Greenwich Market Pulse: Data & Analytics, New Business Development, Bank Trust Index, Real Time Payments, Digital & Economic Outlook

2024 Greenwich Market Pulse

February 6, 2024
Executive Summary:

Economic outlook remains negative, but shows moderate signs of improving in 2024. Less than half of commercial executives are confident in their banks' ability to protect their businesses in times of economic uncertainty. Two-third of business owners state that real-time fraud alerts would help to improve their digital banking experience, followed by market insights and personalized dashboards.

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.

750 companies were interviewed online in December 2023, representing 307 small businesses ($1-10 million) and 443 mid-sized companies ($10-$500 million).

www.greenwich.com | ContactUs@greenwich.com

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038