**To:** Roger M. Karjala <r.m.karjala@firstbank.com>

**From:** Keiko Kurtz <k.kurtz@firstbank.com>

**Subject:** Suggestion for Improving Customer Relations

**Cc:**

Roger,

Because you asked for suggestions on how to improve customer relations, I am submitting my idea. I think we can improve customer satisfaction easily by changing our counters.

Last December glass barriers were installed at our branch. Tellers are on one side and customers on the other. The barriers have air vents to allow us tellers to talk with our customers. Management though that these bullet-proof barriers would prevent theives from jumping over the counter.

However, customers were surprised by these large glass partitions. Communication through them is difficult. Both the customer and the teller have to raise their voices to be heard. It’s even more inconvenient when dealing with an elderly person or someone from another country. These new barriers make customers feel that they are being treated impersonally.

I researched these barriers and discovered that we are the only bank in town with them. Many other banks are trying casual kiosks and open counters to make customers feel more at home.

I suggest that we seriously consider removing these barriers are an initial step toward improving customer relations.

Keiki Kurtz

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