Greenwich Market Pulse: Digital Banking, Credit, Relationship Manager, Sales Effectiveness, Money in Motion & Economic Outlook

2024 Greenwich Market Pulse

August 6, 2024

Executive Summary:

More than one-third of small businesses and mid-size companies in the United States are open to switching banks for a better provider.

Methodology:

721 companies were interviewed online in June 2024, representing 295 small businesses ($1-10 million) and 426 mid-sized companies ($10-$500 million).

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