2022 U.S. Large Corporate Banking Insights

2022 U.S. Large Corporate Finance Study

March 2, 2023

Executive Summary:

While ease of use of banking portals, platforms, or applications is intuitively the most cited driver of good overall digital experience, customer service and support are also cited, highlighting that while technology investments are key to achieving client delight, they must be accompanied by human touch to generate meaningful results.

Methodology:

From May through December 2022, Coalition Greenwich conducted 365 interviews in large corporate banking at U.S.-based companies with $2 billion or more in annual revenue.

Large Corporate Banking Study is covered as part of Coalition Greenwich's 2022 U.S. Large Corporate Finance Study.

Participants were asked about market trends and their relationships with their banks. Corporate banking interview topics included product demand, quality of coverage and capabilities in specific product areas.

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