



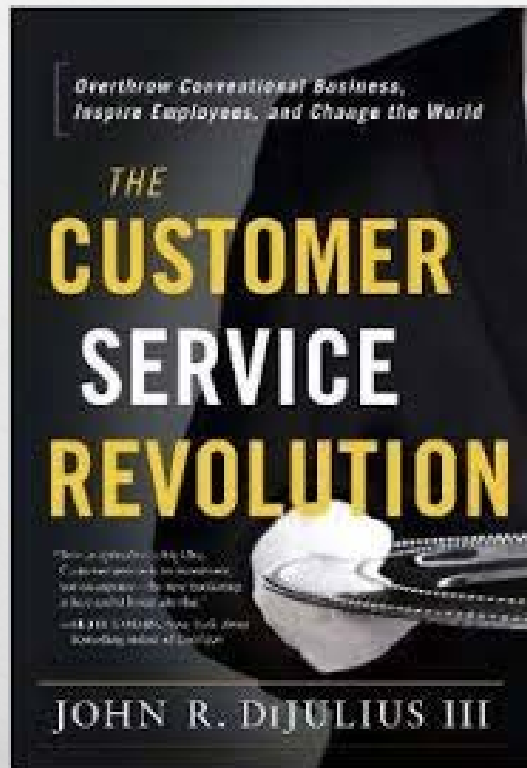
PREPARING FOR THE MAIN EVENT

CREATING A CULTURE OF CUSTOMER SERVICE



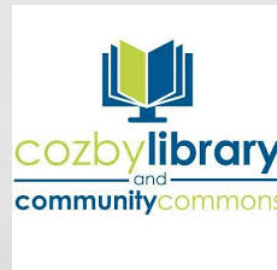
Cross Timbers Library Collaborative 2018

THE CUSTOMER SERVICE REVOLUTION

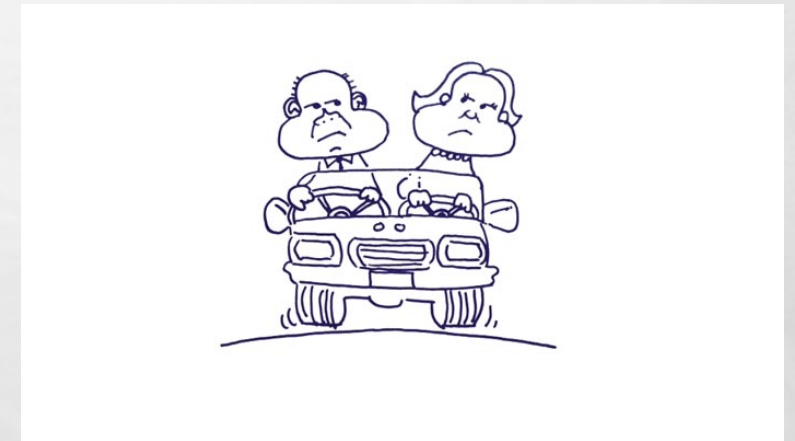


The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World by John R. DiJulius
(9781626341296) Greenleaf Book Group Press (2015)

The Customer Service Revolution: A City of Markham Innovation
(http://www.ipac.ca/documents/City_of_Markham.pdf)



WHAT IS A CUSTOMER SERVICE REVOLUTION?



CHANGE ON EVERY LEVEL



Consciousness



Behavior



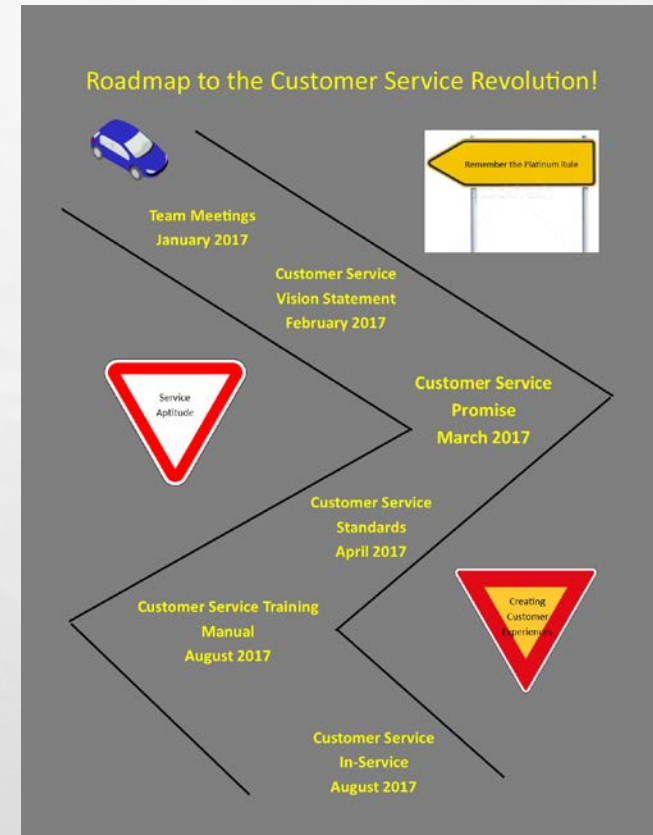
Culture



Systems

HOW DO WE GET THERE?

