

BEING CUSTOMER FOCUSED

NEW AND EMERGING TRENDS IN CUSTOMER SERVICE

AN *Infopeople*  WEBINAR

March 21, 2012

12:00 noon to 1:00 p.m.



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Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.



Who are you?

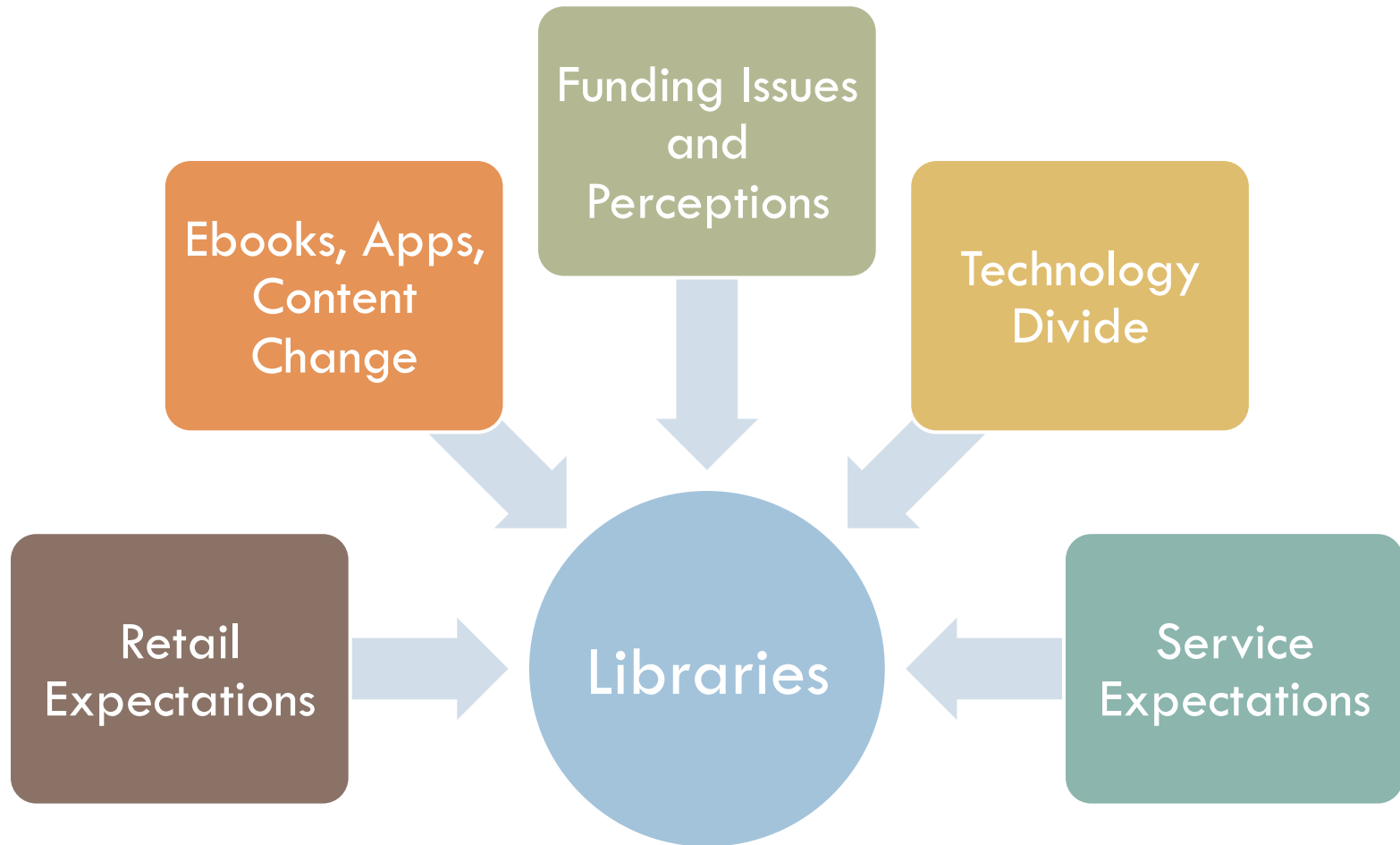
Type into chat your location and role in the library

Agenda



- Trends in libraries and customer service
- Why the Customer Focused Library?
- Shifting our focus
- Strategies for success

Trends impacting library “permanence”



Trends in customer service



- Homogenization of retail experience and service expectations
- Focus on community, quality, and social responsibility.
- Emotional investment in organizations
- Custom content/custom connection.



