

U.S. Commercial Banking Priorities and Top Performing Banks

Performance Under Pressure: Top Banks Amid COVID-19 Crisis

June 4, 2020

The COVID-19 public health crisis has affected nearly all aspects of the economy, and banks have played an integral role in distributing emergency funding.

The spike in government-backed loan applications put incredible strain on the banking system. For many businesses, the Payment Protection Program (PPP) is reshaping perceptions of their commercial banks.

In this turbulent environment, client evaluations for a handful of commercial banks' performance stand apart.

Greenwich Associates has developed a Greenwich Crisis Response Index (CRI) to specifically reflect today's practical priorities. To this end, we are pleased to recognize several leaders, whose customers cite their providers for stepping up in these unprecedented times.

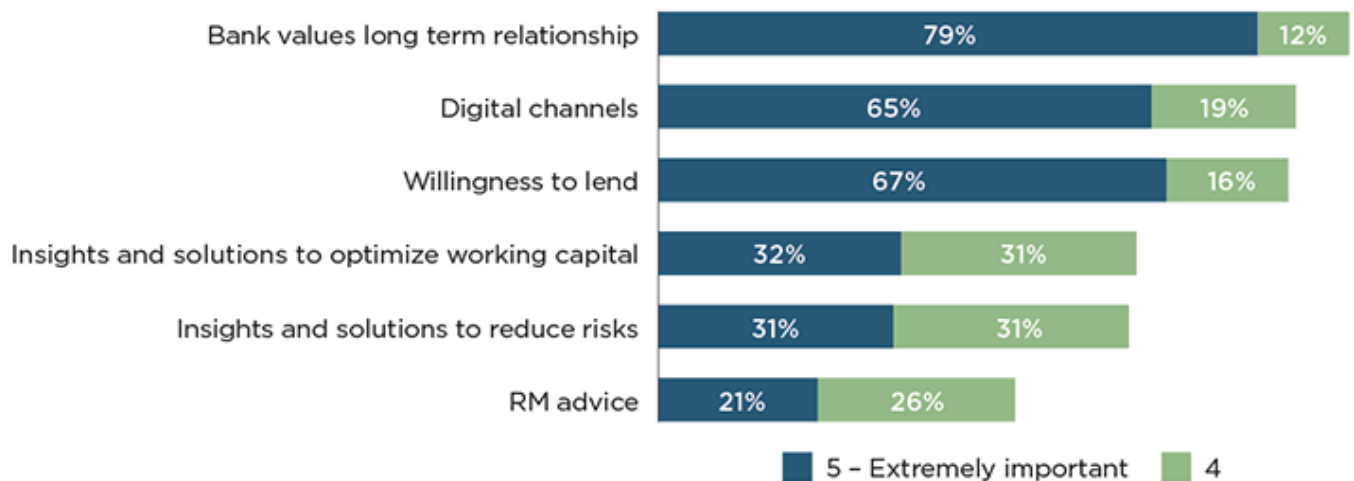
STANDOUT COMMERCIAL BANKS AMID CRISIS

TOP PERFORMING BANKS
Comerica Bank
Frost Bank
Huntington National Bank
KeyBank
M&T Bank
Pinnacle Financial
Regions Bank
Truist

Note: Commercial banking defined as U.S. companies with annual revenues of \$5-500 million. Based on 1,939 respondents.
Source: Greenwich Associates Commercial Banking Program, March/April 2020

[Executives have been rethinking what is important to them right now, and business owners are prioritizing long-term commitment, digital channels and willingness to lend.](#) Other important qualities include advising clients regarding working capital optimization and reducing risks.

MOST IMPORTANT QUALITIES DURING CRISIS



Note: Based on 148 respondents.
Source: Greenwich Associates Market Pulse 79

While relationships between business owners and banks have been tested by market turmoil before, the circumstances brought about by COVID-19 have been unique, especially with the immediate need for funding triggered at thousands of U.S. businesses simultaneously. The race for SBA/PPP loans kicked off a series of work streams that was likened to ‘funneling Niagara Falls through a straw,’ according to one senior bank executive.

We know all the banks have all been working hard to support their clients and will continue to do what is necessary to keep the economy moving forward. We expect the banks that stand tall for clients during these challenging times to reap the rewards of increased client activity in the coming months.

