

Cash Management Survey 2021: Methodology

Overview

Euromoney surveyed cash managers, treasurers and financial officers worldwide to rank and assess their top provider(s) of cash management services. The survey was split into separate questionnaires for corporations and financial institutions.

Respondents were asked:

- To indicate which banks they currently use most for their cash management services
- To rate their most used cash managers from Unsatisfactory to Exceptional across various service categories.



Survey of Corporates

Market Leader Rankings

Voting

Respondents were asked to vote for their cash management provider(s) based on their remit and related ability to vote on behalf of their company's use of cash management.

Companies could respond more than once, but only for separate territories or regions where they have cash management operations.

If more than one vote was received for an individual territory or region from the same company, then where possible the respondents were contacted and their votes aggregated into one response. If this was not possible, then the most senior person's response will be counted.

Scoring

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

Final scores for the above mentioned groups were then further adjusted by a factor, calculated by the gross sales of the respondents.

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

Best in Service (CSAT) Rankings

Voting

Service categories were assigned a qualitative designation of "unsatisfactory," "improvement needed," "meets expectations," "exceeds expectations" and "exceptional," which were assigned numeric values of 1 to 5.

Scoring

We performed a calculation on the % of respondents who answered in a certain way in order to calculate a net score for each institution. This was used to produce a ranking.

We received over 27,000 verified votes for the corporate survey.

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