CUSTOMER-FOCUSED ORGANIZATION CASE STUDY
ANSWER KEY

The main three solutions implemented by Metrobank were:

Metrobank invested in automated line wait equipment for every branch with even a hint of a traffic problem. The line wait equipment: (1) accurately calculated customer line waits at teller stations so the bank had a warning system in place in case line wait got out of hand (2) indicated the time of day and an approximate line wait to everyone as they entered the roped off teller line wait section, thus ensuring that individuals were more accurately attuned to actual teller line waits and (3) had a clock that the customers looked straight at as they were in position to be called as the next customer to a teller station.

Metrobank put up curtains in all teller work stations. Now, when a customer service representative or teller was working on the phone or if a teller was eating lunch at his/her station so he/she could help out during his/her off-time, they could close the curtains so that the customers could not see what he/she was doing. In addition, large branches having more work stations than would ever be used could close the curtains at those stations so the branch did not look as if it had a lot of tellers missing all the time.

In addition, Metrobank included a note on all customers' bank statements telling them that they listened to their complaints and have made changes in their branches to help reduce teller line wait.

Follow-up customer research indicated that the measures implemented by Metrobank helped solve customer dissatisfaction with teller line waits.