The Customer Focused Library

Type one or two words in the chat box:
how do you define customer-focused?

What is the Customer Focused Library?



The Customer Focused Library consciously steps outside of embedded assumptions and observes patron behavior to discover needs and opportunities.

“Don’t try to change people’s behavior – identify and design for it.” – Anne Marie Luthro, VP Sales and Marketing, EnviroSell

Customer Focused Library Illinois



Indian Prairie
Tuesday, November 13, 2007- Hours 12-8
Wednesday, November 14, 2007- Hours 9-5



Frankfort
Tuesday, November 13, 2007- Hours 12-8
Wednesday, November 14, 2007- Hours 9-5



Acorn
Thursday, November 15, 2007- Hours 12-8
Friday, November 16, 2007- Hours 9-5



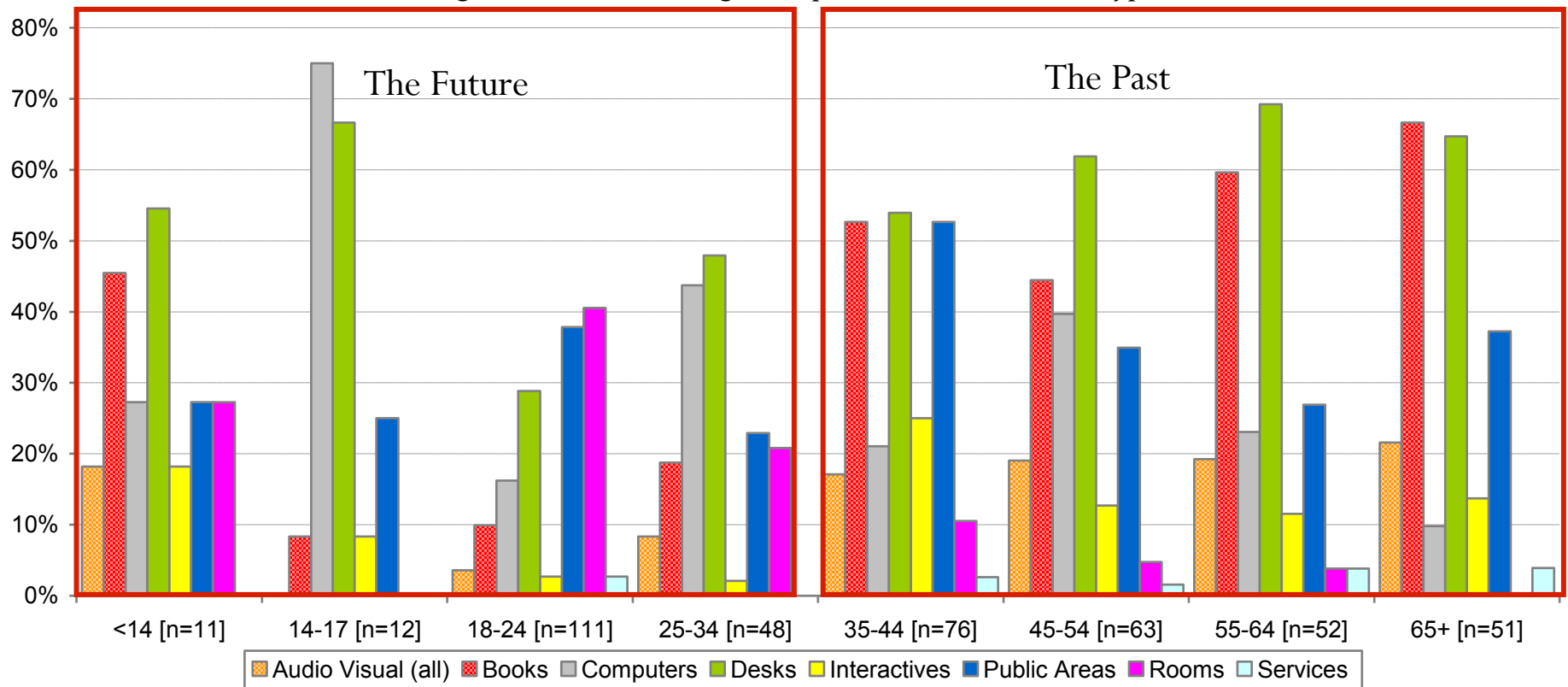
North Park
Thursday, November 15, 2007- Hours 12-8
Friday, November 16, 2007- Hours 9-5

