



Greenwich Market Pulse: Impact of Economic Conditions, M&A and ESG on Bank & Customer Relationships

2022 Greenwich Market Pulse

October 4, 2022

Executive Summary:

The Greenwich Market Pulse highlights challenges facing the near-record number of banks engaged in process and systems integration—especially at a time when small businesses and midsize companies are already expressing frustration with the quality of their bank’s service.

Methodology:

Greenwich Market Pulse: An ongoing research series that addresses the most important and timely issues facing small and mid-sized (\$1- 500MM) company executives and their banking relationships. Our access to thousands of financial decision-makers in the United States allows for constant contact with the market. Greenwich Market Pulse reports deliver the unbiased perspectives of these individuals in concise and actionable charts, complemented by insights and analysis from our industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual research.

556 companies were interviewed online in August and September 2022, representing 250 small businesses (\$1-10 million) and 306 mid-sized companies (\$10-\$500 million).



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