Our mission is to exceed the expectations of our customers, the taxpayers, by operating at the highest levels of accuracy, cost-effectiveness, and accountability in a customer-centered environment.
Customer service is a vital part of all libraries, whether rural, small, urban, etc.

**Objective:** Participants will learn easy, efficient, and extremely simple ways to take their customer service to the next level.

Learner participation, engagement, and common sense approaches will make this session both useful and practical.
http://www.onegreenplanet.org/news/cat-lounges-on-a-chair-video
Stand Up or Sit Down Activity

(Either Stand Up or Sit Down according to the statements listed below)

1. You have a clear definition of customer service
2. You’ve participated in a customer service training prior to today’s session
3. You have been the presenter at a customer service training
4. You’ve experienced good or even great customer service
Stand Up or Sit Down Activity

(Either Stand Up or Sit Down according to the statements listed below)

5. Have experienced bad/poor customer service

6. On a scale of 1-10 with ten being the highest score, is customer service at your library an 8, 9, or 10

7. Your library has given patrons the opportunity to participate in a survey of library effectiveness that touches on customer service

8. Remain standing if you think you probably WON’T learn anything in this session
• “The purpose of life is the expansion of happiness. Happiness is the goal of every other goal.” ---Deepak Chopra

• “You receive from the world what you give to the world.” ---Oprah

• “Here’s what I want to know: Can we lighten up a little?” ---Elizabeth Gilbert
people may forget words you say... but they will never forget how you made them feel.
Customer Service

• What comes to mind when you think of quality customer service?

• What are some descriptive terms you’d use?
Descriptive Terms

- Convenience
- Quality
- Trust
- Friendly
- Approachable
- Caring
- Consistent
- Extraordinary
- Concerned
- Pleasant
- Courteous
- Cleanliness
- Focused
- Listening
- Compassionate
- Attentive
Types of Customer Service

• Internal – the relationship you have with fellow staff members.

• External – the relationship you have with patrons and the general public.
• Kathy Beshires, Administrative Services Assistant at the Hatchie River Regional Library, (Jackson, TN).

• Look at that smile. She is the first line of contact when someone enters our building. Remember first impressions are lasting ones!
Types of Customer Service

**Internal**

- Greet coworkers when you start your day.
- Get to know your coworkers. Realize that you spend a majority of your day with them.
- Ask them if they need assistance when you see them struggling with completion of a task.
- Smile (even if you want to scream at your coworkers).
Types of Customer Service

External

• Greet the public when they enter your building. Remember a first impression is a lasting one.
• Be helpful and make eye-to-eye contact.
• Show that you are interested in what they are talking about.
• If possible, guide them in the right direction by walking them to the shelves or other area that they need assistance with.
Types of Customer Service

**External** (continued)

- Create a positive experience for patrons in your library.
- Use terms such as: “It’s a pleasure to serve you”, “We value you as a customer/patron”, etc.
- Accept ownership for your mistakes. Did you know that everyone makes mistakes? 😊
Types of Customer Service
Customer Service Scenarios

• The next three slides will give you some food for thought on what you would do if this particular situation occurred in your library.

WWYD (What Would You Do?)
WWYD (What Would You Do?)

It's almost closing time, and a young brother and sister are working on homework. A library employee announces that the library will be closing in 5 minutes and the computers will be shut down. The kids aren't quite done, and if the computers are shut down, the poor kids will lose their work! They're asking for five more minutes. Do you:

A. Tell them time's up. (Too bad if they lose their work!)
B. Hmm...maybe I can give them five more minutes while I finish closing tasks.
C. Maybe we have an extra USB drive they can use to save their work.
D. Another alternative that you can think of???
WWYD (What Would You Do?)

A library has a “No Sleeping in the Library” policy. A library staffer taps on a table to wake up a homeless man and also tells him about their no sleeping policy. Next, the library staffer spots a student sleeping in the back of the library and doesn't wake her up because she tells another staffer that the student is harmless. WHAT'S WRONG HERE?

A. Policies have not been equally applied to all customers.
B. All customers haven't been treated fair and equitably, regardless of appearance or any other factors. (Equitable treatment can keep situations from escalating).
C. The staffer seems to be showing some discrimination towards the homeless man.
D. ALL OF THE ABOVE
E. I don't think any of the above choices are correct. I have some points to discuss about this situation.

Think about this situation and be prepared to share a similar situation that's happened in your library. Remember: WWYD?
WWYD? (What Would You Do?)

An excited library customer is at the circulation desk to check out a bestseller that has just arrived. You prepare to check this book out to her and discover that the computer says she has a book out and has had it out for several months. You give her the appropriate information and she insists that the book was returned through the outdoor book return. WWYD?

A. Tell the customer the information in the computer is always correct and that she needs to search for the book. You do not let her check anything out.
B. Tell the customer that you'll do some checking for the following things: to make sure the book didn't get put back on the shelf prior to being checked in, to make sure the book didn't somehow get stuck in the book return, the book is not shelved incorrectly somewhere, etc.
C. Tell the customer that you don’t have time to discuss this as you are busy doing other things and that she should go to a bookstore and just buy the book.
D. (None of these choices will work and I'd like to discuss a better resolution to the problem at in-service)
STACKS = Service Excellence
Serve with a Smile
Take the Extra Step
Accept Ownership
Create the Experience
Know the Library
Say “Thank You”

--- Nashville Public Library
Suggestions for Quality Customer Service

• Conduct periodic customer service surveys
• Service with a smile 😊
• Review community data
• Be an attentive listener
• Maintain eye-to-eye contact
• Use common sense: be kind, thoughtful and patient
• Remember the Golden Rule
Suggestions for Quality Customer Service

• Utilize suggestions from patrons and community leaders
• Share your success and create a plan to improve on areas to be strengthened
• Make sure your policies are easy to understand
• Make the first impression a WOW 😊 not a YUCK 😞.
Customer Service Professional Development Sites

• **Web Junction** – “The mission of Web Junction is to promote learning for all library staff by providing an open online learning community”.  [www.webjunction.org](http://www.webjunction.org)

• Libguides - Tennessee State Library and Archives Continuing Education.  [http://tsla.libguides.com/conted](http://tsla.libguides.com/conted)

Once on the website, go to “Customer Service” tab.
Customer Service Professional Development Sites


www.reads.lib.overdrive.com

After signing in:

Go to 1. Featured Collections, then 2. All Collections, 3. Scroll down to Professional Development for Librarians, & 4. Browse or either use the “Search” bar and type in “Customer Service”
Customer Service Professional Development Sites

• This is not a training site but will give you incentive ideas in the form of badges for your staff.

• [https://credly.com](https://credly.com)

*Credly* is the universal way to recognize, share and celebrate achievement in any setting. Give and earn credit, credentials, or digital badges that matter.