

Survey Methodology: Euromoney Trade Finance 2024

Overview

Euromoney surveys consumers of trade-finance services to rank and assess their top providers.

Market leader rankings

Voting

All respondents are buyers and/or users of trade finance services. They are asked to vote for their trade finance provider(s) based on their location, remit and job function. Respondents may vote for up to five of their top trade-finance providers.

Companies can respond more than once, but only for separate countries or regions where they have trade-finance providers.

If more than one vote is received for an individual country or region from the same company, then the remit of the respondent(s) role(s), the location of the global headquarters and the seniority of the respondent will be taken into consideration when selecting which vote will count.

If it is still unclear, the respondents will be contacted to resolve the issue.

Scoring

Each voter's nominated top bank is awarded five points, second place four points, third place three points, fourth place two points and fifth place one point. These scores are then totalled for each bank in each country, region and globally.

The final scores for the groups are then further adjusted by a factor, calculated by the gross sales of the respondent(s). In addition, a geographical normalisation will be applied using a calculated weighting.

For any ranking to be published, there must be at least 10 votes for one bank within that country.

Best in service (CSAT) rankings

Voting

Service categories are assigned a qualitative designation of 1 – Very poor; 2 – Poor; 3 – Neither good nor poor; 4 – Good; or 5 – Very good

Scoring

We subtract the percentage of (1s and 2s) from (4s and 5s) to calculate a net score percentage for each institution. This is used to produce a ranking.

Please direct your comments and questions to: insight@euromoney.com