

# 2018 Greenwich Excellence Awards for Small Business Banking

Among More Than 600 Banks Evaluated, 34 Have Distinctive Quality



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

### **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

### **Proactively Provides Advice**

First Citizens Bank  
First Tennessee  
Frost Bank  
Pinnacle Financial  
Regions 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 Recommend<sup>2</sup>**

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  
South State Bank  
Synovus Financial  
United Community Bank

### **Customer Service**

BB&T  
First Citizens Bank  
First Tennessee  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
Pinnacle Financial  
SunTrust  
Synovus Financial  
TD Bank

### **Ease of Product Implementation**

BB&T  
Chase  
First Citizens Bank  
Frost Bank  
Synovus Financial  
U.S. Bank

### **Product Capabilities**

BB&T  
First Citizens Bank  
First Tennessee  
Frost Bank  
Synovus Financial

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

Regions Bank  
Synovus Financial

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Note: <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 14,400 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.

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

### 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  
South State Bank  
Synovus Financial  
TowneBank  
United Community Bank

#### West

Capital One  
Chase  
City National Bank (CA)  
First Republic Bank  
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<sup>2</sup>

#### 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  
People's United Bank (CT)

##### Midwest

Capital One  
Stock Yards Bank & Trust Co.

##### South

Ameris Bank  
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

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Note: \*Performance evaluations did not yield statistically differentiated providers. <sup>2</sup>Promoters on the net promoter scale. <sup>3</sup>Comparisons 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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