Key Findings

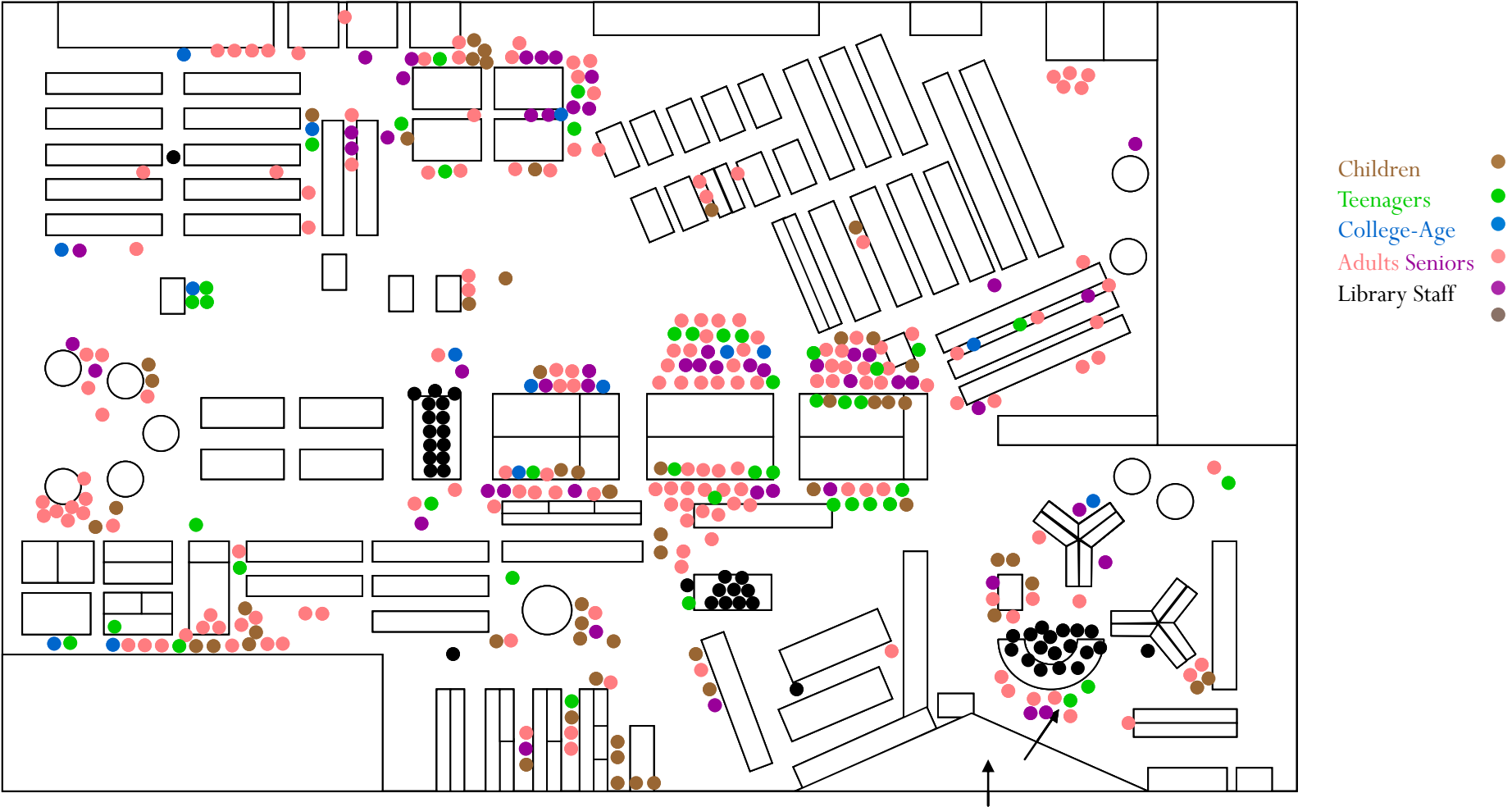


Key Findings

The Percentage of Patrons in Each Age Group Who Visit Each Section Type



Key Findings



Source: Observation
Envirocell Draft Report for the Metropolitan Library System

Best Practices



Applications and Successes



Applications and Successes



Why the Customer Focused Library?

