

Senate Resolution 1134

By: Senators Harbison of the 15th and McKoon of the 29th

A RESOLUTION

1 Commending and recognizing Synovus Financial Corporation for its receipt of 16 Greenwich
2 Excellence Awards; and for other purposes.

3 WHEREAS, the Stamford, Connecticut based Greenwich Associates, a global financial
4 consulting and research firm, conducts awards each year based on more than 40,000 market
5 research interviews across the United States, with the goal of honoring financial institutions
6 that excel; and

7 WHEREAS, the 2013 results indicate that Columbus-based Synovus Financial Corporation,
8 the parent firm of Columbus Bank and Trust, is highly regarded and truly a company of
9 excellence; and

10 WHEREAS, Synovus garnered 16 national awards in the areas of middle market and
11 small-business banking; and

12 WHEREAS, the middle market categories include overall satisfaction, likelihood to
13 recommend and relationship manager capability, with overall satisfaction and customer
14 service nods coming in the area of treasury management; and

15 WHEREAS, in the small-business arena, Synovus honors came in overall satisfaction,
16 likelihood to recommend, personal banking satisfaction, credit policy, relationship manager
17 capacity, branch satisfaction and online services, as well as in the treasury management areas
18 of overall satisfaction, accuracy of operations, customer service, and product capabilities; and

19 WHEREAS, there is no doubt that Synovus employees are committed to not only meeting
20 but exceeding the expectations of clients and to developing trust and loyalty that is so
21 important for a company, especially a banking company, to be successful; and

22 WHEREAS, under the leadership of Chairman and Chief Executive Officer Kessel Stelling,
23 Synovus is truly shining through as a financial company of distinction and excellence of
24 which Columbus and the State of Georgia can be proud.

25 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that the members of this body
26 commend and recognize Synovus Financial Corporation for the valuable service it provides
27 its community and customers and this state and congratulate it on the occasion of its being
28 awarded 16 Greenwich Excellence Awards.

29 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
30 to transmit an appropriate copy of this resolution to Synovus Financial Corporation.