

Guidance and Methodology

For 30 years, Euromoney's Cash Management Survey has been the most comprehensive benchmarking exercise of the world's banks active in this sector. The survey offers authoritative insight into the needs of corporate treasurers and their perceptions of the banks they work with.

Annually, we survey your clients across the world to ask which financial institutions they consider to be the best providers in their markets and how those firms perform across a range of categories.

The 2023 survey reached more cash managers, treasurers and financial officers than ever before. Over 30,000 corporate clients and financial institutions ranked and scored the industry's leading banks to inform 170 rankings across seven regions and almost 80 countries.

Overview

- The survey is designed to collect feedback on banks' cash management products and services to identify who – in the eyes of clients – are the best global, regional and national providers
- The survey is open to all users of banks' cash management services
- The survey takes approximately 20 minutes to complete and is available in over 20 languages
- Respondents can complete the survey in multiple sessions (responses will be saved upon closing a window if the survey is incomplete)
- Respondents from the same parent company can respond more than once but only for separate territories or regions where they have distinct cash management operations
- Respondents from different subsidiaries of the same parent company can respond for the same territory or region, providing they are distinct legal entities with separate treasurers

2024 timeline

- **22 March – 3 April:** draft survey review period (banks' opportunity to feedback on survey content/design and to prepare for launch)
- **15 – 19 April:** survey testing (banks' opportunity to test)
- **25 April:** survey opens (banks can invite their clients)
- **14 June:** survey closes
- **June – July:** data validation and analysis by Euromoney
- **August – September:** winners notified and results published

Engagement

The best way to ensure your bank is reflected accurately in the rankings is by encouraging your cash management clients to participate in the survey. The more clients you invite – the better.

Euromoney takes a two-pronged approach to engagement by sharing the survey with:

1. All relevant banks in Euromoney's database (so that they can ask relevant clients to complete the survey)
2. Previous respondents who have opted-in to receive further surveys

Euromoney also drives engagement by promoting the survey on our social media channels and through our newsletters.

Benefits of participation

For Respondents

- All respondents will be offered a free 12-month subscription to Euromoney.com
- Subscribers will be able to access:
 - All survey and awards' results to identify who the leading cash management providers are across the world
 - Reports and analysis derived from Euromoney's research to help understand why respondents use the providers they do
 - News and features covering the major developments across the banking sector
 - Interviews with senior stakeholders at the world's leading banks to help you better understand their businesses and strategies

For Banks

- Independent third-party accreditation of the quality of your cash management products, services, people and technology
- Access to summary reports analysing the findings of the survey
- Engage with Euromoney for further insights into how you compare to market competitors

Step-by-step voting guide

There are 9 sections to the survey:

1. **Personal details:** Identify yourself and tell us about your role
2. **Company details:** Identify your company and tell us about its size
3. **Your priorities:** Tell us about your cash management products and how you chose providers
4. **Your cash management providers:** Indicate up to five cash management providers you use in the applicable geography in order of preference
5. **Rate your providers:** rate your chosen cash management providers on a scale of 1-10 on all relevant cash management products and services
6. **Fintech and software:** pick non-bank providers as leaders in each category
7. **Market view:** tell us about your future cash management needs
8. **Your main provider:** suggest improvement areas for your main provider
9. **Sign-off:** receive your 12-month free subscription to Euromoney.com

Methodology and scoring

Ranking providers

Providers will be given a score based on their average position in respondents top five cash management providers for all geographical areas where they have operations and receive sufficient votes.

Scoring products, service, people and technology

Providers will be given net scores based on their average scores across individual product, service, people and technology categories across all geographical areas where they have operations and receive sufficient votes.

Providers will be given overall scores based on an aggregation of net scores for:

- Products
- Service
- People
- Technology

Respondent turnover

Respondents will be asked to indicate the annual turnover of their business in the relevant geography by selecting a band it falls into. The turnover will be used to weight respondents votes where relevant.

Scope of role

The scope of respondents' roles will be used to determine which geographies they are eligible to vote on.

Geography

The following criteria will be applied when evaluating which geography(-ies) respondents' responses should be applied to:

National

Determined by where respondents are based

Regional

Determined by where respondents are based, how many countries their company operates in and the scope of their role

Global

Determined by where respondents are based, how many regions their company operates in and the scope of their role

Minimum vote threshold

There will be minimum vote thresholds set for all national, regional and global rankings. This is to ensure that providers with low number of votes do not gain unfair advantage. For a provider to appear in a ranking they must surpass a minimum vote threshold.

Results

Euromoney will validate survey responses and analyse the results using the above methodologies and scoring to produce winners globally, regionally and nationally.

Here are just some examples of the categories in which the winners will be recognised:

- Best Cash Management Bank
- Best Cash Management Products
- Best Cash Management Service
- Best Cash Management People
- Best Cash Management Technology
- Best Treasury Software Provider

Insights

Euromoney will produce a summary report based on the survey results. The report will cover treasury market trends, best practices and the priorities of corporate treasurers. The report will be made available to all participating banks and corporates in October 2024.

What's new this year

Here are the key improvements we've made to the survey this year:

- New sections to rate banks on cash management products, services, people and technology
- Adjustments to the methodology:
 - Revised the way we calculate overall winners globally, regionally and domestically
 - All answers will contribute to the rankings of providers
 - All questions relating to service, product, people, technology are mandatory
 - Votes from subsidiaries will be accepted, providing they are distinct legal entities with separate treasurers
- Updated technology section to rate fintechs and software providers that supply solutions to corporate treasurers
- New optional questions to collect qualitative feedback on cash management providers and market trends
- Respondents will now receive a free 12-month subscription to Euromoney.com instead of the previous 1-month subscription offer

Contact us

Please contact us through the following email address if you have any questions:

insight@euromoney.com