

# Survey Methodology: Euromoney Trade Finance 2022

## Overview

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

## Market leader rankings

### *Voting*

Respondents are asked to vote for their trade finance provider(s) based on their remit and related ability to vote on behalf of their company's use of trade-finance services. Respondents may vote for up to five of their top trade-finance providers.

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

If more than one vote is received for an individual territory or region from the same company, then the remit of the respondent(s) role(s), the location of the global headquarters or regional treasury centre 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 territory, 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 territory.

## Best in service (CSAT) rankings

### *Voting*

Service categories are assigned a qualitative designation of: 1 – meaning unsatisfactory; 2 – meaning improvement needed; 3 – meaning meets expectations; 4 – meaning exceeds expectations; or 5 – meaning exceptional.

### *Scoring*

We calculate the percentage of respondents who answer in a certain way to give a net score for each institution. This is used to produce a ranking.

Please direct your comments and questions to : [insight@euromoney.com](mailto:insight@euromoney.com)