



# Greenwich Market Pulse: Social Media & Communication Channels, Business/Global Uncertainties, Ease of Doing Business, & More

## 2023 Greenwich Market Pulse

January 31, 2023

### Executive Summary:

Overall client satisfaction scores remain low in U.S. commercial banking relative to other banking segments and other industries. These more modest ratings are driven by a range of factors, including burdensome KYC requirements, high RM turnover, and inconsistent levels of support following the COVID-19 crisis and PPP process.

### 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. Our 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 our industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual research.

471 companies were interviewed online in December 2022, representing 200 small businesses (\$1-10 million) and 271 mid-sized companies (\$10-\$500 million).



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[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

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[greenwich.com](https://www.greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038