

Greenwich Associates Recognizes Excellence in Middle Market Banking



2014 Greenwich Excellence Awards for Middle Market Banking Among More Than 750 Banks Evaluated, 25 Had Distinctive Quality

National Winners¹

Overall Satisfaction

Ally Bank
Bank of the West
BB&T
City National Bank (CA)
Comerica
Frost Bank
People's United Bank (CT)
Regions Bank
Synovus Financial
UMB Bank
Webster Bank
Zions Bancorp
Likelihood to Recommend
BB&T
Bank of the West
Comerica
First Citizens Bank
& Trust (NC/VA)
First Tennessee
Frost Bank
Regions Bank
Synovus Financial
Zions Bancorp

Relationship Manager Capability

BB&T
Comerica
First Tennessee
Frost Bank
Regions Bank
Synovus Financial
Zions Bancorp
Credit Policy
Comerica
International Service
Bank of America
Merrill Lynch
Chase
Comerica
Frost Bank
HSBC
Wells Fargo

Financial Stability

BB&T
Comerica
Frost Bank
M&T Bank
PNC
US Bank
Zions Bancorp
Investment Banking
Bank of America
Merrill Lynch
Frost Bank
M&T Bank
PNC
Regions Bank
Wells Fargo
Zions Bancorp

CASH MANAGEMENT Overall Satisfaction

BB&T
Comerica
First Tennessee
Frost Bank
Huntington National Bank
Regions Bank
Synovus Financial
Zions Bancorp
Customer Service
BB&T
Comerica
First Citizens Bank
& Trust (NC/VA)
First Tennessee
Regions Bank
Synovus Financial
US Bank
Zions Bancorp

Accuracy of Operations

Comerica
PNC
Regions Bank
US Bank
Zions Bancorp
Product Capabilities
Comerica
Regions Bank
Zions Bancorp
Sales Specialist Performance
BB&T
Regions Bank
US Bank
Zions Bancorp
Digital Experience
Chase
Regions Bank
US Bank
Wells Fargo
Zions Bancorp

Regional Winners²

Overall Satisfaction

Northeast
Citizens Commercial
Banking
FNB Corporation
People's United Bank (CT)
Webster Bank
Midwest
BB&T
UMB Bank

South

Ally Bank
BB&T
Regions Bank
Synovus Financial

West

Chase
CoBiz Bank NA
Comerica
Frost Bank
Zions Bancorp

CASH MANAGEMENT

Overall Satisfaction
Northeast
Citizens Commercial
Banking
People's United Bank (CT)
Midwest
Huntington National Bank
UMB Bank

South
First Citizens Bank
& Trust (NC/VA)
Regions Bank
Synovus Financial
West
Chase
Comerica
Frost Bank
Zions Bancorp

Based on almost 13,000 interviews with businesses with sales of \$10–500 million across the country.

¹Comparisons are based on all banks covered across the United States. ²Comparisons are based on only those banks operating in each region.

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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