Greenwich Market Pulse: Deposits, Switching Providers, Credits, Artificial Intelligence – AI, Data & Analytics, Bank Channels & Economic Outlook

2023 Greenwich Market Pulse

November 7, 2023

Executive Summary:

Despite recent turmoil among regional banks, companies planning deposit moves are not necessarily fleeing regional providers. About 30% of companies planning to move balances expect to place them at a national bank. Of the U.S. small businesses and midsize companies that switched bank providers, 70% made the change due to dissatisfaction with their bank representative and loan pricing.

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.

842 companies were interviewed online in March 2023, representing 356 small businesses ($1-10 million) and 486 mid-sized companies ($10-$500 million).

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