



Infopeople Webcast Series:

***Technology Tuesdays—Tips,  
Trends, and Tools of the Trade***

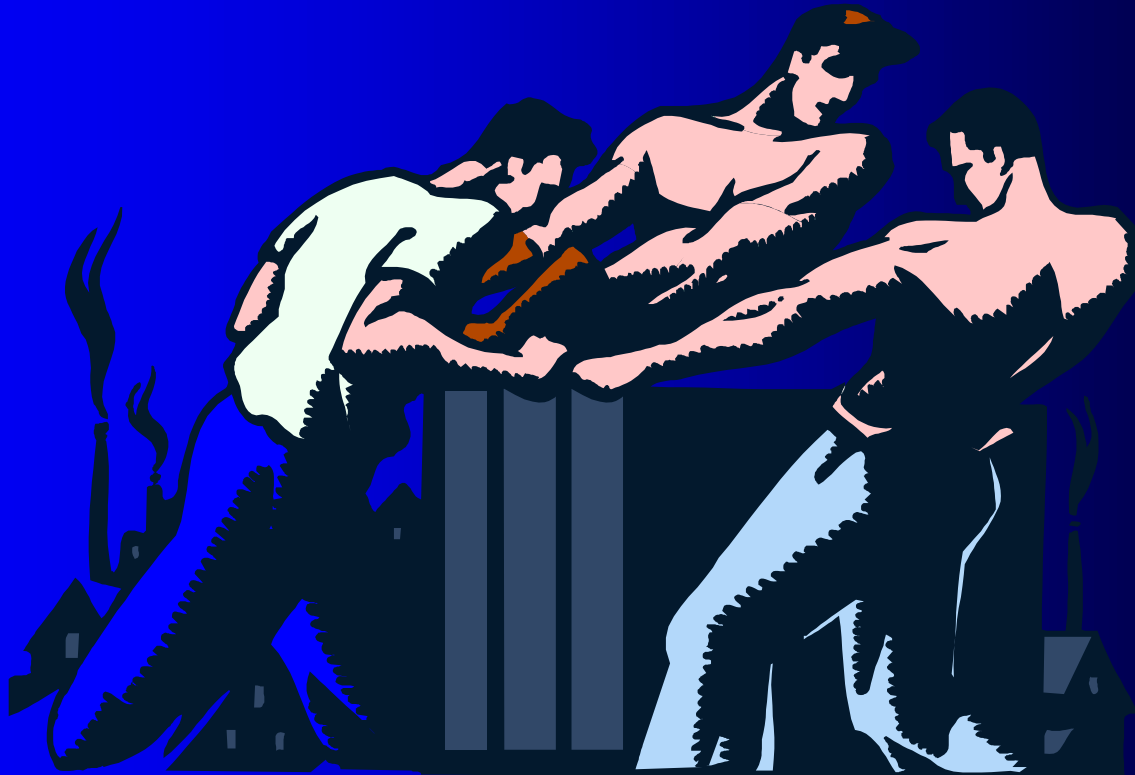
# Convenience Technologies: New Tools for Outstanding Customer Service

Tuesday, May 13, 2003  
12:00 noon to 1:00 p.m

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# Never Underestimate the Impact of an Inconvenient Service Encounter



- Webcast handouts are available to download at the URL at the bottom of this slide:

[http://www.infopeople.org/training/webcasts/5-13-03\\_convenience.html](http://www.infopeople.org/training/webcasts/5-13-03_convenience.html)

# Technical Housekeeping

- Webcast handouts available at [http://infopeople.org/training/webcasts/5-13-03\\_convenience.html](http://infopeople.org/training/webcasts/5-13-03_convenience.html)
- Use Chat window to ask questions or post to group
- Click IM button to send a private message
- For technical problems, send IM to **HorizonHelp**
- Evaluation pops up during Q&A, please fill it out
- Webcast is being archived; will be available on Infopeople's Website tomorrow

