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Cross Timbers



Library Collaborative

# Batteries Not Included? Enhancing Customer Service

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University of Texas at Arlington Libraries



- The beginning

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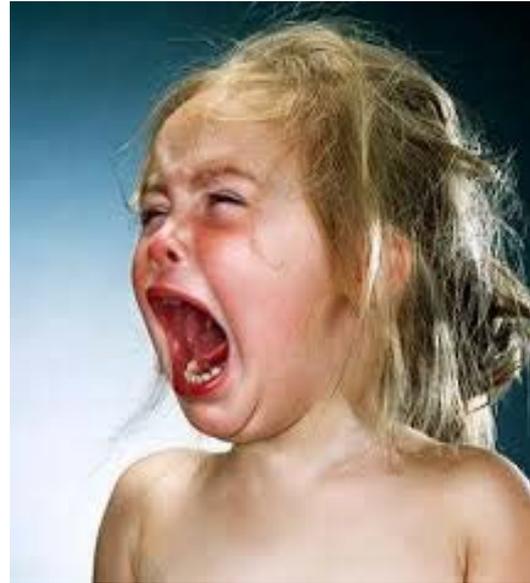
The Husqvarna toy lawn mower (589 28 96-01) is a perfect gift for kids ages 2+. This kids toy mower is modeled after the HU800AWD mower, with real engine sounds and lights. **Uses 3 AA Batteries (not included).**

[https://express.google.com/product/1925802580793153955\\_4332652170898118141\\_1699011?mall=WashingtonDC&directCheckout=1&utm\\_source=google\\_shopping&utm\\_medium=product\\_ads&utm\\_campaign=gsx&utm\\_content=test\\_30\\_45](https://express.google.com/product/1925802580793153955_4332652170898118141_1699011?mall=WashingtonDC&directCheckout=1&utm_source=google_shopping&utm_medium=product_ads&utm_campaign=gsx&utm_content=test_30_45)



- They may forget what you said — but they will never forget how you made them feel.

—Carl W. Buehner



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- Desired Result



[https://express.google.com/product/1925802580793153955\\_4332652170898118141\\_1699011?mall=WashingtonDC&directCheckout=1&utm\\_source=google\\_shopping&utm\\_medium=product\\_ads&utm\\_campaign=gsx&utm\\_content=test\\_30\\_45](https://express.google.com/product/1925802580793153955_4332652170898118141_1699011?mall=WashingtonDC&directCheckout=1&utm_source=google_shopping&utm_medium=product_ads&utm_campaign=gsx&utm_content=test_30_45) Fair Use



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- Extraordinary



- Going beyond what is usual, regular, or customary.
- Exceptional to a very marked extent

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- Think ahead and be proactive



- For example if you buy a cell phone, is that all you need?
- Car charger
- Fast charger
- Car phone holder
- Selfie stick

[https://www.sprint.com/en/shop/cell-phones/apple-iphone-8-plus.html?cf\\_offer=100579&cf\\_id=920586008.920586007.906958095&cfp=715e38a06ce1976ff10c189004d80e9b&ECID=SEM:PLA-SGA&ds\\_kid=92700032881037408&ensembleId=190198456281&credit=A2&contractName=0-yr-lb-18months&deviceQuantity=1&plan=pln10910001prd](https://www.sprint.com/en/shop/cell-phones/apple-iphone-8-plus.html?cf_offer=100579&cf_id=920586008.920586007.906958095&cfp=715e38a06ce1976ff10c189004d80e9b&ECID=SEM:PLA-SGA&ds_kid=92700032881037408&ensembleId=190198456281&credit=A2&contractName=0-yr-lb-18months&deviceQuantity=1&plan=pln10910001prd) Fair Use



- Listen to Your Customer



- Determine if you can help them.
- Become the liaison if you need to refer them to another person/location.

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- Ask them “what they need”



- They may be asking for the wrong thing.
- Library Lingo vs Public speak
- Dolphins the team or dolphins the mammal.

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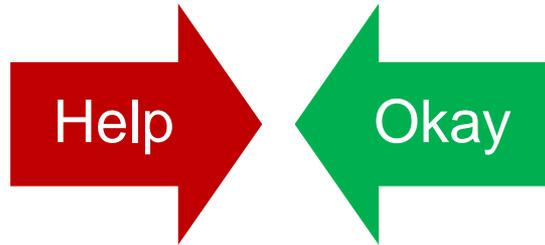
- Exceed Expectations

- You are the Expert!
- Be proactive
- Take the time
- Active listening
- Provide assistance





- Provide Feedback / Follow-up



- Use their preferred method of communication
- Get their contact information
- Solve their problem

- Smile



- Make them feel important
- Make them feel comfortable / safe / secure
- Pay attention
- Write things down



- Mirror Neuron



- A mirror neuron is one that "mirrors" the behavior of the other.
- If you are happy, it shows and will be reflected.
- Also true if you are not happy.

- Take Your Customer Service to the Next



- Be exceptional
- Remember what you heard may not be what they meant
- Be kind
- Give respect
- Remember: It doesn't cost anything and can be worth its weight in gold.

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# Questions



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# Thank You!



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