- 9-month-long initial process
- Lay the foundation
- Staff-Driven Projects
- "A Culture of Service"
- More than just "Being Nice"



TEAM MEETINGS



VISION STATEMENT

"We want to be the best part of your day!"

- Deliver Excellence
- Connect
- Be Empowered



SERVICE PROMISE

- Social contract with our stakeholders
- NOT “thou shalt not” list
- Sets expectations of service
- Tilted towards the customer

OUR SERVICE PROMISE


As a patron, you can expect us to...

Provide a welcoming space for all...
Exceed your expectations...
Empower our staff to be knowledgeable and dedicated...
Take ownership of every relationship opportunity...
Deliver excellent service tailored to your needs...
Acknowledge and respond to your feedback...
Provide fair practices and procedures while ensuring accountability to our institution...
Inspire confidence in your ability to use the library's services...
Treat our patrons with respect...
Offer solutions instead of excuses...

We stand by our practices and know that, working together we can ensure that all of our patrons are provided a positive experience. As a patron, you will...

Be courteous, respectful, and mindful of others...
Be aware of and follow our policies and procedures...
Respect the rights of all patrons to share the common space...

THE CUSTOMER SERVICE REVOLUTION



SERVICE STANDARDS

Always/Never List

- Make it personal
- Make it short
- Make it achievable

NCTC LIBRARY—GAINESVILLE SERVICE STANDARDS

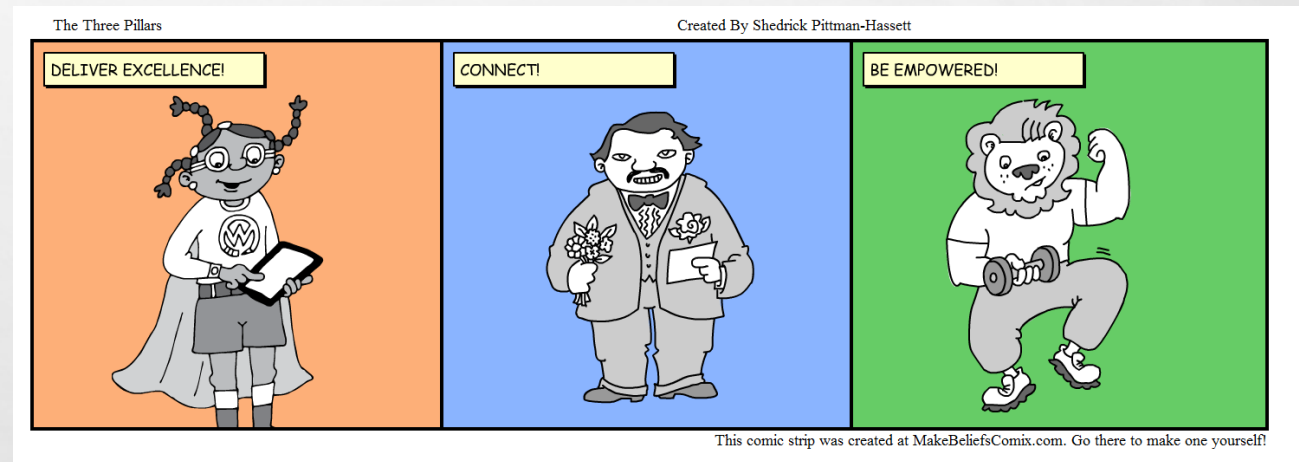
Never	Always
Point	Show
Cold Transfer	Warm Transfer
Make Excuses	Own It
Criticize or Overshare	Respect your Patron and Institution
Ignore the Patron	Ask "Is there anything else I can do to help you today?"
Show Frustration	Focus on what you can do



The Customer Service Revolution

LONGEVITY

- Customer Service Training Manual
- Continued Training
- Continued Discussion
- Hiring Practices
- Evaluations



RESULTS

- 2013 USER SURVEY: 71.35% OF USERS WERE "VERY SATISFIED" WITH CUSTOMER SERVICE
- 2017 USER SURVEY: 93.9% "AGREED" OR "STRONGLY AGREED" WITH POSITIVE CUSTOMER SERVICE STATEMENTS REGARDING THE LIBRARY



EMBRACE THE CUSTOMER SERVICE REVOLUTION?





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