

2020 Greenwich Excellence Awards for U.S. Middle Market Banking

Among More Than 600 Banks Evaluated, 30 Have Distinctive Quality



National Winners¹

Overall Satisfaction

Ally Bank
BOK Financial
First Horizon
Frost Bank
Fulton Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
Synovus Financial
Wintrust Financial Corporation
Zions Bancorporation

Likelihood to Recommend²

BBVA
First Horizon
FNB Corporation
Frost Bank
Fulton Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
PNC Bank
Synovus Financial
Wintrust Financial Corporation

Overall Satisfaction with RM

BBVA
First Horizon
Frost Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
Truist

RM Proactively Provides Advice

BBVA
First Horizon
Frost Bank
Huntington National Bank
Pinnacle Financial

CASH MANAGEMENT Overall Satisfaction

BBVA
BOK Financial
First Citizens Bank
FNB Corporation
Frost Bank
Fulton Bank
Hancock Whitney
Huntington National Bank
M&T Bank
People's United Bank (CT)
Pinnacle Financial
Truist
Wintrust Financial Corporation
Zions Bancorporation

Customer Service

BBVA
BOK Financial
First Horizon
Frost Bank
Fulton Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
Synovus Financial
Truist

Ease of Product Implementation

BBVA
BOK Financial
Frost Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
Zions Bancorporation

Overall Satisfaction with CM Specialist

Frost Bank
Truist

Overall Digital Experience

*

Digital Product Capabilities

Chase

Digital Platform Design

Chase

Product Capabilities

BBVA
Frost Bank
Huntington National Bank
Pinnacle Financial
Regions Bank

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Note: *Performance evaluations did not yield statistically differentiated providers. ¹Comparisons are based on all banks covered across the United States. ²Promoters on the net promoter scale. Based on over 11,000 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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Among More Than 600 Banks Evaluated, 30 Have Distinctive Quality



Regional Winners³

Overall Satisfaction

Northeast

Fulton Bank
M&T Bank
PNC Bank

Midwest

Ally Bank
Busey Bank
Huntington National Bank
Old National Bank
Wintrust Financial Corporation

South

BBVA
CenterState Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
South State Bank

West

Ally Bank
Citizens Business Bank
Frost Bank
PlainsCapital Bank
Texas Capital Bank
Zions Bancorporation

Likelihood to Recommend²

Northeast

FNB Corporation
Fulton Bank
M&T Bank

Midwest

Commerce Bank (MO)
Huntington National Bank
TCF Bank
Wintrust Financial Corporation

South

Hancock Whitney
IBERIABANK
Pinnacle Financial
Synovus Financial

West

BBVA
Chase
Frost Bank
Zions Bancorporation

RM Proactively Provides Advice

Northeast

*

Midwest

Huntington National Bank

South

Chase
Pinnacle Financial

West

BBVA
BOK Financial
Chase
Frost Bank

CASH MANAGEMENT Overall Satisfaction

Northeast

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

Midwest

Huntington National Bank
Old National Bank
TCF Bank
Wintrust Financial Corporation

South

Hancock Whitney
IBERIABANK
Pinnacle Financial

West

BBVA
Chase
Citizens Business Bank
Frost Bank
PlainsCapital Bank
Zions Bancorporation

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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 11,000 interviews with businesses with sales of \$10–500 million across the country.

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