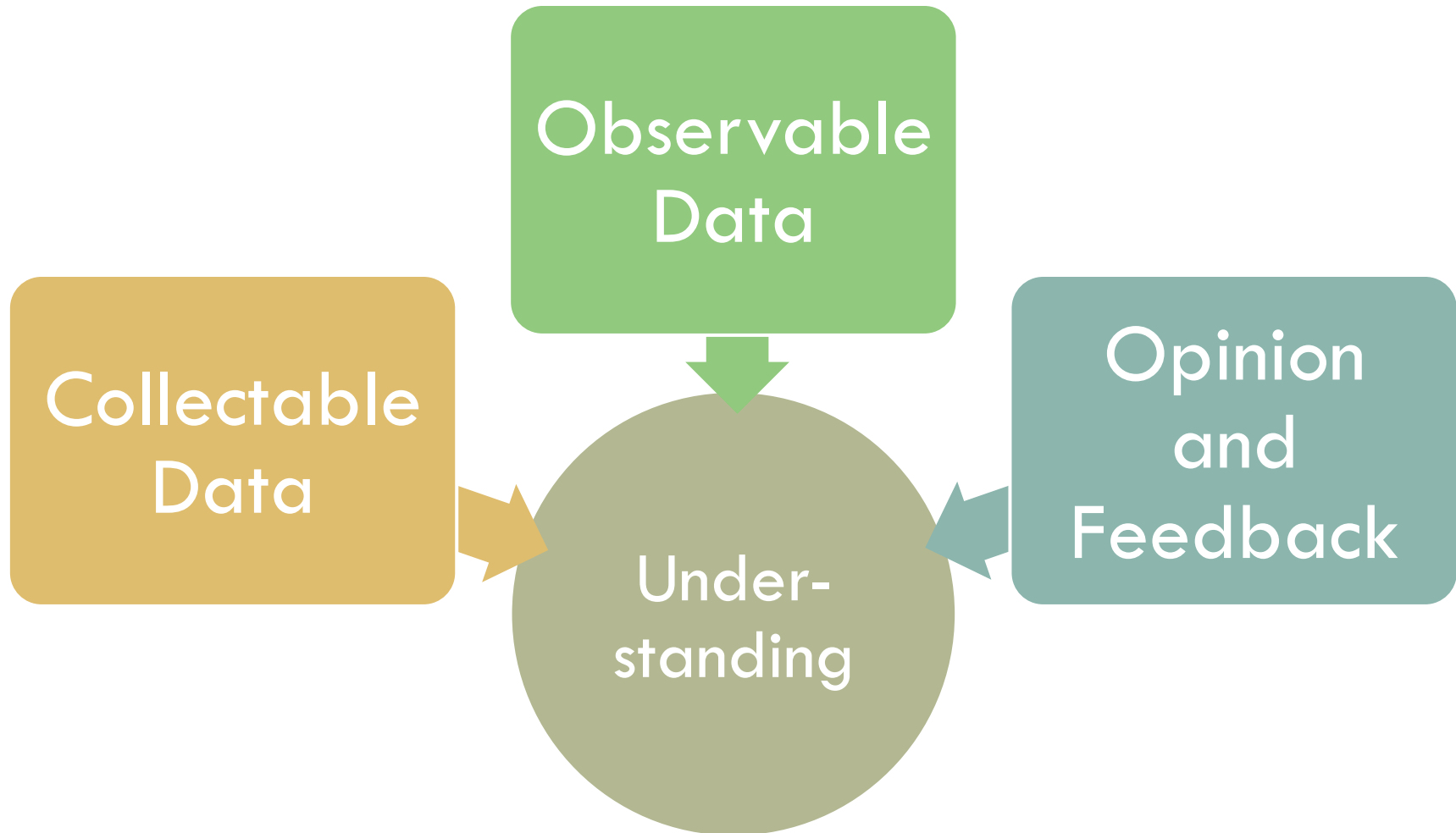


- Expectations of individuals for service
- Responding to a shifting environment
- How do we know what our patrons want?
 - ▣ Actions speak louder than words...

