Small and Mid-Sized Companies in the U.S. Carry Digital Banking Preferences from Retail to Commercial Banking

November 30, 2015

Executive Summary:

Digital capabilities are becoming a bigger driver of bank selection among smaller companies than among large corporates. Greenwich Associates. In conjunction with McKinsey, surveyed 300 companies with annual sales between $5 million and $500 million.

Methodology:

Every year, Greenwich Associates conducts extensive research with corporate executives around the world about the banks they use for general corporate banking, treasury and cash management, and a range of other banking services. As part of that research, we ask executives about the electronic banking platforms (Internet- and file-based) that they use and have them rate the platforms in terms of overall quality.

We also “road-test” the Internet platforms of major global and regional banks and non-banks to document the strengths and opportunities for development. The data reported in this document reflect solely the views reported to Greenwich Associates 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.

Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

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