2018 Greenwich Excellence Awards for Small Business Banking
Among More Than 600 Banks Evaluated, 34 Have Distinctive Quality

National Winners¹

**Overall Satisfaction**
- BB&T
- Capital One
- City National Bank (CA)
- First Citizens Bank
- First Tennessee
- Frost Bank
- IBERIABANK
- M&T Bank
- People’s United Bank (CT)
- Pinnacle Financial
- Regions Bank
- ServisFirst Bank
- South State Bank
- Synovus Financial
- TowneBank
- United Bank
- United Community Bank

**Branch Satisfaction**
- BB&T
- First Citizens Bank
- First Tennessee
- Frost Bank
- Hancock Whitney
- IBERIABANK
- Pinnacle Financial
- South State Bank
- Synovus Financial
- TD Bank
- TowneBank
- United Bank
- United Community Bank

**Credit Process**
- PNC Bank
- Regions Bank

**Likelihood to Recommend²**
- BB&T
- First Citizens Bank
- First Tennessee
- Frost Bank
- Hancock Whitney
- IBERIABANK
- Pinnacle Financial
- Regions Bank
- South State Bank
- Synovus Financial
- TD Bank
- TowneBank
- United Community Bank

**Overall Satisfaction with Relationship Manager**
- BB&T
- First Citizens Bank
- First Tennessee
- Frost Bank
- Hancock Whitney
- IBERIABANK
- Pinnacle Financial
- Regions Bank
- Synovus Financial
- TD Bank

**CASH MANAGEMENT**

**Overall Satisfaction**
- BB&T
- Capital One
- First Citizens Bank
- First Tennessee
- Frost Bank
- Huntington National Bank
- IBERIABANK
- People’s United Bank (CT)
- Pinnacle Financial
- Regions Bank
- South State Bank
- Synovus Financial
- United Community Bank

**Ease of Product Implementation**
- BB&T
- Chase
- First Citizens Bank
- Frost Bank
- Huntington National Bank
- IBERIABANK
- People’s United Bank (CT)
- Pinnacle Financial
- Regions Bank
- South State Bank
- Synovus Financial
- U.S. Bank
- TD Bank

**Product Capabilities**
- BB&T
- First Citizens Bank
- First Tennessee
- Frost Bank
- Huntington National Bank
- IBERIABANK
- People’s United Bank (CT)
- Pinnacle Financial
- Regions Bank
- South State Bank
- Synovus Financial

**Overall Satisfaction with CM Specialist**
- Regions Bank
- Synovus Financial

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Note: ¹Comparisons are based on all banks covered across the United States. ²Promoters on the net promoter scale. Based on over 14,400 interviews with businesses with sales of $1-10 million across the country.

The findings reported in this document reflect solely the views reported to us by the research participants and do not represent opinions or endorsements by Greenwich Associates or its staff.
Regional Winners

Overall Satisfaction
Northeast
Fulton Bank
M&T Bank
People’s United Bank (CT)
Signature Bank (NY)
Midwest
Capital One
Stock Yards Bank & Trust Co.
South
Ameris Bank
BancorpSouth
First Bank (NC)
First Citizens Bank
First Tennessee
IBERIABANK
Pinnacle Financial
ServisFirst Bank
United Community Bank
West
Frost Bank

Proactively Provides Advice
Northeast
*
Midwest
*
South
First Citizens Bank
First Tennessee
Pinnacle Financial
ServisFirst Bank
United Community Bank
West
Frost Bank

Likelihood to Recommend
Northeast
Chase
M&T Bank
TD Bank
Midwest
Central Bank & Trust Co. (KY)
Stock Yards Bank & Trust Co.
South
First Citizens Bank
First Tennessee
Hancock Whitney
IBERIABANK
Pinnacle Financial
Renasant Bank
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank
United Community Bank
West
City National Bank (CA)
First Republic Bank
Frost Bank
U.S. Bank

CASH MANAGEMENT

Overall Satisfaction
Northeast
M&T Bank
NBT Bank
TD Bank
Midwest
People’s United Bank (CT)
South
First Citizens Bank
First Tennessee
IBERIABANK
Pinnacle Financial
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank
United Community Bank
West
City National Bank (CA)
First Republic Bank
Frost Bank
U.S. Bank

Note: *Performance evaluations did not yield statistically differentiated providers. 2Promoters on the net promoter scale. 3Comparisons are based on only those banks operating in each region. Based on over 14,400 interviews with businesses with sales of $1-10 million across the country.

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