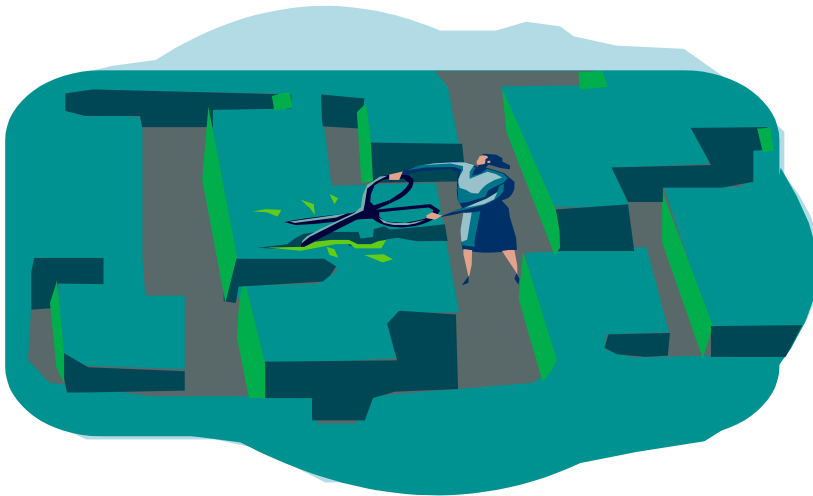
Questions to be customer focused



Do you really know your customers?



Do you have customer-aware leaders?



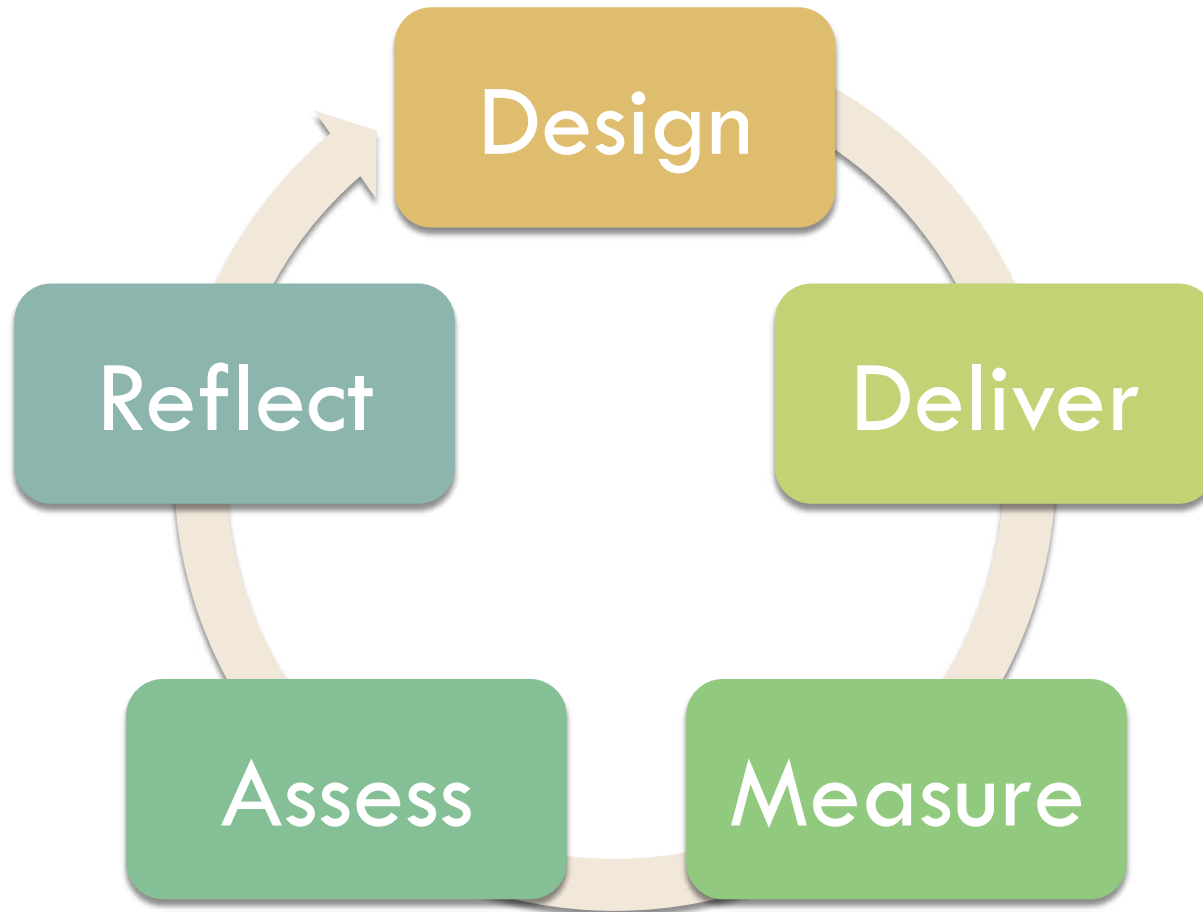
- Can you:
 - Try without fear?
 - Ask probing questions?
 - Raise patron concerns?
- Do they:
 - Listen
 - Respond
 - Assess
 - Challenge status quo
 - Involve staff

