

Terrapin Insurance Corporation TM
Cosmos Street Branch

To: All Terrapin Insurance Corporation Staff
From: Raven Laibstain, Manager of Terrapin Insurance Corporation
Date: September 7, 2017
Subject: Casual Fridays canceled

The Terrapin Insurance Corporation is a professional business that holds high standards and takes satisfaction in our work. This working atmosphere is highly looked upon the way our staff dresses while completing their tasks for the corporation. We as a corporation have loved seeing everyone come to work every day dressed in their business attire, which is very much appreciated. It is extremely important that our clients that we assist see us as being professional by the way we dress. Professional dress attire reflects strongly on our corporation and makes us look like we take pride in our business.

As you all may know, we currently have a policy at our corporation that allows the members of our staff to wear casual clothes on the first and third Friday of each month. We understand that our employees enjoy casual Fridays and would like this dress policy to continue for the upcoming years.

Once a client is done with their meeting at our corporation, they are provided with a survey to reflect on their experience that they had. Overall, the surveys were excellent, but the one comment that stood out to me the most was the casual Fridays. The client's satisfaction rate decreased by 20% when they received service on one of our casual Friday days. We know that our casual Fridays only occur twice a month, but we feel that on the other days of the month when we are dressed in professional attire, our customers see how passionate we are about our jobs and how prepared we are to assist them compared to the two casual Friday days of the month.

As a corporation, we understand that everyone appreciates casual Fridays, considering that everyone is allowed to wear jeans as well as other comfortable clothes rather than business attire. Instead of having casual Fridays, we are going to be changing to where instead of wearing jeans on Fridays, men can wear khaki pants with a collared shirt and tie and woman can either wear a dress or dress pants with a nice blouse. This way our corporation is still wearing business attire and looking like the professional corporation that we are. I will also be giving everyone a \$100 VISA gift card on September 14 to go out and buy themselves some comfortable, but business attire clothing. This way we are always looking professional, but we will be comfortable too.

I greatly appreciate all your time and hard work that you have contributed to our business. We are hoping with this change that our survey scores will go back up and that everyone will continue working hard and being successful at Terrapin Insurance Corporation. Thank you for making our corporation a positive and welcoming environment for our clients. We greatly appreciate your time and dedication to Terrapin Insurance Corporation.

Sincerely,
Raven Laibstain