

Cash Management Survey 2021: Methodology

Overview

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

Respondents are asked to:

- indicate which banks they currently use most for their cash management services, and
- rate their most-used cash managers from “unsatisfactory” to “exceptional” across various service categories.

Survey of Corporates

Market leader rankings

Voting

Respondents are 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 can respond more than once, but only for separate territories or regions where they have cash management operations.

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

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.

Final scores for the above-mentioned groups are then further adjusted by a factor calculated by the gross sales of the respondents. In addition, a geographical normalization will be applied using a calculated weighting.

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 are assigned a qualitative designation of “unsatisfactory”, “improvement needed”, “meets expectations”, “exceeds expectations” and “exceptional”, which are assigned numeric values of 1 to 5.

Scoring

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

Survey of Financial Institutions

Market leader rankings

Voting

Respondents are asked to nominate their cash management provider(s) by transactional currency.

Institutions can respond more than once, but only for separate locations where they have cash management operations.

If more than one vote is received for an individual location from the same institution, then where possible the respondents will be contacted, and their votes aggregated into one response. If this is not possible, then the most senior person's response will be counted.

Scoring

In the financial institutions survey each voter's nominated top bank is awarded four points, second place three points and third place two points.

Best in service (CSAT) rankings

The service category rankings are calculated in the same way as for the corporates survey (above).

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