

Greenwich Associates Recognizes Excellence in Small Business Banking



2015 Greenwich Excellence Awards for Small Business Banking Among More Than 600 Banks Evaluated, 34 Had Distinctive Quality

National Winners¹

Overall Satisfaction

Ally Bank
BancorpSouth
BB&T
Central Bank & Trust Co. (KY)
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Frost Bank
Fulton Bank
Iberiabank
NBT Bank/Hampshire First Bank
ServisFirst Bank
Stock Yards Bank & Trust Co.
Synovus Financial
Towne Bank
Whitney-Hancock Bank
Zions Bancorp
Advice to Help My Business Grow
BB&T
First Citizens Bank & Trust (SC/NC/VA)
FNB Corporation
Frost Bank
Iberiabank
M&T Bank
Synovus Financial
Zions Bancorp
Credit Policy
BB&T

KeyCorp
Synovus Financial
Likelihood to Recommend
BB&T
Commerce Bank (MO)
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Frost Bank
Fulton Bank
Huntington National Bank
Iberiabank
Regions Bank
ServisFirst Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp
Branch Satisfaction
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
FNB Corporation
Frost Bank
Fulton Bank
Iberiabank
M&T Bank
PNC Bank
Regions Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bank

Industry Expertise

BB&T
Capital One
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
FNB Corporation
Frost Bank
Fulton Bank
M&T Bank
Regions Bank
ServisFirst Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp
Relationship Manager Performance
BB&T
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
FNB Corporation
Frost Bank
Iberiabank
M&T Bank
Regions Bank
ServisFirst Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp

CASH MANAGEMENT

Overall Satisfaction
BB&T
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Frost Bank
Fulton Bank
Iberiabank
NBT Bank/Hampshire First Bank
Regions Bank
ServisFirst Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bank
Accuracy of Operations
BB&T
Citizens
First Tennessee
Frost Bank
Iberiabank
M&T Bank
Regions Bank
Zions Bancorp
Customer Service
BB&T
First Tennessee
Frost Bank
Iberiabank

Regions Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp
Product Capabilities
BB&T
First Tennessee
Frost Bank
Iberiabank
M&T Bank
Synovus Financial
Zions Bank
Sales Specialist Performance
Frost Bank
Regions Bank
Synovus Financial
Digital Functionality
First Tennessee
Frost Bank
Regions Bank
Zions Bancorp
Ease of Product Implementation
BB&T
First Tennessee
Frost Bank
Regions Bank
Synovus Financial
Whitney-Hancock Bank
Zions Bancorp

Regional Winners²

Overall Satisfaction

Northeast
Ally Bank
Bank Rhode Island
Fulton Bank
M&T Bank
NBT Bank/Hampshire First Bank
Midwest
Central Bank & Trust Co. (KY)
Chemical Bank
Huntington National Bank
Republic Bank & Trust Co. (KY)
Stock Yards Bank & Trust Co.
Wintrust Financial Corporation
South
Ally Bank
BancorpSouth
BB&T
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Iberiabank
Pinnacle Financial
ServisFirst Bank

Synovus Financial
Towne Bank
Trustmark
Whitney-Hancock Bank
West
Frost Bank
Zions Bancorp
Advice to Help My Business Grow
Northeast
FNB Corporation
Fulton Bank
M&T Bank
Midwest
Huntington National Bank
South
First Citizens Bank & Trust (SC/NC/VA)
ServisFirst Bank
Synovus Financial
West
City National Bank (CA)
Frost Bank
Zions Bancorp

Likelihood to Recommend

Northeast
Bank Rhode Island
Fulton Bank
TD Bank
Midwest
Central Bank & Trust Co. (KY)
Huntington National Bank
Stock Yards Bank & Trust Co.
Wintrust Financial Corporation
South
BancorpSouth
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Iberiabank
Pinnacle Financial
ServisFirst Bank
Synovus Financial
Towne Bank
Whitney-Hancock Bank
West
Frost Bank
Zions Bancorp

Relationship Manager Performance

Northeast
FNB Corporation
Fulton Bank
M&T Bank
PNC Bank
Midwest
Wintrust Financial Corporation
South
BancorpSouth
BBVA Compass Bank
ServisFirst Bank
Towne Bank
West
City National Bank (CA)
Frost Bank
Zions Bancorp

CASH MANAGEMENT

Overall Satisfaction
Northeast
Fulton Bank
M&T Bank
NBT Bank/Hampshire First Bank
Midwest
Central Bank & Trust Co. (KY)
Huntington National Bank
Stock Yards Bank & Trust Co.
Wintrust Financial Corporation
South
BancorpSouth
BB&T
First Citizens Bank & Trust (SC/NC/VA)
First Tennessee
Iberiabank
ServisFirst Bank
Synovus Financial
Towne Bank
Whitney-Hancock Bank
West
Frost Bank
Zions Bancorp

Based on over 16,000 interviews with businesses with sales of \$1–10 million across the country.

¹Comparisons are based on all banks covered across the United States. ²Comparisons are based on only those banks operating in each region.

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

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