Greenwich Market Pulse: Digital Channels, Digital Treasury Management & Payments, Digital Onboarding & Account Management, Digital Credit Processes, Digital Trade Services & Economic Outlook

2023 Greenwich Market Pulse

July 18, 2023

Executive Summary:

Easy to use digital interface and self-service capabilities are top factors for bank's digital onboarding platform. More than 2/3rd of businesses value speed of response to a loan request and transparency for bank's digital lending/credit platform.

Methodology:

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.

515 companies were interviewed online in June 2023, representing 204 small businesses ($1-10 million) and 311 mid-sized companies ($10-$500 million).

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