

Citigroup World Online

News Features By and About Employees of Citigroup

Featured Articles

- ▶ [January 09, 2002](#)
[Citigroup's Businesses and its Internet Operating Group: A Powerful Partnership](#)
- ▶ [January 07, 2002](#)
[SSB's Nawro: Excellence at Work and On the High Seas](#)
- ▶ [January 04, 2002](#)
[Reaching Out to Citigroup's World War II Vets](#)
- ▶ [December 31, 2001](#)
[Citifinancial: Grants Awarded to Five Baltimore Schools](#)
- ▶ [December 27, 2001](#)
[Citibanker Honored with German Service Cross](#)
- ▶ [December 25, 2001](#)
[Citigroup Asset Management Meets the Press](#)
- ▶ [December 25, 2001](#)
[Britain: Citibank and Children's Charity Victorious](#)
- ▶ [December 20, 2001](#)
[Gilbert Jinsp: A Quarter](#)

January 09, 2002

Citigroup's Businesses and its Internet Operating Group: A Powerful Partnership



Sir Deryck: "We established our credibility by not just talking about the Internet."

Group (IOG), "but we don't do what we do to win awards. We do it to win business. If you do a good job for the customer, the rest will follow. The Internet Operating Group's mission is to get people in Citigroup businesses to share their own

Forbes' "Best of the Web." The Euromoney Internet Awards' "Best Site for Online FX" and "Best Site for Cash Management." Darwin magazine's "Fittest 50" awards. The end-of-year accolades are pouring in—and Citigroup's online offerings, both corporate and consumer, are at the top of many lists.

"Awards are an important recognition of what our businesses have

accomplished," said Sir Deryck Maughan, who heads Citigroup's Internet Operating

Translations

- [Spanish](#)
- [Portuguese](#)
- [German](#)
- [French](#)
- [Japanese](#)

Current Print Issue

Citigroup Today
Daily Global News

▶ [November 2001](#)





November 2001 < Citigroup World < Citigroup.net Home

citigroup.net

Citigroup World

News Features by and for Employees of Citigroup

**November 2001
Volume 4 | Number 4**

To Our Readers

- [A Message from Sandy Weill](#)
[The Citigroup Community, A Source of Pride](#)

Abacus

- [09.11.01](#)

Remembrance

- [Among the Lost or Missing](#)
- [A Message from Bob Willumstad](#)

Our Heroes

- [Help and Support from Around the World](#)

- [Not Strangers Anymore](#)
- [Searching for Survivors](#)

- [Ground Zero at Zero Hour](#)

Recovery

- [Disaster Recovery Team Passes the Ultimate Test](#)
- [Travelers On-Site for Policyholders](#)
- [Citigroup.net to the Rescue](#)
- [True Colors](#)

- [Do You Believe in Miracles?](#)

Citigroup Relief Fund

- [College Scholarships for the Children's Future](#)
- [Auction Held for Relief Fund](#)

Searching for Survivors • Making Bonds • Mourning for Prisco Workers

Volume 4 | Number 4 | November 2001

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www.citigroup.net/citigroupworld

SEPTEMBER 11, 2001

Remembrance and Recovery

"We draw strength from the fact that we are all in this together."

Sandy Weill, Chairman and CEO, Citigroup

Celebrating Tradition • Disaster Recovery Team Passes Ultimate Test • Citigroup Relief Fund

Translations

- [Spanish](#)
- [Portuguese](#)
- [German](#)
- [French](#)
- [Japanese](#)
- [Chinese](#)
- [Polish](#)
- [Arabic](#)

Past Issues

THE WORLD IN COLOR

Celebrating Tradition, Exploring New Potential

Volume 4 | Number 3 | August 2001

CITIGROUP WORLD

A Publication by and for Citigroup Employees

www.citigroup.net/citigroupworld

The challenge of a lifetime... Citigroup employee named "Entrepreneur" magazine's "2001 HERO OF THE YEAR" KIM HERRICK FINE, CEO of HERRICK FINE & CO. (July 2001)



