

# **Not Quite News from Mark Golden**

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## **Bank Tellers to Turn Back Customers**

Who hasn't gotten tired of standing in line at a bank or credit union waiting to do your transactions? Good news! Soon, wait times will not be as lengthy due to an innovation in modern financial institutional architecture.

Every teller must undergo schooling in: ethics, bank protocols, hand-to-hand combat, politeness in the face of "Insufficient Funds," also, how to locate the proper person who knows the answer, training in political correctness sensitivity, and of course the discreet pushing of the silent, hidden, we are being robbed alarm button!

Sadly, during these pre-public drill sessions, one priceless item has been overlooked – how to shut-up an overly talkative customer whose transactions have been completed. Meaning, they might volunteer the latest chapter in the story of their life when there are other customers standing in line behind them. The diplomatic strategy to gracefully and politely quiet-them-down and move-them-along hasn't been a part of teller training. Millions upon millions of daily frustrated bank customers can attest to this.

This truth was brought to light at a bank and credit union employee training conference. A security/hospitality company was outsourced for a solution. Their team proposed a surprising and inexpensive answer to this time-consuming protocol issue. After weeks of testing in select branch locations, success is now just in line ahead of you! What they have done at teller windows is install a rear-view mirror. Each is strategically installed so as to make it clear just how many other customers are close behind *waiting* to get their business done. Now, when such action is needed, each teller, without even using words can casually tap the rim of this convenient device. Industry trainers pride themselves with this handy tip: "If a client is not responsive to mirror behavior modification once the transaction is completed, begin applying spray glass cleaner to the mirror and while wiping with a provided red cloth and look bored." The employee is to continue this procedure, per customer as required.

This shiny, easy-mount fixture is being marketed with bulk cleaning solutions and cloths. Mirrors are available with printing on them. Such messages listed in the catalogue include: "Persons in mirror appear as impatient as they seem" and "Can what you are saying really wait for a better time?"

Employees surveyed remarked: "This is wonderful and simply brilliant." also "Now, at the busiest times the entire atmosphere in the lobby is wonderful efficiency!" and "It had always amazed me that a customer at my window could not hear the many footed, rhythmic toe-tapping going on right behind them while they were jotting down their favorite apple pie recipe for me!"

But what of the lack of teller-client bonding? Well, certain clients have turned to inviting favorite tellers over for dinner or for their birthday in order to inform them of all they have been missing!

Lines will be brisk—just you wait!

Another story from REAL LIFE (that I made up!) This parody news story is for amusement. Any similarity to real people, places or things is fictitious and not to be taken as fact.