

Greenwich Market Pulse: Prospecting Effectiveness Robo Advising Video Conferencing

January 5, 2018

Executive Summary:

Greenwich Associates interviewed 293 companies, 126 small businesses and 167 mid-sized companies about their willingness to consider robo-advising and video conferencing from their banks and their bank relationship managers.

Methodology:

293 companies were interviewed online in November 2017, representing 126 small businesses and 167 mid-sized companies.



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