

Corporate Trust Connection

Winter 2001

From the President



Diane Thormodsgard

Providing quality service to our customers is our number one priority at U.S. Bank Corporate Trust Services. To emphasize our

commitment to service, we are introducing our Five Star Service Guarantee.

This issue of *The Corporate Trust Connection* will further explain our service guarantees, what they mean to you, and how we will hold ourselves accountable to you for providing quality service.

During the coming weeks, you will begin hearing more about the Five Star Service Guarantee through advertisements, newsletters and your Account Manager. This is not a marketing gimmick that will disappear in the near future; it is a way of life for all of us

who work at U.S. Bank. We are committed to ensuring you have knowledgeable people working on your account, are provided with timely and accurate information and are satisfied with the service you receive.

We value your business and want to continue our long-standing relationships with you. Other banks promise great service. We guarantee it.

Diane Thormodsgard
President
Corporate Trust Services

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Did You Know.....

The New York office of U.S. Bank Corporate Trust Services is open and fully operational. In close proximity to the World Trade Center, our office at 100 Wall Street was temporarily closed after September 11th. During this time:

- Several employees drove to temporary disaster recovery offices in Pennsylvania that had some of the required technology. These employees worked many hours a day from this distant location to continue processing money market transactions for our customers.
- Account Managers and others staff members worked from their homes, which enabled them to maintain a connection with our customers.
- Employees assisted customers, as well as industry peers, in many ways to help get their businesses operational again.
- Our Trust Finance Unit and Account Managers from several locations across the country stepped in to take on some of the New York office workload in addition to their own duties.

In what was a very trying time for everyone, we are proud of how our employees worked together to continue providing quality service to our customers and each other.

Our sympathy goes out to everyone who lost friends and loved ones in the recent terrorist attacks. Our thoughts are with those who continue the clean-up effort and to those who are serving to protect our country.



Five Star Service Guaranteed

Other banks promise great service. U.S. Bank guarantees it. As part of the integration of U.S. Bank and Firststar into the new U.S. Bancorp, we're introducing our Five Star Service Guarantee.

Simply put, if U.S. Bank Corporate Trust Services fails to meet the required level of service in any of our five service guarantee categories, we will pay you a minimum of \$25. That's right – we deliver the service we promise, or we pay.

Putting You First

At U.S. Bank Corporate Trust Services, we have always been committed to superior customer service. Now we've put that commitment on paper. The Corporate Trust Services Five Star Service Guarantee states:

- Your primary contact will be knowledgeable and take responsibility for your relationship.
- We will respond to

inquiries by the end of the next business day.

- We will provide timely and accurate statements and bills.
- We will process payments in a timely and accurate manner.
- We will process routine security transfers within 72 hours of receipt.

This guarantee has become an integral part of our identity – so much so, in fact, that our new logo incorporates the Five Star Service Guarantee.

Creating the Best Bank

The full integration of the new U.S. Bancorp will continue throughout 2002. As it progresses, each business line of U.S. Bancorp will issue a unique service guarantee, based on the needs of its customers and the services it provides. So, if you happen to do business with other areas of U.S. Bank, you'll find the commitment to service



permeates the entire organization.

Because of its unique positioning, the Corporate Trust Services integration will be among the first wave. Once it is completed in January 2002, we will be among the top three providers of corporate trust services nationwide, with more than \$700 billion in corporate trust assets under management. For

you, our Corporate Trust Services customers, it means better solutions, greater convenience and an absolute commitment to consistently outstanding customer service.

We guarantee it.



Simply put, if U.S. Bank Corporate Trust Services fails to meet the required level of service in any of our five service guarantee categories, we will pay you a minimum of \$25. That's right – we deliver the service we promise, or we pay.

Introducing the Circle of Service Excellence

The Five Star Service Guarantee is only as good as the employees who back it up. At U.S. Bank, we are giving our employees both the incentive and the opportunity to bring customers the best service.

To recognize and reward employees for their outstanding efforts, we have implemented the Circle of Service Excellence

program across our organization. This prestigious program will honor employees who demonstrate the highest level of quality service by going "above and beyond" in providing assistance.

Why is this important to you, our customer? First, it demonstrates our commitment to providing you great service. Second, to become eligible, employees need to be nominated by you.

If you have experienced service "above and beyond" the norm, simply write to the employee, the employee's manager, or to us at the *Corporate Trust Connection*. Let us know how this person exemplified our commitment to

service excellence and they will be nominated for a Circle of Service award. We look forward to hearing from you.

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U.S. Bank Corporate Trust Services Five Star Service Guarantee

- Primary contact will be knowledgeable and take responsibility for your relationship.
- Respond to inquiries by the end of the next business day.
- Provide timely and accurate statements and bills.
- Process payments in a timely and accurate manner.
- Process routine security transfers within 72 hours of receipt.

★ If we fail to meet this level of service, in any of these categories, we will pay you a minimum of \$25.



Introducing the new usbank.com



Many of our customers find the Internet the most convenient way to do business. So we've made it even easier, with our redesigned Web site at usbank.com.

The new site is attractive, clear and easy-to-navigate. Streamlined choices make it simple to find what you're looking for.

Check out our new site at usbank.com/corporatetrust today!



Five Star Service Guaranteed!

The concept is simple. At U.S. Bancorp, our Five Star Service Guarantee means that every employee is committed to being more responsive, respectful, prompt and helpful – to customers and each other. This commitment to quality, embodied in the Five Star Service Guarantee, is the essence of the new U.S. Bancorp.



The Five Star Service Guarantee.

This Changes Everything.



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Some banks promise great service, but U.S. Bancorp will guarantee it. Our exclusive Five Star Service Guarantee incorporates the performance standards that reflect our customers' expectations for quality, responsiveness, accuracy and availability. If we fail, we make good on our commitment by crediting the customer's account a set amount – proof positive that we mean what we say.

The articles and information included in this newsletter are for your information and are not intended as legal, accounting or tax advice. While the information is intended to be accurate, neither U.S. Bank Corporate Trust Services nor the publisher accepts responsibility for relying on the information provided.

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Comments and suggestions for the newsletter are welcome and should be forwarded to Kathleen Engesser, Marketing Manager, U.S. Bank Corporate Trust Services, (651) 244-8440 (phone) or kathleen.engesser@usbank.com (e-mail).

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First-Class Mail
U.S. Postage
Paid
Minneapolis, MN
Permit No. 100



180 East Fifth Street
EP-MN-T3CT
St. Paul, MN 55101