

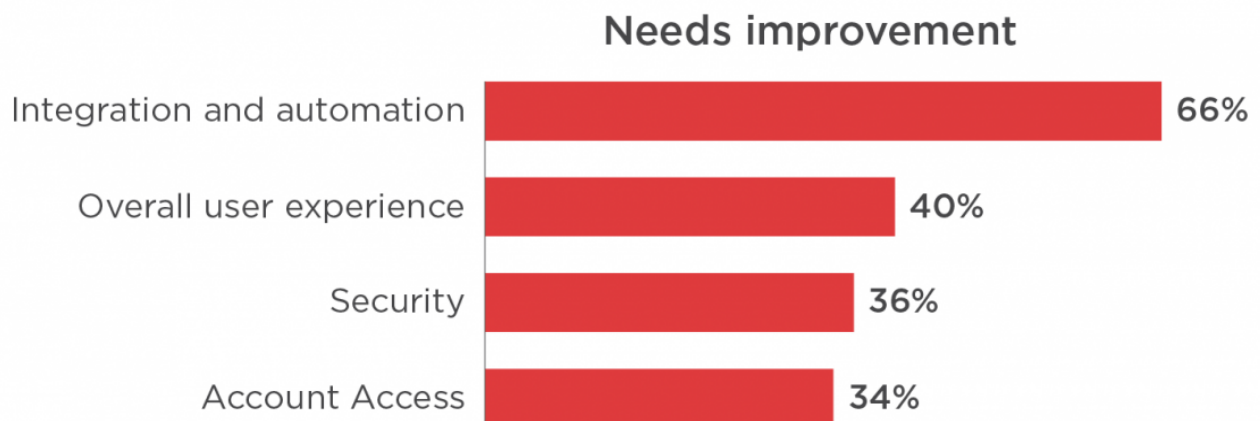
Banks' Online Platforms Fall Short of Small Business Executives Expectations

November 10, 2017

In a recent Greenwich Market Pulse Study, small businesses give high ratings for the importance of digital offerings. However, when asked to evaluate their lead banks' online platform, business executives gave faint praise for security, account access and overall user experience. In particular, integration and automation are falling short of the mark.

This includes enabling more sophisticated transaction types, and syncing log-in across multiple accounts and systems.

EVALUATION OF ONLINE PLATFORM



Question: Thinking about your lead bank, please evaluate your bank's online platform on the following areas:
Source: Greenwich Associates Market Pulse v66 (March 2017)

Contact [Dana Schwaeber](#) to learn more about rapidly changing expectations and how different banks perform in this dynamic era.

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