



UNIVERSITY OF TEXAS  ARLINGTON

Cross Timbers



Library Collaborative

Batteries Not Included? Enhancing Customer Service

Troy Christenson

Associate Librarian: Resource Delivery & Course Reserves
University of Texas at Arlington Libraries



- The beginning

<https://www.flickr.com/photos/pennuja/5308224424> Attribution 2.0 Generic (CC BY 2.0)



<https://www.flickr.com/photos/51764518@N02/12159297084> Attribution 2.0 Generic (CC BY 2.0)



UNIVERSITY OF
TEXAS
ARLINGTON

LIBRARIES



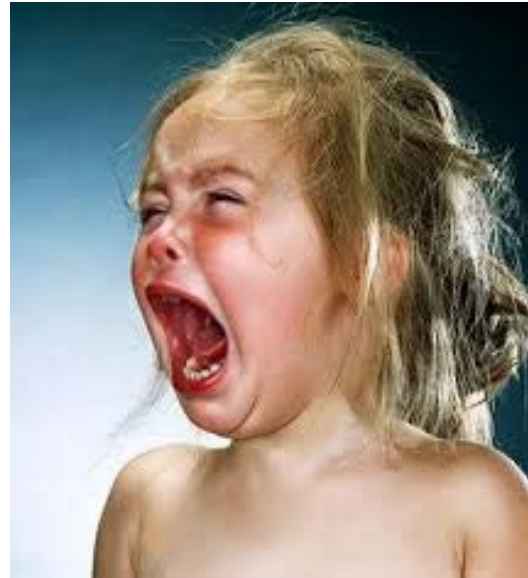
The Husqvarna toy lawn mower (589 28 96-01) is a perfect gift for kids ages 2+. This kids toy mower is modeled after the HU800AWD mower, with real engine sounds and lights. **Uses 3 AA Batteries (not included).**

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



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

—Carl W. Buehner



<https://quoteinvestigator.com/2014/04/06/they-feel/> Fair Use

<https://www.mamamia.com.au/the-picture-you-couldnt-bear-to-look-at-little-girl-crying/> Fair Use



UNIVERSITY OF
TEXAS
ARLINGTON

LIBRARIES



- 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 Fair Use

- Extraordinary



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

https://tonyevansdotcom.files.wordpress.com/2017/01/img_4869.jpg Fair Use



UNIVERSITY OF
TEXAS
ARLINGTON

LIBRARIES



- 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 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.

https://commons.wikimedia.org/wiki/File:His_Master%27s_Voice.jpg Copyright: Public Domain

- 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.

<https://www.flickr.com/photos/elff/5872064611/> CC BY-SA 2.0



UNIVERSITY OF
TEXAS
ARLINGTON

LIBRARIES

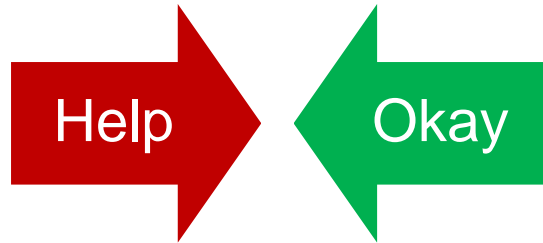
- Exceed Expectations

- 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.

<https://www.publicdomainpictures.net/en/view-image.php?image=59474&picture=gold-heart-and-ribbon> License: [CC0 Public Domain](#)



UNIVERSITY OF
TEXAS
ARLINGTON

LIBRARIES

Questions



Thank You!



UNIVERSITY OF
TEXAS
ARLINGTON

LIBRARIES

Contact Information:

Troy Christenson
Resource Delivery Librarian
University of Texas at Arlington
Central Library A&D B-29
702 Planetarium Place
Arlington, TX 76019

817-272-3344
troy.christenson@uta.edu

UNIVERSITY OF TEXAS  ARLINGTON