

2019 Greenwich Excellence Awards for U.S. Small Business Banking

Among More Than 600 Banks Evaluated, 36 Have Distinctive Quality



National Winners¹

Overall Satisfaction

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
IBERIABANK
M&T Bank
NBT Bank
Pinnacle Financial
Regions Bank
ServisFirst Bank
Synovus Financial
TowneBank
United Community Bank

Branch Satisfaction

First Citizens Bank
Frost Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Regions Bank

Credit Process

BB&T now Truist

Likelihood to Recommend²

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
IBERIABANK
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial
TowneBank

Overall Satisfaction with RM

First Citizens Bank
FNB Corporation
Frost Bank
Hancock Whitney
IBERIABANK
M&T Bank
Pinnacle Financial
Regions Bank
Synovus Financial
Zions Bancorporation

RM Proactively Provides Advice

Fifth Third Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
M&T Bank
Pinnacle Financial
Regions Bank

RM Provides Data & Analytics Driven Advice

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CASH MANAGEMENT Overall Satisfaction

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
IBERIABANK
M&T Bank
Pinnacle Financial
Regions Bank
Synovus Financial
TowneBank
United Bank (WV)

Customer Service

First Citizens Bank
First Horizon
Frost Bank
Hancock Whitney
Pinnacle Financial
Regions Bank
Synovus Financial
U.S. Bank

Ease of Product Implementation

First Horizon
Frost Bank
Pinnacle Financial
Synovus Financial

Product Capabilities

Fifth Third Bank
First Citizens Bank
First Horizon
Frost Bank
Pinnacle Financial
Regions Bank
Zions Bancorporation

Digital Product Capabilities

Chase
Regions Bank

Overall Satisfaction with CM Specialist

*

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Note: *Performance evaluations did not yield statistically differentiated providers. ¹Comparisons are based on all banks covered across the United States. ²Promoters on the net promoter scale. Based on over 14,000 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.

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Among More Than 600 Banks Evaluated, 36 Have Distinctive Quality



Regional Winners³

Overall Satisfaction

Northeast

Community Bank (NY)
First Commonwealth Bank
FNB Corporation
M&T Bank
Mascoma Savings Bank
NBT Bank
PNC Bank
Valley National Bank

Midwest

Huntington National Bank
Wintrust Financial Corporation

South

BancorpSouth
Cadence Bank
First Citizens Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Renasant Bank
ServisFirst Bank
Synovus Financial
TowneBank
United Community Bank

West

Chase
Citizens Business Bank
Frost Bank
Zions Bancorporation

Likelihood to Recommend²

Northeast

Chase
M&T Bank
NBT Bank
PNC Bank
Signature Bank (NY)
Valley National Bank

Midwest

Huntington National Bank

South

First Citizens Bank
First Horizon
Hancock Whitney
IBERIABANK
Pinnacle Financial
Renasant Bank
ServisFirst Bank
South State Bank
TowneBank
United Community Bank

West

BBVA
Frost Bank
Zions Bancorporation

RM Proactively Provides Advice

Northeast

M&T Bank

Midwest

KeyBank

South

First Citizens Bank
First Horizon
IBERIABANK
Pinnacle Financial
Renasant Bank
TowneBank
United Bank (WV)

West

Frost Bank
U.S. Bank

CASH MANAGEMENT Overall Satisfaction

Northeast

FNB Corporation
M&T Bank
PNC Bank
Valley National Bank

Midwest

Huntington National Bank
Wintrust Financial Corporation

South

Ameris Bank
First Citizens Bank
First Horizon
IBERIABANK
Pinnacle Financial
Renasant Bank
ServisFirst Bank
TowneBank
United Community Bank

West

Frost Bank
Zions Bancorporation

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