

# Prospect Match: Turning Information Overload into Insight

January 17, 2024

Information is constantly competing for attention, and attention is a scarce commodity. As we receive an increasing amount of information, our available attention to consume that information decreases. The email alerting you about this blog post is one of hundreds you may have received in only the last few hours. As you're reading this, you're also getting "pinged" on Teams, getting phone calls from clients and requests to please, if you would, turn now to an urgent matter of the highest importance.

If you're lucky enough to get five minutes back when a meeting ends early, you *might* have time to attend to all the work you still need to do. To select, filter and focus your attention on the key information that is most impactful to your job and attempt to ignore what isn't.

It's no different for our clients: relationship managers (RMs) at commercial banks. And certainly, no different for our clients' clients: business owners or CFOs who are just as inundated with information as they try to navigate high inflation, high interest rates and regulatory burdens.

“If you want my attention, connect the dots for me. Just tell me what I need to know.”

Our [Prospect Match](#) clients are covering small to medium-sized businesses in the U.S. They're trying to keep their heads above water, servicing the banking needs of their existing clients and—with the limited additional bandwidth they have—finding new companies to work with. Given the excess of often irrelevant information about the companies whose business they're trying to win, our clients' mandate to us is clear: “If you want my attention, connect the dots for me. Just tell me what I need to know.”

## A Better Way for Commercial Banks

We developed [Prospect Match](#) with that mandate in mind. Our clients have limited bandwidth to spare. When prospecting for new companies, they want us to focus on what is impactful about each company:

- Which banks are already being used by this company?
- Are those banks weak or strong?
- Will this company help my bank to grow revenue or deposits?
- Is this a company that is ready to make a change in banks?
- If they are ready to make a change, what do I talk to them about so I can capture *their* attention?

In the past, RMs have struggled to find these key points. They had multiple Excel spreadsheets open. Visited countless websites. Tried to get value from publicly available data that was unstructured and opaque. Stared at a screen for hours trying to understand what, if anything, the underlying 1s and 0s were trying to tell them. There was too much information and not enough of it was meaningful. “Can no one come up with a better way?” they asked.

Our answer is to provide our clients with difference-making information and to show that information on screen in a way that makes sense. To sift through thousands of data points and highlight what matters so that our clients don’t need to moonlight as data analysts to understand it. We identify and aggregate the best data sources. We’re building and deploying the models and analytics to analyze and enhance that data. We’ll separate the signal from the noise. And we’ll serve up actionable information so that our clients can do their jobs better.

When we get right to the point, we can win their attention against the barrage of information they receive each day, and we don’t need to hold their attention for long to make an impact. If we can also give them five minutes of their time back—all the better.

*Coalition Greenwich SME Analytics Director Brad Anderson is the author of this publication.*

[Click here for more information on Prospect Match.](#)

---

[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto: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](http://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., an S&P Global company. ©2025 Crisil Ltd. All rights reserved.