Greenwich Associates welcomes the opportunity to share additional information about how expectations and perceptions are changing in commercial banking during this crisis. [Connect with us to learn more.](#)

www.greenwich.com | ContactUs@greenwich.com

Coalition Greenwich, a division of CRISIL, an S&P Global Company, is a leading global provider of strategic benchmarking, analytics and insights to the financial services industry.

We specialize in providing unique, high-value and actionable information to help our clients improve their business performance.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

About CRISIL

CRISIL is a leading, agile and innovative global analytics company driven by its mission of making markets function better. It is majority owned by S&P Global Inc., a leading provider of transparent and independent ratings, benchmarks, analytics, and data to the capital and commodity markets worldwide.

CRISIL is India's foremost provider of ratings, data, research, analytics, and solutions with a strong record of growth, culture of innovation, and global footprint.

It has delivered independent opinions, actionable insights and efficient solutions to over 100,000 customers through businesses that operate from India, the U.S., the U.K., Argentina, Poland, China, Hong Kong, and Singapore.

For more information, visit www.crisil.com

Disclaimer and Copyright

This Document is prepared by Crisil Coalition Greenwich, which is a part of Crisil Ltd, a company of S&P Global. All rights reserved. This Document may contain analysis of commercial data relating to revenues, productivity and headcount of financial services organisations (together with any other commercial information set out in the Document). The Document may also include statements, estimates and projections with respect to the anticipated future performance of certain companies and as to the market for those companies' products and services.

The Document does not constitute (or purport to constitute) an accurate or complete representation of past or future activities of the businesses or companies considered in it but rather is designed to only highlight the trends. This Document is not (and does not purport to be) a comprehensive Document on the financial state of any business or company. The Document represents the views of Crisil Coalition Greenwich as on the date of the Document and Crisil Coalition Greenwich has no obligation to update or change it in the light of new or additional information or changed circumstances after submission of the Document.

This Document is not (and does not purport to be) a credit assessment or investment advice and should not form basis of any lending, investment or credit decision. This Document does not constitute nor form part of an offer or invitation to subscribe for, underwrite or purchase securities in any company. Nor should this Document, or any part of it, form the basis to be relied upon in any way in connection with any contract relating to any securities. The Document is not an investment analysis or research and is not subject to regulatory or legal obligations on the production of, or content of, investment analysis or research.

The data contained in the Document is based upon a particular bank's scope, which reflects a bank's data submission, business structure, and sales revenue Reporting methodology. As a result, any data contained in the Document may not be directly comparable to data presented to another bank. For franchise benchmarking, Crisil Coalition Greenwich has implemented equal ranking logic on aggregate results i.e., when sales revenues are within 5% of at least one competitor ahead, a tie is shown and designated by = (where actual ranks are shown). Entity level data has no equal ranking logic implemented and therefore, on occasion, the differences between rank bands can be very close mathematically.

The data in this Document may reflect the views reported to Crisil Coalition Greenwich by the research

participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Crisil Coalition Greenwich compiles the data received, conducts statistical analysis and reviews for presentation purposes to produce the final results.

THE DOCUMENT IS COMPILED FROM SOURCES CRISIL COALITION GREENWICH BELIEVES TO BE RELIABLE. CRISIL COALITION GREENWICH DISCLAIMS ALL REPRESENTATIONS OR WARRANTIES, EXPRESSED OR IMPLIED, WITH RESPECT TO THIS DOCUMENT, INCLUDING AS TO THE VALIDITY, ACCURACY, REASONABLENESS OR COMPLETENESS OF THE INFORMATION, STATEMENTS, ASSESSMENTS, ESTIMATES AND PROJECTIONS, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARISING OUT OF THE USE OF ALL OR ANY OF THIS DOCUMENT. CRISIL COALITION GREENWICH ACCEPTS NO LIABILITY WHATSOEVER FOR ANY DIRECT, INDIRECT OR CONSEQUENTIAL LOSS OR DAMAGE OF ANY KIND ARISING OUT OF THE USE OF ALL OR ANY OF THIS DOCUMENT.

Crisil Coalition Greenwich is a part of Crisil Ltd., an S&P Global company. ©2025 Crisil Ltd. All rights reserved.