



## Rethinking the Role of the Small Business Banker in a Digital World

02 October 2017 By: Ian Benton, Jacob Jegher

Looming branch closings could mean challenging times ahead for bankers who serve small business customers. Despite widespread digital adoption, business owners still rely on branches for deposits, basic transactions, account opening, and even business advice. This report examines how small business bankers are interacting with customers today, their effect on the value of the relationship, and the role they should play in transitioning business owners to a digital servicing model where the bank remains a central hub and a vital partner in the success of its customers.

### **Key questions discussed in this report:**

- How do small business customers view and use the branch?
- How bankers use branch closings as an opportunity to change behavior and deepen the relationship?
- How many and what types of businesses have dedicated relationship managers today?
- What pain points exist for business owners that are not being addressed?
- What is the effect of having an RM on product ownership at the primary FI?

The small business data in this report are based on information collected in a random-sample panel of 1,000 small and micro businesses in a February 2017 online survey. Javelin defines microbusinesses as those with annual revenue between \$100,000 and \$1 million and small businesses as those with revenue between \$1 million and \$10 million.

---

Copyright ©2018 GA Javelin LLC, (dba as Javelin Strategy & Research). Javelin Strategy & Research is a division of Greenwich Associates. All rights reserved. No portion of these materials may be copied, reproduced, distributed or transmitted, electronically or otherwise, to external parties or publicly without the permission of GA Javelin LLC.

[javelinstrategy.com](http://javelinstrategy.com)

[inquiry@javelinstrategy.com](mailto:inquiry@javelinstrategy.com)

925.225.9100