

2019 Greenwich Excellence Awards for U.S. Middle Market Banking

Among More Than 600 Banks Evaluated, 33 Have Distinctive Quality



National Winners¹

Overall Satisfaction

Ally Bank
BB&T now Truist
City National Bank (CA)
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Fulton Bank
Hancock Whitney
IBERIABANK
M&T Bank
Pinnacle Financial
PNC Bank
Synovus Financial

Likelihood to Recommend²

BB&T now Truist
City National Bank (CA)
First Citizens Bank
First Horizon
Frost Bank
Fulton Bank
Hancock Whitney
IBERIABANK
M&T Bank
Pinnacle Financial

Credit Process

*

Overall Satisfaction with RM

BB&T now Truist
First Horizon
Frost Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Synovus Financial

RM Proactively Provides Advice

Hancock Whitney
Pinnacle Financial
Synovus Financial

RM Provides Data & Analytics Driven Advice

BB&T now Truist

CASH MANAGEMENT

Overall Satisfaction

BB&T now Truist
City National Bank (CA)
First Citizens Bank
First Horizon
Frost Bank
Fulton Bank
Hancock Whitney
IBERIABANK
M&T Bank
Pinnacle Financial
PNC Bank
UMB Bank
Zions Bancorporation

Customer Service

BB&T now Truist
City National Bank (CA)
Frost Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Regions Bank
Synovus Financial

Ease of Product Implementation

First Horizon
Frost Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Synovus Financial

Product Capabilities

Bank of America
First Horizon
Frost Bank
Hancock Whitney
Pinnacle Financial
Synovus Financial

Digital Product Capabilities

Bank of America

Overall Satisfaction with CM Specialist

Frost Bank

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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 13,000 interviews with businesses with sales of \$10-500 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, 33 Have Distinctive Quality



Regional Winners³

Overall Satisfaction

Northeast

Fulton Bank
NBT Bank
PNC Bank
Signature Bank (NY)

Midwest

Stock Yards Bank
& Trust Co.

South

First Citizens Bank
First Horizon
Hancock Whitney
Pinnacle Financial
Renasant Bank
ServisFirst Bank
United Community Bank

West

City National Bank (CA)
Columbia State Bank (WA)
First Republic Bank
Frost Bank
Pacific Premier Bank (CA)
Zions Bancorporation

Likelihood to Recommend²

Northeast

Fulton Bank
M&T Bank
NBT Bank
Signature Bank (NY)

Midwest

Commerce Bank (MO)
Enterprise Bank (MO)

South

First Citizens Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
ServisFirst Bank

West

City National Bank (CA)
Frost Bank
Umpqua Bank
Zions Bancorporation

RM Proactively Provides Advice

Northeast

*

Midwest

*

South

Hancock Whitney
Pinnacle Financial
ServisFirst Bank

West

Chase
Frost Bank

CASH MANAGEMENT Overall Satisfaction

Northeast

Fulton Bank
NBT Bank
PNC Bank
Signature Bank (NY)

Midwest

BB&T now Truist
Stock Yards Bank
& Trust Co.

South

First Citizens Bank
First Horizon
Hancock Whitney
IBERIABANK
Pinnacle Financial
ServisFirst Bank

West

BBVA
Citizens Business Bank
City National Bank (CA)
Frost Bank
Zions Bancorporation

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Note: *Performance evaluations did not yield statistically differentiated providers. ²Promoters on the net promoter scale. ³Comparisons are based on only those banks operating in each region. Based on over 13,000 interviews with businesses with sales of \$10–500 million across the country.

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