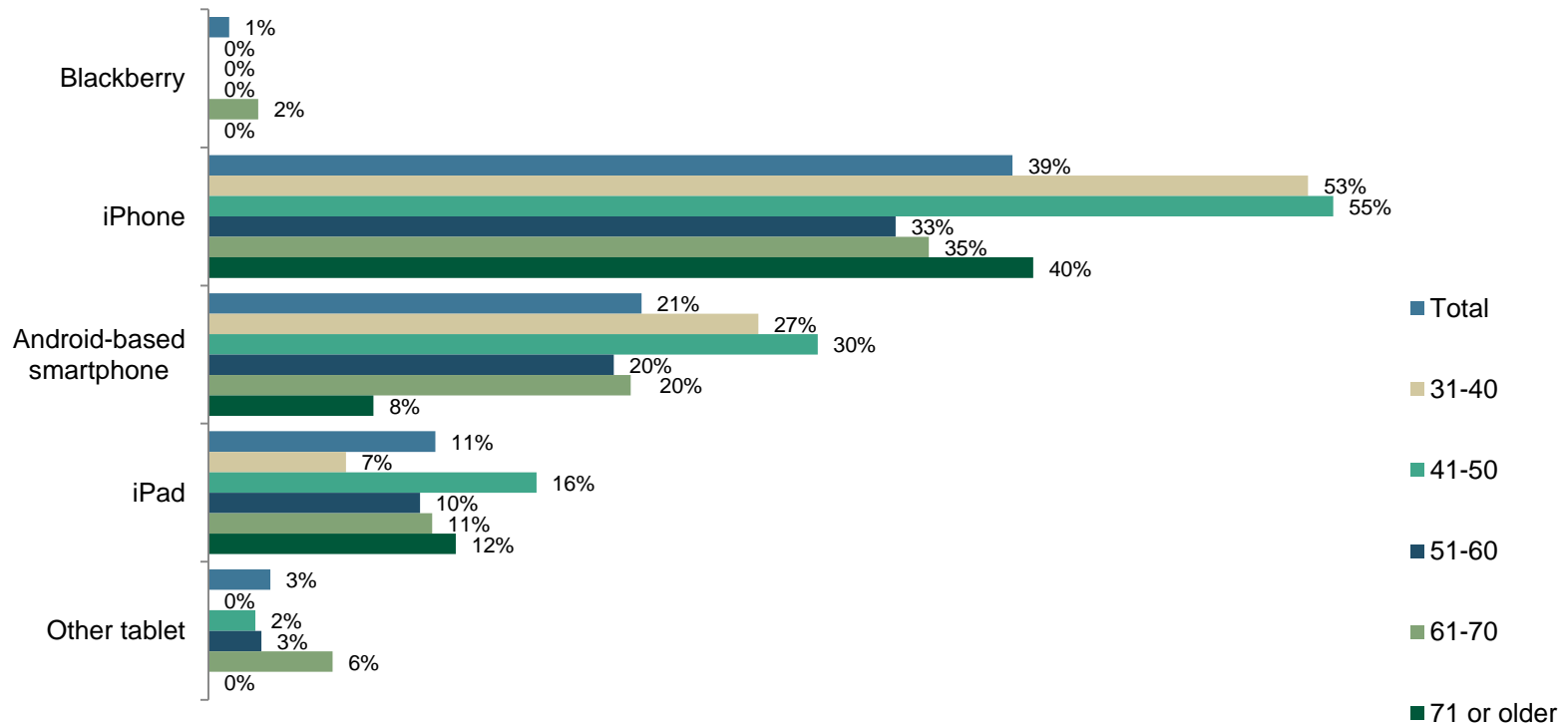
## Features that Should be Offered Via Mobile Device



Question: Which 2-3 of the following features would you like to have available via your mobile device?

iPhones are the most used device for banking needs with Android-based smartphones being the second most popular across all age ranges.

Mobile Devices Used for Banking Needs



Question: What type of mobile device(s) are you currently using for your business banking needs?

# Greenwich Market Pulse

**Greenwich Market Pulse** is an ongoing research series that addresses the most important and timely issues facing small (\$1mm-\$10mm) and mid-sized (\$10mm-\$500mm) company executives and their banking relationships. Greenwich Associates' access to thousands of financial decision-makers in the United States allows for constant contact with the market. Greenwich Market Pulse reports deliver the unbiased perspectives of these individuals in concise and actionable charts, complemented by insights and analysis from Greenwich Associates' industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual Greenwich Associates research.

Methodology: 495 companies interviewed in July 2016 representing 247 small businesses and 248 mid-sized companies.

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