



January 11, 2021

JAN 15 2021

RECEIVED J.R.C.

Mr. John R. Ciulla  
Chief Executive Officer  
Webster Bank  
P. O. Box 191  
Waterbury, CT 06720

Dear Mr. Ciulla,

We received a letter from Webster Bank on Saturday which was dated December 18, 2020. The letter stated that our local branch office located at 359 Queen Street in Southington would be closing on April 16, 2021. While we had already heard the rumor of its closing it was disheartening to receive a communication confirming the future closing. Thus, I feel compelled to write to you.

Too many times in an attempt to make their company's bottom line look more profitable executives overlook a very important intangible. Yes, companies need to offer products and services that customers want and need. It is equally important for companies to provide the level of customer service that not only keeps existing customers coming back, but by word of mouth entices new customers to join the family. The location at 359 Queen Street is not just very convenient. Over the years we have built warm relationships with the people in our local branch. We know each other by name. We know about children, vacations, concerts being attended, and we've been the recipients of financial advice and suggestions. That's what friends are about. The personal relationships companies build with their customers, the companies' location(s), the products/services offered, and the ease of doing business are important differentiators.

I understand the need to improve financial standing. Just as important, please do not overlook the benefits derived from locational convenience and personal relationships.

Best wishes to you and Webster Bank.

Sincerely,

