Greenwich Market Pulse: Understanding Client Preferences in the COVID Era

2020 Market Pulse

July 2, 2020

Executive Summary:

Strategic issues such as capital for survival of a company require human touch, especially in times of crisis.

Learn more about preferred channels for banking activities, branch utilization, and other topics based on feedback with small and mid-sized ($1- 500MM) company executives.

Methodology:

Greenwich Market Pulse: An ongoing research series that addresses the most important and timely issues facing small and mid-sized ($1- 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 and are conducted four times per year and are often used in tandem with other annual Greenwich Associates research.

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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.

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