



# Greenwich Market Pulse: Credit, Digital Banking, RMs, Cash Management, Prospects, & Economic Outlook

## 2024 Greenwich Market Pulse

April 23, 2024

### Executive Summary:

Roughly half of U.S. small businesses and midsize companies say their banks' support at a time of elevated interest-rates and borrowing costs has improved their satisfaction and deepened their loyalty to their current providers.

### Methodology:

640 companies were interviewed online in March 2024, representing 279 small businesses (\$1-10 million) and 361 mid-sized companies (\$10-\$500 million).



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