Citigroup World <

Citigroup World Online

News Features By and About Employees of Citigroup

Featured Articles

- ▶ **January 10, 2002**
[Citigroup Private Bank: It Started With Real Estate...](#)
- ▶ **January 09, 2002**
[Citigroup's Businesses and its Internet Operating Group: A Powerful Partnership](#)
- ▶ **January 07, 2002**
[Cross-Sell Success Stories from the Asia-Pacific Consumer Bank](#)
- ▶ **January 07, 2002**
[SSB's Nawn: Excellence at Work and On the High Seas](#)
- ▶ **January 04, 2002**
[Reaching Out to Citigroup's World War II Vets](#)
- ▶ **December 31, 2001**
[CitiFinancial: Grants Awarded to Five Baltimore Schools](#)
- ▶ **December 27, 2001**
[Citibanker Honored with German Service Cross](#)
- ▶ **December 25, 2001**
[Citigroup Asset Management Meets the Press](#)
- ▶ **December 25, 2001**
[Britain: Citibank and Children's Charity Victorious](#)
- ▶ **December 20, 2001**
[Gilbert Jose: A Quarter Century Under His Belt](#)
- ▶ **December 18, 2001**
[Miami: Soccer Tournament Benefits Citigroup Relief Fund](#)
- ▶ [More Featured Articles](#)

[Printer Friendly Page](#)

January 07, 2002

Cross-Sell Success Stories: Asia-Pacific Consumer Bank



Hong Kong team, co-winner of "Most Improved Success Transfer," from left: Weber Lo, Cindy Fu, Patrick Lee, Sandra Leung and Cristo Wong.

When it comes to cross-selling, the axiom "Imitation is the sincerest form of flattery" now holds true. The proof? Dozens of flattered Citigroup employees in the Asia-Pacific Consumer Bank whose cross-sell ideas were copied so well that five "copy-cat" teams won awards from the bank.

It started in 2001, when the Asia-Pacific Consumer Bank was looking to build cross-sell momentum. In the eyes of many executives, one of the best ways to increase productivity or generate new revenue is to take what's worked in one place and bring it to another, a process that management gurus coined "success transfer" a number of years ago.

To get the success-transferred cross-sell initiative going, each country in the region was asked to come up with their top three cross-sell programs. Forty-six were submitted.

Three awards were created to motivate product, management information, sales and marketing teams in the region to launch new cross-sell initiatives based on the 46 programs. The awards stimulated 34 new cross-sell programs, which generated \$19 million in new revenue.

According to a regional panel of top Citigroup Consumer Bank executives, here are the best of the 34:

The Philippines won "Best As-Is Success Transfer" for

Citigro
Daily GI

Current Print Iss

▶ November 200



Translations

[Spanish](#)
[Portuguese](#)
[German](#)
[French](#)
[Japanese](#)
[Chinese](#)
[Polish](#)
[Arabic](#)

Past Print Issues:

- ▶ **August 2001**
[Celebrating](#)
[Exploring Ne](#)
- ▶ **May 2001**
[Citigroup Ear](#)
[Tough Get C](#)
- ▶ **February 2001**
[Citigroup Ear](#)
[Ahead of the](#)
- ▶ [More Citigroup](#)
[Archive](#)

successfully duplicating Thailand's Ready Credit cross-sell to Cards customers. Among other things, Ready Credit marketing teams in the Philippines used seasonal campaigns such as special tuition and travel offers to attract 1,000 new accounts from existing Cards customers.

The "Most Improved Success Transfer" award was shared by Hong Kong and Thailand. Hong Kong won for improving International Personal Banking's Premium Deposit cross-sell program targeted at CitiGold customers. Among other things, new products such as bonds were added to the program.

Thailand improved its prior Ready Credit cross-sell programs to Cards customers by performance tracking and analyzing each program. The latest results: Target selection criteria and approval process improvement helped the group achieve a 22 percent response rate and an 85 percent approval rate.

The "Most Creative First Time Use of Data" award was shared by Korea and Taiwan. Korea won for its mutual fund cross-sell to CitiGold customers. CitiGarant, the first principal-guaranteed offshore fund in Korea, was offered through direct mail and telemarketing to more than 10,000 CitiGold customers. In addition, six seminars were offered in four cities and 40 branch presentations were held. All told, \$1.7 million of new revenue was generated.

Taiwan won for its Mutual Fund and Time Deposit bundle targeted at deposit customers who hadn't purchased mutual funds before. Each account opened with a minimum of \$40,000 was eligible for a premium deposit rate and a gift. During the two-month promotion, 980 customers -- 60 percent of them new to the product -- bought mutual funds.

While congratulating the winning teams on a multi-country conference call recently, Frits Seegers, head of the Asia-Pacific Consumer Bank, said: "Cross-sell is one of our top priorities in 2002."