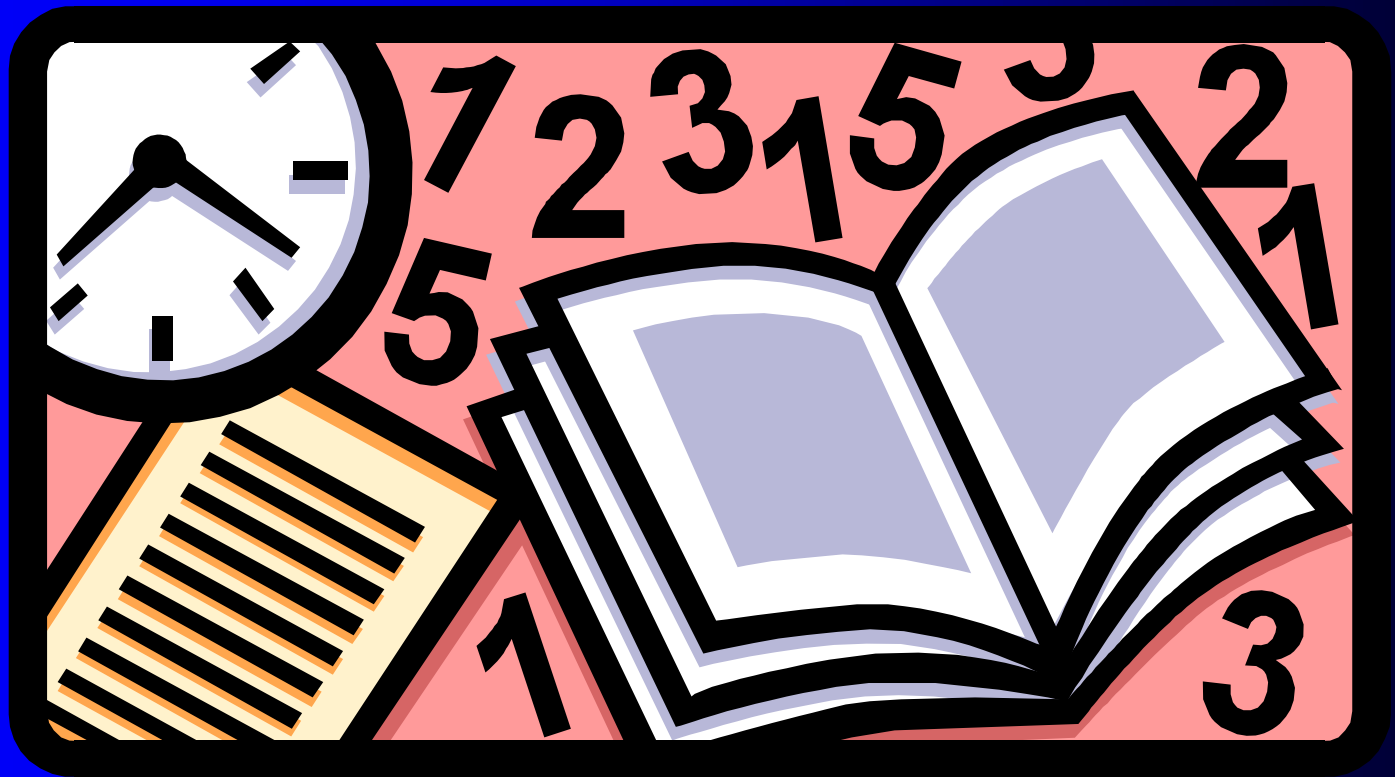
# Agenda

- Strategies and technologies that give users
  - Choice of time
  - Choice of place
  - Ease of navigation
- How library traditions can get in the way of convenience
- Choosing convenience technologies
- Where to look for other ideas

# What Makes a Service Convenient?



# Choice of Time





# Convenient Time Strategies

- Retail-style hours
- 24x7 virtual services
- After hours ATM services
- Reservations/appointments
- Express service
- “Continuous loop” services
- Little or no waiting

# Online Reservations/ Booking

Reserve equipment,  
events, facilities,  
training, staff  
assistance

The screenshot shows a Microsoft Internet Explorer browser window displaying a web application titled "Make a Reservation". The address bar shows the URL: <http://server402/signet/chedlib/reservations.asp>. The page features a navigation menu with icons for "Patrons", "Reservation", "Help", and "Refresh". A "Logout" button is also present in the top right corner.

The main content area is titled "Schedule a Reservation" and contains the following form fields:

- Borrower Number: gntactad36
- Computer Group: Lending Library (dropdown menu)
- Computer Type: Lending Library (dropdown menu)
- Duration: 30 minutes
- Location: (dropdown menu)

Below the form fields is a calendar for the week of 19 Dec 2002. The calendar shows days from Monday to Sunday, with the 19th and 20th highlighted in red, indicating the selected reservation dates.

At the bottom of the form, there is a "Time" dropdown menu set to 11pm and a "Reserve a Computer" button.

