

2020 Greenwich Excellence Awards for U.S. Small Business Banking

Among More Than 600 Banks Evaluated, 32 Have Distinctive Quality



National Winners¹

Likelihood to Recommend²

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
KeyBank
M&T Bank
Pinnacle Financial
Synovus Financial
United Community Bank
Zions Bancorporation

Overall Satisfaction

Ameris Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
IBERIABANK
KeyBank
M&T Bank
Pinnacle Financial
Renasant Bank
Synovus Financial
United Community Bank
Zions Bancorporation

Overall Satisfaction with RM

Comerica Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
KeyBank
M&T Bank
Pinnacle Financial
Synovus Financial
TD Bank
Zions Bancorporation

RM Proactively Provides Advice

Comerica Bank
First Citizens Bank
FNB Corporation
Frost Bank
KeyBank
M&T Bank
Pinnacle Financial
Synovus Financial

CASH MANAGEMENT Customer Service

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

Ease of Product Implementation

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

Overall Satisfaction

Fifth Third Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
KeyBank
M&T Bank
Pinnacle Financial
Synovus Financial
Zions Bancorporation

Overall Satisfaction with CM Specialist

M&T Bank

Overall Digital Experience

Chase

Digital Product Capabilities

Chase

Digital Platform Design

Chase
Huntington National Bank

Product Capabilities

First Horizon
Frost Bank
M&T Bank
Synovus Financial

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Note: ¹Comparisons are based on all banks covered across the United States. ²Promoters on the net promoter scale. Based on over 12,000 interviews with businesses with sales of \$1-10 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 Greenwich Associates or its staff.

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Regional Winners³

Overall Satisfaction

Northeast

First Commonwealth Bank
FNB Corporation
M&T Bank
NBT Bank

Midwest

Huntington National Bank
KeyBank
Nicolet National Bank
Wintrust Financial Corporation

South

Atlantic Union Bank
First Citizens Bank
First Horizon
Hancock Whitney
Pinnacle Financial
Renasant Bank
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank
United Bank (WV)
United Community Bank

West

Citizens Business Bank
Frost Bank
KeyBank
Zions Bancorporation

Likelihood to Recommend²

Northeast

FNB Corporation
KeyBank
M&T Bank

Midwest

KeyBank

South

CenterState Bank
First Citizens Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
ServisFirst Bank
South State Bank
Synovus Financial
TowneBank
United Bank (WV)
United Community Bank

West

BBVA
Citizens Business Bank
City National Bank (CA)
Frost Bank
Zions Bancorporation

RM Proactively Provides Advice

Northeast

FNB Corporation
M&T Bank

Midwest

KeyBank

South

Hancock Whitney
Pinnacle Financial
South State Bank
Synovus Financial

West

BBVA
Comerica Bank
Frost Bank

CASH MANAGEMENT

Overall Satisfaction

Northeast

FNB Corporation
M&T Bank

Midwest

Huntington National Bank
KeyBank

South

First Citizens Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Renasant Bank
ServisFirst Bank
South State Bank
Synovus Financial
United Bank (WV)
United Community Bank

West

BBVA
Citizens Business Bank
Comerica Bank
Frost Bank
KeyBank
Zions Bancorporation

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Note: ²Promoters on the net promoter scale. ³Comparisons are based on only those banks operating in each region. Based on over 12,000 interviews with businesses with sales of \$1-10 million across the country.

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