

# 2018 Greenwich Excellence Awards for Middle Market Banking

Among More Than 600 Banks Evaluated, 40 Have Distinctive Quality



## National Winners<sup>1</sup>

### **Overall Satisfaction**

Ally Bank  
City National Bank (CA)  
CoBiz Bank NA  
First Citizens Bank  
First Tennessee  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
IBERIABANK  
M&T Bank  
Northern Trust Bank  
Pinnacle Financial  
Synovus Financial  
United Bank

### **Proactively Provides Advice**

BB&T  
First Tennessee  
Frost Bank  
Hancock Whitney  
IBERIABANK  
SunTrust

### **Credit Process**

\*

### **Likelihood to Recommend<sup>2</sup>**

BB&T  
CoBiz Bank NA  
Commerce Bank (MO)  
First Citizens Bank  
Frost Bank  
Hancock Whitney  
IBERIABANK  
M&T Bank  
People's United Bank (CT)  
Pinnacle Financial  
PNC Bank  
Synovus Financial

### **Overall Satisfaction with Relationship Manager**

City National Bank (CA)  
CoBiz Bank NA  
Comerica Bank  
Commerce Bank (MO)  
First Tennessee  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
IBERIABANK  
Synovus Financial

### **CASH MANAGEMENT**

#### **Overall Satisfaction**

BB&T  
City National Bank (CA)  
CoBiz Bank NA  
First Citizens Bank  
First Tennessee  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
IBERIABANK  
KeyBank  
M&T Bank  
Pinnacle Financial  
PNC Bank  
Regions Bank  
Synovus Financial

#### **Customer Service**

City National Bank (CA)  
CoBiz Bank NA  
Comerica Bank  
First Tennessee  
FNB Corporation  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
IBERIABANK  
Pinnacle Financial  
Synovus Financial

### **Ease of Product Implementation**

CoBiz Bank NA  
Comerica Bank  
First Tennessee  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
IBERIABANK  
Pinnacle Financial  
Synovus Financial

### **Product Capabilities**

First Tennessee  
Frost Bank  
Hancock Whitney  
Pinnacle Financial  
PNC Bank  
Synovus Financial

### **Overall Satisfaction with CM Specialist**

Regions Bank  
Zions Bancorporation

*Inquiries can be directed to David Rosenthal (david.rosenthal@greenwich.com) at Greenwich Associates — +1 203.625.4315*

Note: \*Performance evaluations did not yield statistically differentiated providers. <sup>1</sup>Comparisons are based on all banks covered across the United States. <sup>2</sup>Promoters on the net promoter scale. Based on over 14,000 interviews with businesses with sales of \$10-500 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.

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## Regional Winners<sup>3</sup>

### Overall Satisfaction

#### Northeast

M&T Bank  
PNC Bank  
Signature Bank (NY)

#### Midwest

Ally Bank  
Johnson Bank  
KeyBank  
Stock Yards Bank & Trust Co.  
Wintrust Financial Corporation

#### South

First Tennessee  
Hancock Whitney  
IBERIABANK  
Pinnacle Financial  
Renasant Bank  
ServisFirst Bank  
South State Bank  
Synovus Financial  
Trustmark  
United Community Bank

#### West

Bank of Nevada  
Bank of Oklahoma  
Citizens Business Bank  
City National Bank (CA)  
CoBiz Bank NA  
Comerica Bank  
East-West Bank  
Frost Bank  
Zions Bancorporation

### Proactively Provides Advice

#### Northeast

\*

#### Midwest

Enterprise Bank (MO)

#### South

Pinnacle Financial  
South State Bank

#### West

BBVA Compass Bank  
First Republic Bank  
Frost Bank

### Likelihood to Recommend<sup>2</sup>

#### Northeast

M&T Bank  
People's United Bank (CT)  
PNC Bank  
Signature Bank (NY)

#### Midwest

Commerce Bank (MO)  
Enterprise Bank (MO)  
KeyBank  
Wintrust Financial Corporation

#### South

First Citizens Bank  
Hancock Whitney  
IBERIABANK  
Pinnacle Financial  
ServisFirst Bank  
Synovus Financial

#### West

Bank of Nevada  
Citizens Business Bank  
City National Bank (CA)  
CoBiz Bank NA  
Comerica Bank  
Frost Bank

### CASH MANAGEMENT

#### Overall Satisfaction

##### Northeast

M&T Bank  
PNC Bank  
Signature Bank (NY)

##### Midwest

Enterprise Bank (MO)  
Huntington National Bank  
KeyBank  
Wintrust Financial Corporation

##### South

First Citizens Bank  
First Tennessee  
Hancock Whitney  
IBERIABANK  
Pinnacle Financial  
ServisFirst Bank  
South State Bank  
Synovus Financial

##### West

Bank of Nevada  
Bank of Oklahoma  
Citizens Business Bank  
City National Bank (CA)  
CoBiz Bank NA  
Comerica Bank  
Frost Bank  
Zions Bancorporation

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