Are your processes customer friendly?

- Is your first desk service focused?
- How often do you say no?
- How many steps does it take for someone to get what they need?



Have you got the means to deliver?





What barriers do you have?

Type a few words in chat: describe a barrier to being customer focused in your library.

Customer Focused Trends and Successes



Space Use analysis and changes



Daytime

Twitter and Facebook: listening and engagement

The image shows a screenshot of the Twitter profile for Skokie Public Library (@skokieelibrary). The profile header includes a profile picture of a dog wearing a blue baseball cap and sunglasses. The name is "Skokie PublicLibrary" and the handle is "@skokieelibrary". The bio reads: "Cornerstone of information, entertainment, and community on the North Shore. Maintained by librarians @theanalogkiddie and @mickjacobsen. Skokie, IL - <http://www.skokieelibrary.info>". To the right of the bio, it shows "Follow", "6,287 TWEETS", "297 FOLLOWING", and "1,128 FOLLOWERS".

Below the header is a "Tweet to Skokie PublicLibrary" section with a text input field containing "@skokieelibrary". To the left of the main tweet area is a sidebar menu with options: "Tweets", "Following", "Followers", "Favorites", "Lists", and "Recent images".

The main "Tweets" section displays a list of tweets from the account:

- Skokie PublicLibrary @skokieelibrary** 1h
Blogged [The Bookshelf] Pages Through History - A Great Discussion [bit.ly/AnOvD](#)
- Skokie PublicLibrary @skokieelibrary** 6h
@Brian_Seattle Come visit us sometime. We love giving tours!
← in reply to Brian Chrisman
- Skokie PublicLibrary @skokieelibrary** 7h
Have you heard? The complete Harry Potter collection is now available in our eBook library [bit.ly/qnc0AG](#)
- Skokie PublicLibrary @skokieelibrary** 10h
Fun for Kids & Families @ Your Library: March 12-19
conts.cc/WKgwD
- Skokie PublicLibrary @skokieelibrary** 4 Mar
At our library: Book Brawl, Green Eggs and Ham, and the Annual Fun of...

<https://twitter.com/#!/skokieelibrary>


Library Guides/Online Tools

Cars, Trucks, Trains & Airplanes: Transportation Books for Kids Tags: entertainment, fun, fun, genres, kids, parents, reluctant_readers
For young kids who can't get enough of Thomas the Tank Engine, Disney's Cars, Jay Jay the Jet Plane or Bob the Builder.

Last Updated: Mar 2, 2012 | URL: <https://explore.westervillelibrary.org/transportation> | [Print Guide](#) | [RSS Updates](#) | [SHARE](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

Transportation Books for Kids [Comments\(0\)](#) [Print Page](#) Search: [Catalog](#) [Search](#)

Transportation Books for Kids



Search Starters: Transportation

Browse the library's books about transportation. Or use these keywords to start your own search!

