

Greenwich Associates Recognizes Excellence in Small Business Banking



2014 Greenwich Excellence Awards for Small Business Banking

Among More Than 750 Banks Evaluated, 34 Had Distinctive Quality

National Winners¹

Overall Satisfaction

BancorpSouth
BB&T
First Citizens Bank
& Trust (NC/VA)
Frost Bank
Hancock/Whitney Bank
Iberiabank
M&T Bank
NBT Bank
People's United Bank (CT)
Pinnacle Financial
PNC
Regions Bank
Synovus Financial
TowneBank
Zions Bancorp
Likelihood to Recommend
Bank of the West
BB&T
First Citizens Bank
& Trust (NC/VA)
Frost Bank
M&T Bank
Pinnacle Financial
PNC
Regions Bank
Synovus Financial
Zions Bancorp

Relationship Manager Capability

BB&T
Frost Bank
Hancock/Whitney Bank
Iberiabank
M&T Bank
Pinnacle Financial
PNC
Regions Bank
Synovus Financial
Zions Bancorp
Credit Policy
M&T Bank
PNC
Regions Bank
Financial Stability
BB&T
Frost Bank
KeyCorp
M&T Bank
PNC
Regions Bank
Synovus Financial
Wells Fargo

International Service

Bank of America
Merrill Lynch
BMO Harris Bank
Chase
HSBC
M&T Bank
Regions Bank
Webster Bank
Branch Satisfaction
BB&T
First Tennessee
Frost Bank
Hancock/Whitney Bank
M&T Bank
People's United Bank (CT)
PNC
Regions Bank
Synovus Financial
Zions Bancorp
CASH MANAGEMENT
Overall Satisfaction
BB&T
First Citizens Bank
& Trust (NC/VA)
Frost Bank
Hancock/Whitney Bank
Iberiabank
M&T Bank
People's United Bank (CT)

Pinnacle Financial
PNC
Regions Bank
Synovus Financial
US Bank
Zions Bancorp
Accuracy of Operations
BB&T
Comerica

First Citizens Bank
& Trust (NC/VA)
First Tennessee
Frost Bank
M&T Bank
PNC
Regions Bank
Synovus Financial
Zions Bancorp

Customer Service
BB&T
First Niagara
First Tennessee
Frost Bank
M&T Bank
PNC
Regions Bank
Synovus Financial
Zions Bancorp

Product Capabilities

BB&T
Comerica
First Citizens Bank
& Trust (NC/VA)
Frost Bank
Hancock/Whitney Bank
M&T Bank
PNC
Regions Bank
Synovus Financial
Zions Bancorp
Sales Specialist Performance
Regions Bank
Synovus Financial
Digital Experience
BB&T
Chase
Frost Bank
People's United Bank (CT)
Regions Bank
Zions Bancorp

Regional Winners²

Overall Satisfaction

Northeast
M&T Bank
NBT Bank
People's United Bank (CT)
TD Bank
Midwest
BB&T
Central Bank & Trust Co. (KY)
Century National Bank
Chase
PNC
Regions Bank

South

BancorpSouth
BB&T
Citizens Bank (TN/VA)
First Citizens Bank
& Trust (NC/VA)
Hancock/Whitney Bank
Iberiabank
M&T Bank
Pinnacle Financial
Regions Bank
Synovus Financial
TowneBank

Trustmark
United Bank
West
City National Bank (CA)
Frost Bank
Zions Bancorp

CASH MANAGEMENT

Overall Satisfaction
Northeast
M&T Bank
NBT Bank
People's United Bank (CT)
PNC
Midwest
PNC
US Bank

South

BancorpSouth
BB&T
First Citizens Bank
& Trust (NC/VA)
Iberiabank
Pinnacle Financial
Regions Bank
Synovus Financial
TowneBank
West
City National Bank (CA)
Frost Bank
Zions Bancorp

Based on over 15,000 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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