

Improve business performance and drive change

Leading corporate, commercial and retail banks around the world rely on us to benchmark their performance, assess relationship strength, improve account coverage, and respond to specific customer feedback.



Improve business performance



Drive product strategy & development



Increase sales effectiveness



Gain sales intelligence



Enhance operational performance



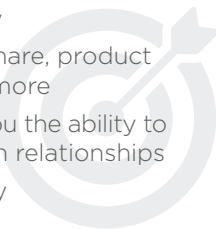
Optimize development initiatives

What we deliver

DATA AND INSIGHTS

Comprehensive tables, graphs and actionable data:

- Market trends regionally or globally
- Competitive reporting on market share, product and service quality, cross sell, and more
- Individual Account Profiles, giving you the ability to take tactical actions and strengthen relationships
- Sales effectiveness and opportunity prospecting



EXPLORER

Our web-based business intelligence tool that aligns sales and strategy professionals in commercial banking to develop business strategies for optimal growth:

- Identifying revenue opportunities
- Prioritizing growth strategies
- Optimizing resource allocation



CUSTOM RESEARCH & ANALYTICS

Deep insights into your business's strategic issues including:

- Strategy formulation & measurement
- Market trends & customer behavior
- Competitive position
- Performance
- Brand positioning
- Share of wallet



CUSTOMER EXPERIENCE MANAGEMENT

Our CEM offering goes beyond pure measurement oriented approaches to focus on behavior and culture change so you can:

- Drive better decision making at all levels of an organization
- Resolve performance issues
- Capitalize on sales opportunities
- Enhance operating performance



FOCUS

Our web-based business intelligence tool that aligns with a commercial banking relationship manager's workflow, enabling both territory and account- specific analytics:

- Pre-call planning
- Territory management
- Competitor analysis



DIGITAL BANKING

This program combines benchmarking, advisory services and thought leadership research to help you:

- Improve decision making around digital program features and functionality
- Assess your platform, your competitors and your specific needs
- Stay abreast of the evolving best-of-breed platform features
- Get the guidance you need to ensure investment is aligned with need and market demand



What makes us different

Access to the right people - We conduct thousands of interviews with senior business executives and key business decision makers providing us with unique access to insight

A customized approach to meet your needs - We will assess your information needs and develop a customized approach to provide solutions

Competitive benchmarking - The changing nature of global financial markets heightens the need for content/information on competitive positioning and market trends

Actionable competitive feedback - The breadth of our research enables us to compare your results to those of your top competitors

Unique content and thought leadership - Our vast content 'engine' is an important part of the institutional financial markets

Advisory Services - Our consultants and analysts give you the knowledge and guidance to enhance your analysis and strategy

“Greenwich Associates helped us deepen our client relationships and maximize ROI.”

-Major Global Bank

“Greenwich Associates benchmarking data was used to validate our internal assumptions. By reinforcing the pillars of our digital program we secured the resources we needed to retain our leadership standing.”

-Large U.S. Regional Bank

Learn more

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