

Greenwich Associates

Recognizes

Excellence in Small Business Banking



2016 Greenwich Excellence Awards for Small Business Banking

Among More Than 600 Banks Evaluated, 30 Had Distinctive Quality

National Winners¹

Overall Satisfaction

Ally Bank
BB&T
Capital One
First Citizens Bank & Trust
First Tennessee
FNB Corporation
Frost Bank
Fulton Bank
Hancock and Whitney Bank
M&T Bank
Pinnacle Financial
South State Bank
Synovus Financial
TowneBank
United Community Bank

Proactively Provides Advice

First Tennessee
Frost Bank
Fulton Bank
Hancock and Whitney Bank
M&T Bank
Regions Bank
Synovus Financial

Branch Satisfaction

BB&T
First Citizens Bank & Trust
First Tennessee
Frost Bank
Fulton Bank

Hancock and Whitney Bank
Huntington National Bank
M&T Bank
PNC Bank
Regions Bank
Synovus Financial

Credit Process

M&T Bank
Regions Bank

Industry Expertise

First Citizens Bank & Trust
First Tennessee
Frost Bank
Fulton Bank
Hancock and Whitney Bank
M&T Bank
SunTrust
Synovus Financial

Likelihood to Recommend

BB&T
First Citizens Bank & Trust
First Tennessee
Frost Bank
Fulton Bank
Hancock and Whitney Bank
Pinnacle Financial
PNC Bank
Regions Bank
Synovus Financial

CASH MANAGEMENT

Overall Satisfaction

BB&T
Capital One
First Citizens Bank & Trust
First Tennessee
FNB Corporation
Frost Bank
Fulton Bank
Hancock and Whitney Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
PNC Bank
Synovus Financial

Accuracy of Operations

First Citizens Bank & Trust
First Tennessee
Frost Bank
Hancock and Whitney Bank
SunTrust
Synovus Financial

Customer Service

BB&T
First Citizens Bank & Trust
First Tennessee
Frost Bank
Hancock and Whitney Bank
M&T Bank
Regions Bank
SunTrust
Synovus Financial

Digital Functionality

Frost Bank
PNC Bank

Ease of Product Implementation

First Citizens Bank & Trust
First Tennessee
Frost Bank
Hancock and Whitney Bank
SunTrust
Synovus Financial

Functionality and Range of Online Services

Chase
Frost Bank
PNC Bank

Product Capabilities

BB&T
First Citizens Bank & Trust
Frost Bank
Hancock and Whitney Bank
PNC Bank
SunTrust
Synovus Financial

Sales Specialist Performance

BB&T
Synovus Financial
**CM Specialist—
Quality of Advice**
Synovus Financial

* Performance evaluations did not yield statistically differentiated providers for this metric.

Based on over nearly 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.

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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Regional Winners²

Overall Satisfaction

Northeast

First Commonwealth Bank
FNB Corporation
Fulton Bank
M&T Bank
PNC Bank
S & T Bank

Midwest

Central Bank & Trust Co. (KY)
Commerce Bank (MO)

South

BancorpSouth
First Citizens Bank & Trust
Hancock and Whitney Bank
Pinnacle Financial
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank
United Community Bank

West

Capital One
First Republic Bank
Frost Bank

Proactively Provides Advice

Northeast

M&T Bank

Midwest

*

South

First Tennessee
Hancock and Whitney Bank
Iberiabank
Pinnacle Financial
South State Bank
Synovus Financial
TowneBank
United Community Bank

West

Frost Bank

Likelihood to Recommend

Northeast

Chase
FNB Corporation
Fulton Bank
PNC Bank

Midwest

Huntington National Bank
PNC Bank

South

First Citizens Bank & Trust
Hancock and Whitney Bank
Iberiabank
Pinnacle Financial
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank
United Community Bank

West

Frost Bank

CASH MANAGEMENT

Overall Satisfaction

Northeast

FNB Corporation
Fulton Bank
M&T Bank
NBT Bank
PNC Bank

Midwest

Central Bank & Trust Co. (KY)
Commerce Bank (MO)
Huntington National Bank

South

BB&T
First Citizens Bank & Trust
Hancock and Whitney Bank
Pinnacle Financial
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank

West

City National Bank (CA)
Frost Bank

* Performance evaluations did not yield statistically differentiated providers for this metric.

Based on over nearly 15,000 interviews with businesses with sales of \$1–10 million across the country.

²Comparisons are based on only those banks operating in each region.

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