Crisil
Coalition
Greenwich

Money in Motion for Commercial Banking

Recognizing Leading Bank Responses During the COVID-19 Crisis

November 5, 2020

With only 29% of all small business and middle market customers having a more positive opinion of their bank during COVID-19, company owners and executives are projected to switch banks at 2 to 3 times the normal rate. Frustrations as a result of the pandemic are reducing barriers to switching bank relationships for commercial banking clients, ultimately leading to significant opportunities for aggressive competitors.

Those banks committed to customer experience prior to the onset of COVID-19 will thrive during this unprecedented crisis and are now positioned to gain market share.

Commercial Banking Standouts in COVID-19 Crisis

Greenwich Associates is pleased to identify those banks viewed by their commercial banking clients as "Standouts" in their response to COVID-19 during Q3 2020. Notably, those banks that outperformed on the Crisis Response Index experienced 40% less share at risk than those institutions that did not.

GREENWICH CRISIS RESPONSE INDEX—Q3 2020 UPDATE
Standout Commercial Banks Amid Crisis

SMALL BUSINESS BANKING[1]	MIDDLE MARKET BANKING[2]
Comerica	BBVA
First Citizens Bank	First Horizon
First Horizon	FNB Corporation
Frost Bank	Frost Bank
M&T Bank	Pinnacle Financial
Pinnacle Financial	Synovus
Synovus	Zions Bancorporation

Note: [1]Small Business Banking defined as U.S. companies with annual revenues of $1-10 million. Based on 3,185 respondents. [2]Middle Market Banking defined as U.S. companies with annual revenues of $10-500 million. Based on 3,268 respondents. Greenwich Associates requires a minimum threshold of lead relationship citations for eligibility.
Source: Greenwich Associates Commercial Banking Program, Q3 2020

In order to capitalize on this unparalleled money in motion, leading banks need to continue to leverage data-driven insights derived from sales enablement and productivity tools to identify those dissatisfied commercial clients most likely to switch banks.

Sales, marketing and sales enablement executives at banks value prospective client profiles from small and midsize companies that incorporate detailed satisfaction levels on their current banking provider, including share of wallet, specific product recommendations and “next best actions.”

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 how to access unique, high-value data and detailed company-level information to drive revenue for your organization.

---

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., a company of S&P Global. ©2026 Crisil Ltd. All rights reserved.