Related links:

Citigroup's first global offering of a structured investment was the subject of our [first cross-sell article](#).

Find out more about cross-selling at the company's [Cross-Sell Web site](#).



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Citigroup World <

Citigroup World Online

News Features By and About Employees of Citigroup

Featured Articles

- ▶ **January 07, 2002**
[SSB's Nawn: Excellence at Work and On the High Seas](#)
- ▶ **January 04, 2002**
[Reaching Out to Citigroup's World War II Vets](#)
- ▶ **December 31, 2001**
[CitiFinancial: Grants Awarded to Five Baltimore Schools](#)
- ▶ **December 27, 2001**
[Citibanker Honored with German Service Cross](#)
- ▶ **December 25, 2001**
[Citigroup Asset Meets the Press](#)
- ▶ **December 25, 2001**
[Britain: Citibank and Children's Charity Victorious](#)
- ▶ **December 20, 2001**
[Gilbert Jose: A Quarter Century Under His Belt](#)
- ▶ **December 18, 2001**
[Miami: Soccer Tournament Benefits Citigroup Relief Fund](#)
- ▶ **December 13, 2001**
[Malaysia: Citigroup Employees Give Disabled Center Facelift](#)
- ▶ **December 11, 2001**
[Reaching New Heights With a Personal Touch](#)
- ▶ [More Featured Articles](#)



[Printer Friendly Page](#)

January 04, 2002

Reaching Out to Citigroup's World War II Vets

Even before the events of September 11, members of the World War II generation had received a lot of recent attention. Their stories of bravery, sacrifice, and courage were featured prominently in international best-selling books, award-winning films and acclaimed documentaries. Since September 11, many of these veterans have been looked to as a source of guidance and comfort.

Peter G. Leasca, a Vice President with Salomon Smith Barney based in Worcester, Massachusetts, is a WW II veteran who has been with the company for 36 years and is working on a project of his own compiling a list of WW II veterans who work for Citigroup, regardless of race, ethnicity or nationality.

"While we may have fought on different sides, we have something in common from our era." He also knows how much the veterans benefited from the support of their families, friends, and loved ones on the "homefront," which is why Leasca would also like to hear from employees with relatives or friends who are members of the "greatest generation." If he is successful with this WW II initiative, he might compile a list for other conflicts.

Peter Leasca left home in Putnam, Connecticut, when he was 18 and began his service in the United States Navy. After completing training, he served in the Asia Pacific theater for more than a year as a hospital corpsman aboard the USS LST 824. The ship was more than 100 meters long and carried tanks, trucks and other heavy equipment. Leasca survived his years at sea with the constant threat of enemy minefields and torpedoes. After

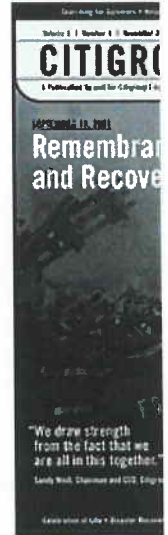


Peter Leasca (right) and shipmate, young sailors in the U.S. Navy, circa 1944.

Citigroup
Daily Global

Current Print Issues

▶ **November 2001**



Translations

[Spanish](#)
[Portuguese](#)
[German](#)
[French](#)
[Japanese](#)
[Chinese](#)
[Polish](#)
[Arabic](#)

Past Print Issues

- ▶ **August 2001**
[Celebrating
Exploring Ne](#)
- ▶ **May 2001**
[Citigroup Ear
Tough Get G](#)
- ▶ **February 2001**
[Citigroup Ear
Ahead of the](#)
- ▶ [More Citigroup
Archive](#)

the war, he married and eventually settled in Worcester.

Leasca began his career with Hornblower & Weeks-Hemphill Noyes, then Shearson, and later, Salomon Smith Barney. He and his wife Tina have four children and ten grandchildren. Leasca works closely with his son George, who is also a Salomon Smith Barney Vice President, Financial Consultant, and participates in speaking at investment seminars that the respected father-son team sponsor. This is his 35th year supporting investment seminars in the Worcester area, and some of his clients have been with him throughout his entire career.

Leasca's willingness and desire to unite veterans and families from different backgrounds is illustrative of his work at Salomon Smith Barney and in his community.

In addition to hosting his annual investment seminar, which started as a local television segment, he is active in many national veterans and cultural organizations, and hosts an annual multicultural Friendship Dinner in his community, which brings together and celebrates a host of ethnic groups from the area.

