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2015 Greenwich Excellence Awards in U.S. Middle Market Banking

February 18, 2016



Greenwich Associates
Recognizes
Excellence in Middle Market Banking

GREENWICH ASSOCIATES
Greenwich Excellence 2015

2015 Greenwich Excellence Awards for Middle Market Banking
Among More Than 600 Banks Evaluated, 31 Had Distinctive Quality

National Winners[1]

Overall Satisfaction
Ally Bank
BB&T
City National Bank (CA)
CoBiz Bank NA
Comerica
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
FNB Corporation
Frost Bank
Fulton Bank
Signature Bank (NY)
Synovus Financial
United Bank
Whitney-Hancock Bank
Zions Bancorp

Advice to Help My Business Grow
BB&T
Comerica
First Tennessee
Frost Bank
SunTrust
Credit Policy
PNC Bank
Likelihood to Recommend
Comerica
First Tennessee
Frost Bank
Fulton Bank
SunTrust
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp

Investment Banking
Bank of America Merrill Lynch
J.P. Morgan
Wells Fargo
Industry Expertise
PNC Bank
SunTrust
Zions Bancorp
Relationship Manager Performance
Comerica Bank
First Tennessee
Frost Bank
SunTrust
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp

CASH MANAGEMENT
Overall Satisfaction
BB&T
City National Bank (CA)
Comerica Bank
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Frost Bank
Fulton Bank
PNC Bank
Regions Bank
SunTrust
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp
Accuracy of Operations
BB&T
Regions Bank
Synovus Financial
Zions Bancorp

Customer Service
SunTrust
Zions Bancorp
Product Capabilities
Zions Bancorp
Sales Specialist Performance
BB&T
Comerica
Frost Bank
Digital Functionality
Synovus Financial
Wells Fargo
Zions Bancorp
Ease of Product Implementation
SunTrust
Synovus Financial
Zions Bancorp

Regional Winners[2]

Overall Satisfaction
Northeast
Eastern Bank
FNB Corporation
Fulton Bank
Signature Bank (NY)
Webster Bank
Midwest
Ally Bank
Bremer Bank
South
Fidelity & Trust Bank
Iberiabank
Pinnacle Financial
ServisFirst Bank
Synovus Financial
United Bank
Whitney-Hancock Bank
West
City National Bank (CA)
CoBiz Bank NA
Frost Bank
Zions Bancorp
Advice to Help My Business Grow
Northeast
First Niagara
PNC Bank
South
First Tennessee
West
Frost Bank

Likelihood to Recommend
Northeast
Fulton Bank
M&T Bank
Midwest
Comerica
PNC Bank
South
First Tennessee
Pinnacle Financial
SunTrust
Synovus Financial
United Bank
Whitney-Hancock Bank
West
CoBiz Bank NA
Frost Bank
Zions Bancorp

Relationship Manager Performance
Northeast
PNC Bank
Midwest
Comerica
South
First Tennessee
United Bank
Whitney-Hancock Bank
West
CoBiz Bank NA
Frost Bank
Zions Bancorp

CASH MANAGEMENT
Overall Satisfaction
Northeast
FNB Corporation
Fulton Bank
People's United Bank (CT)
Webster Bank
South
Pinnacle Financial
Synovus Financial
United Bank
Whitney-Hancock Bank
West
City National Bank (CA)
CoBiz NA
Frost Bank
Zions Bancorp

Based on almost 13,000 interviews with businesses with sales of $10–500 million across the country.
[1]Comparisons are based on all banks covered across the United States. [2]Comparisons are based on only those banks operating in each region.
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Methodology:

Greenwich Excellence Awards recognize banks that deliver exceptional service quality to middle market companies.

Awards are given in 14 national banking and cash management categories, and in 18 regional categories.

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