

# 2021 Greenwich Excellence Awards for U.S. Middle Market Banking

Among More Than 500 Banks Evaluated, 28 Have Distinctive Quality



## National Winners<sup>1</sup>

### **Likelihood to Recommend<sup>2</sup>**

First Citizens Bank  
First Horizon  
FNB Corporation  
Frost Bank  
M&T Bank  
Pinnacle Financial  
Zions Bancorporation

### **RM Proactively Provides Advice**

BBVA USA, now part of PNC Bank  
Frost Bank  
M&T Bank  
Zions Bancorporation

### **Overall Satisfaction**

Ally Bank  
BOK Financial  
First Citizens Bank  
First Horizon  
FNB Corporation  
Frost Bank  
M&T Bank  
Pinnacle Financial  
South State Bank  
Synovus Financial  
Truist  
Wintrust Financial Corporation  
Zions Bancorporation

### **Data and Analytics Driven Insights**

Zions Bancorporation

### **Overall Satisfaction with RM**

BBVA USA, now part of PNC Bank  
First Horizon  
Frost Bank  
M&T Bank  
PNC Bank  
Synovus Financial  
Zions Bancorporation

### **Industry Understanding**

BBVA USA, now part of PNC Bank  
First Horizon  
M&T Bank  
Zions Bancorporation

Inquiries can be directed to Kevin Seiler ([kevin.seiler@greenwich.com](mailto:kevin.seiler@greenwich.com)) at Coalition Greenwich — +1 203.625.5177

Note: <sup>1</sup>Comparisons are based on all banks covered across the United States. <sup>2</sup>Promoters on the net promoter scale. Based on nearly 10,000 interviews with businesses with sales of \$10–500 million across the country.

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

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## Regional Winners<sup>1</sup>

### **Overall Satisfaction**

#### **Northeast**

KeyBank  
M&T Bank

#### **Midwest**

Ally Bank  
Commerce Bank (MO)  
Old National Bank  
UMB Bank  
Wintrust Financial Corporation

#### **South**

Ally Bank  
Atlantic Union Bank  
First Citizens Bank  
Pinnacle Financial  
ServisFirst Bank  
South State Bank  
United Community Bank

#### **West**

BOK Financial  
Chase  
Citizens Business Bank  
Frost Bank  
Prosperity Bank  
Zions Bancorporation

### **Likelihood to Recommend<sup>2</sup>**

#### **Northeast**

Fulton Bank  
KeyBank  
M&T Bank

#### **Midwest**

Huntington National Bank  
PNC Bank  
Wintrust Financial Corporation

#### **South**

First Citizens Bank  
Pinnacle Financial

#### **West**

BOK Financial  
Citizens Business Bank  
Frost Bank  
Zions Bancorporation

### **RM Proactively Provides Advice**

#### **Northeast**

KeyBank  
M&T Bank

#### **Midwest**

\*

#### **South**

Pinnacle Financial

#### **West**

BBVA USA, now part of PNC Bank  
Frost Bank  
Zions Bancorporation

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Note: \*Performance evaluations did not yield statistically differentiated providers.<sup>1</sup>Comparisons are based on only those banks operating in each region.  
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## National Winners—Cash Management<sup>1</sup>

### Customer Service

BBVA USA, now part  
of PNC Bank  
First Horizon  
Frost Bank  
Huntington National Bank  
KeyBank  
M&T Bank  
Synovus Financial  
Zions Bancorporation

### Ease of Product Implementation

Frost Bank  
Huntington National Bank  
KeyBank  
M&T Bank  
Zions Bancorporation

### Overall Satisfaction

First Horizon  
FNB Corporation  
Frost Bank  
Huntington National Bank  
M&T Bank  
Pinnacle Financial  
Synovus Financial  
Zions Bancorporation

### Overall Satisfaction with CM Specialist

M&T Bank  
Zions Bancorporation

### Product Capabilities

Frost Bank  
Synovus Financial  
Zions Bancorporation

### Digital Product Capabilities

PNC Bank

### Digital Platform Design

\*

### Overall Digital Experience

PNC Bank

### Innovation in Products and Services

Chase  
PNC Bank

### Making Commercial Payments Easier

Frost Bank  
KeyBank  
M&T Bank  
PNC Bank

## Regional Winners—Cash Management<sup>2</sup>

### Overall Satisfaction

#### Northeast

Fulton Bank  
M&T Bank  
Truist

#### Midwest

Commerce Bank (MO)  
Huntington National Bank  
Wintrust Financial  
Corporation

#### South

First Citizens Bank  
Hancock Whitney  
Pinnacle Financial  
Synovus Financial

#### West

BOK Financial  
Citizens Business Bank  
Frost Bank  
Zions Bancorporation

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