- Airplanes
- ATVs (All Terrain Vehicles)
- Bicycles
- Big Rigs
- Boats
- Bulldozers
- Buses
- Cars

Favorite Books about Transportation

Don't Let the Pigeon Drive the Bus - Mo Willems
When a bus driver goes on break, he asks the audience to keep an eye on his vehicle and the daff, bug-eyed pigeon who desperately wants to drive it. The pigeon then relentlessly begs readers for some time behind the wheel.

Machines at Work - Byron Barton
Depicts a busy day at the construction site, as the workers use a variety of machines to knock down a building and begin constructing a new one.

Tip Tip Dig Dig - Emma Garcia
Describes how various earthmoving trucks clean up a dump and make a playground, discussing what such machines as diggers, mixers, bulldozers, and cranes can do.

Fun Dirty - Koko & Jim McMillen
A busy bulldozer loader describes all the items it hauls off a lot and all the fun it has getting dirty while doing so.

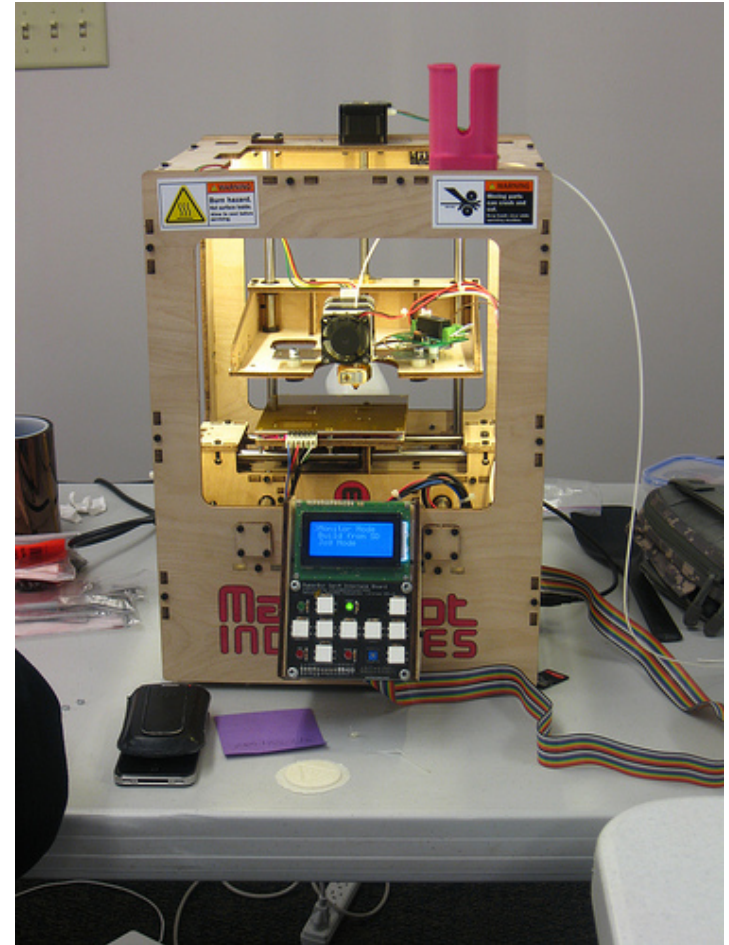
My Truck Is Stuck
When a dump truck "loads a great big load" gets stuck in the mud, progressively larger vehicles try to pull it out.

<http://explore.westervillelibrary.org/>

Media Creation & Entrepreneur Centers



<http://youmediachicago.org/2-about-us/pages/2-about-us>



<http://www.fayettevillefreelibrary.org/about-us/services/fablab>



Discover your customers needs

What is one strategy or tool you could implement today to learn about your customer's needs? Type your answer in chat.

Key strategies for customer focus



- ▣ Organize around Customer Focus
 - Listen, Measure, Reach Out
 - Respond
 - Assess
 - Challenge status quo
 - Involve staff
 - Identify and Design for Customer Behavior

Being Customer Focused is:

- Being where your patrons are
- Being what your patrons need
- Consistently revisiting and revising



Resources



- Customer Focused Library on Webjunction
 - <http://www.webjunction.org/home/articles/content/8052613>
- Webjunction's feature on "Focusing on the Customer"
 - <http://il.webjunction.org/interpersonal/-/articles/content/135802482>
- Handout on webinar site



Questions?



Thank you!

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