The browser's taskbar at the bottom shows several open applications, including "Make a Reservat...", "Chris Program help...", "Internet - Microsoft Co...", "JagLib PC Booking S...", and "Pharos Help - Micro...".

# Choice of Place



# Convenient Place Strategies

- Multiple locations/outlets
- Well marked/easy to find
- Public transit access/pedestrian access/ample parking
- Accessible to people with disabilities
- Near food service, other amenities
- Web-based and phone-based services
- Document delivery
- "House calls"

# Vibrating Pagers



# Wireless “Point of Sale” Computing



- Laptops
- Palmtops
- PDAs
- Pen computers
- Tablet computers
- Portable barcode scanners

# Accommodation for User-Supplied Equipment



- Power
- Network access via user's ISP only - **UNLESS** you can control both configuration and security
- If wireless, think separate network

# Voice Recognition



- Assume all phones are cell phones
- If possible, offer the user a choice of voice recognition or touch tone



# Ease of Navigation



# Convenient Navigation Strategies

- Obvious starting place(s)
- Situational signage
- Non-verbal visual cues
- Manageable number of clearly defined paths/options
- Easily identified, knowledgeable, proactive service personnel
- Mainstream service conventions

# Credit and Debit Card Payments



This is what money looks like nowadays...

# Recommender Systems/ Collaborative Filtering

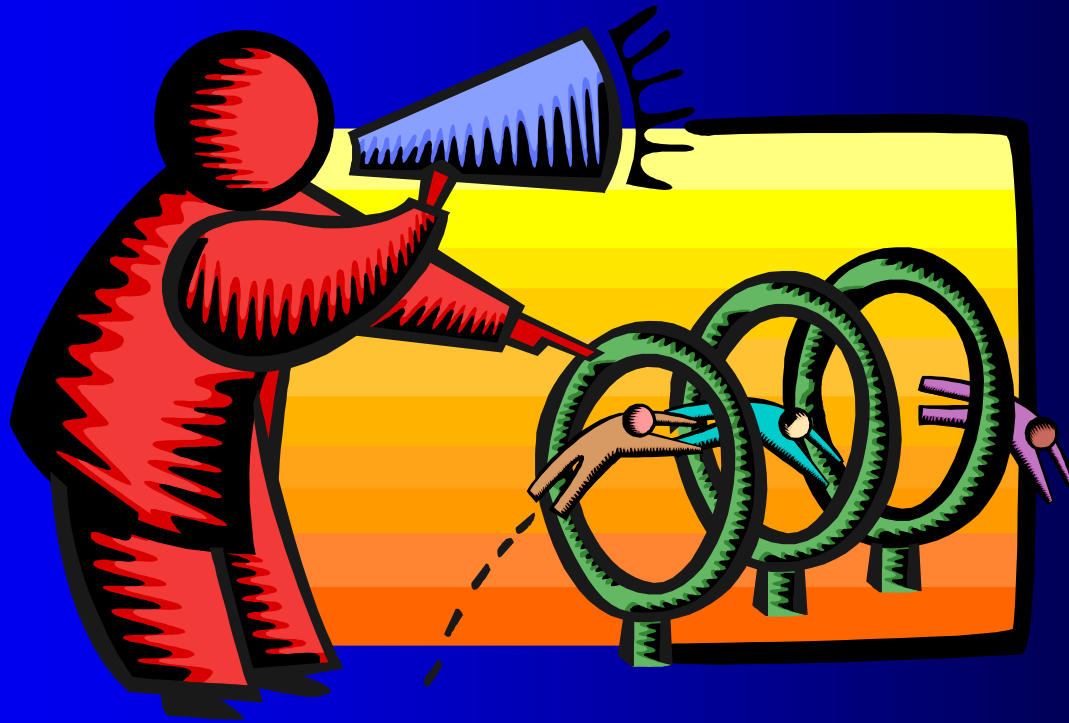
- “Other people who bought this book also bought...”
- “Other people who gave four stars to many of the same movies you gave four stars also enjoyed...”
- “Would you like some fries with that?”

# Infrared Listening Systems



- Does not interfere with hearing aids
- Does not pick up radio signals
- Can offer multiple tracks for additional languages

# How Library Traditions Can Get in the Way of Convenience



# Choosing Convenience Technologies

- Think mainstream
- Notice what you find convenient
- Let other service providers train your users
- Get out of the library



# Where to Look for More Ideas



- *Business Week*
- *Progressive Grocer*
- *Technology Review*
- *Library Futures Quarterly*
- Field trips out into the “real” world