Leasca invites anyone who is a Citigroup WW II veteran, or knows someone within the company who is, to e-mail him at peter.g.leasca@rssmb.com.



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News Features By and About Employees of Citigroup

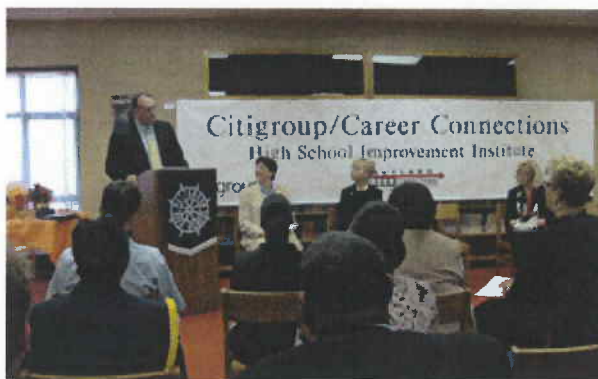
Featured Articles

- ▶ **January 07, 2002**
[SSB's Nawn: Excellence at Work and On the High Seas](#)
- ▶ **January 04, 2002**
[Reaching Out to Citigroup's World War II Vets](#)
- ▶ **December 31, 2001**
[CitiFinancial: Grants Awarded to Five Baltimore Schools](#)
- ▶ **December 27, 2001**
[Citibanker Honored with German Service Cross](#)
- ▶ **December 25, 2001**
[Citigroup Asset Meets the Press](#)
- ▶ **December 25, 2001**
[Britain: Citibank and Children's Charity Victorious](#)
- ▶ **December 20, 2001**
[Gilbert Jose: A Quarter Century Under His Belt](#)
- ▶ **December 18, 2001**
[Miami: Soccer Tournament Benefits Citigroup Relief Fund](#)
- ▶ **December 13, 2001**
[Malaysia: Citigroup Employees Give Disabled Center Facelift](#)
- ▶ **December 11, 2001**
[Reaching New Heights With a Personal Touch](#)
- ▶ **More Featured Articles**

 [Printer Friendly Page](#)

December 31, 2001

CitiFinancial Grants Awarded to Five Baltimore Schools



Mike Knapp announced the five winning schools for a CitiFinancial grant. Local education, community and political leaders were in attendance.

CitiFinancial is a leader in more ways than one in its hometown, Baltimore, Maryland.

First, with 1,500 employees the Citigroup consumer finance unit is one of the city's largest employers.

Second, and no less important to the city's 700,000 residents, is the company's involvement in Baltimore's many and ethnically diverse neighborhoods and community organizations. According to one community activist, "CitiFinancial is like a good friend, always ready to help."

Recently, CitiFinancial proved its commitment to Baltimore once again when it donated \$35,000 to five resource-poor high schools. Mike Knapp, President and CEO of CitiFinancial, and Nancy Grasmick, Maryland's State Superintendent of Schools, presented \$7,000 grants to representatives of the schools. All five schools had participated in Citigroup Career Connections Improvement Institute in June. The grants are aimed at helping them implement action plans developed during the conference, including restructuring into smaller learning communities such as career academies.

"We are proud to honor these schools," said Knapp. "They are working very hard to improve the quality of the education they provide their students."

Citigro
Daily GI

Current Print Iss

▶ November 2001



Translations

[Spanish](#)
[Portuguese](#)
[German](#)
[French](#)
[Japanese](#)
[Chinese](#)
[Polish](#)
[Arabic](#)

Past Print Issues:

- ▶ **August 2001**
[Celebrating](#)
[Exploring Ne](#)
- ▶ **May 2001**
[Citigroup Ea](#)
[Tough Get G](#)
- ▶ **February 2001**
[Citigroup Ea](#)
[Ahead of the](#)
- ▶ **More Citigroup**
[Archive](#)

Sheila Dixon, President of the Baltimore City Council, and Carmen Russo, CEO of Baltimore City Schools who helped Citigroup CEO Sandy Weill set up the first Academy of Finance, also attended the grant announcement.

"Citigroup is at the forefront in supporting innovative education programs," said Knapp. "Career Connections is a fine example of the type of initiative we are proud to be associated with."

Related links:

[Mike Knapp](#) was interviewed about Career Connections by a Baltimore television station.

Earlier this year, CitiFinancial sponsored the participation of fifty children in Baltimore's "[Fish Out of Water](#)" exhibit.



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