

## Improve business performance and drive change

Nearly all of the leading banks in the world rely on Greenwich Associates to benchmark their performance, assess relationship strength, improve account coverage, and respond to specific feedback from individual customers. Our research and advisory services help clients:



Improve business performance



Drive product strategy & development



Increase sales effectiveness



Gain sales intelligence



Enhance operational performance



Optimize development initiatives

## 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 are not selling a product; 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

**“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 retail our leadership standing.”**

*-Large U.S. Regional Bank*

## What we deliver

Commercial  
Banking

Corporate  
Banking

Retail  
Banking

Wealth  
Management



### 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



### 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



### 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



### Digital Banking Benchmarking

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 usability, ease of use and management integration factors
- Get the guidance you need to address any platform issues we may uncover



### Advisory Services

Our consultants and analysts give you the knowledge and guidance you need to:

- Understand the underlying data
- Present your findings to your internal team
- Apply that information to enhance your analysis and strategy
- Prepare for your own client advisory events

**Greenwich Associates** is the leading provider of global market intelligence and advisory services to the financial services industry. We specialize in providing fact-based insights and practical recommendations to improve business results.

# Learn more

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