

Managing for *GREAT* Customer Service!

Ensuring Your Library's Success through
Strong Customer Partnerships

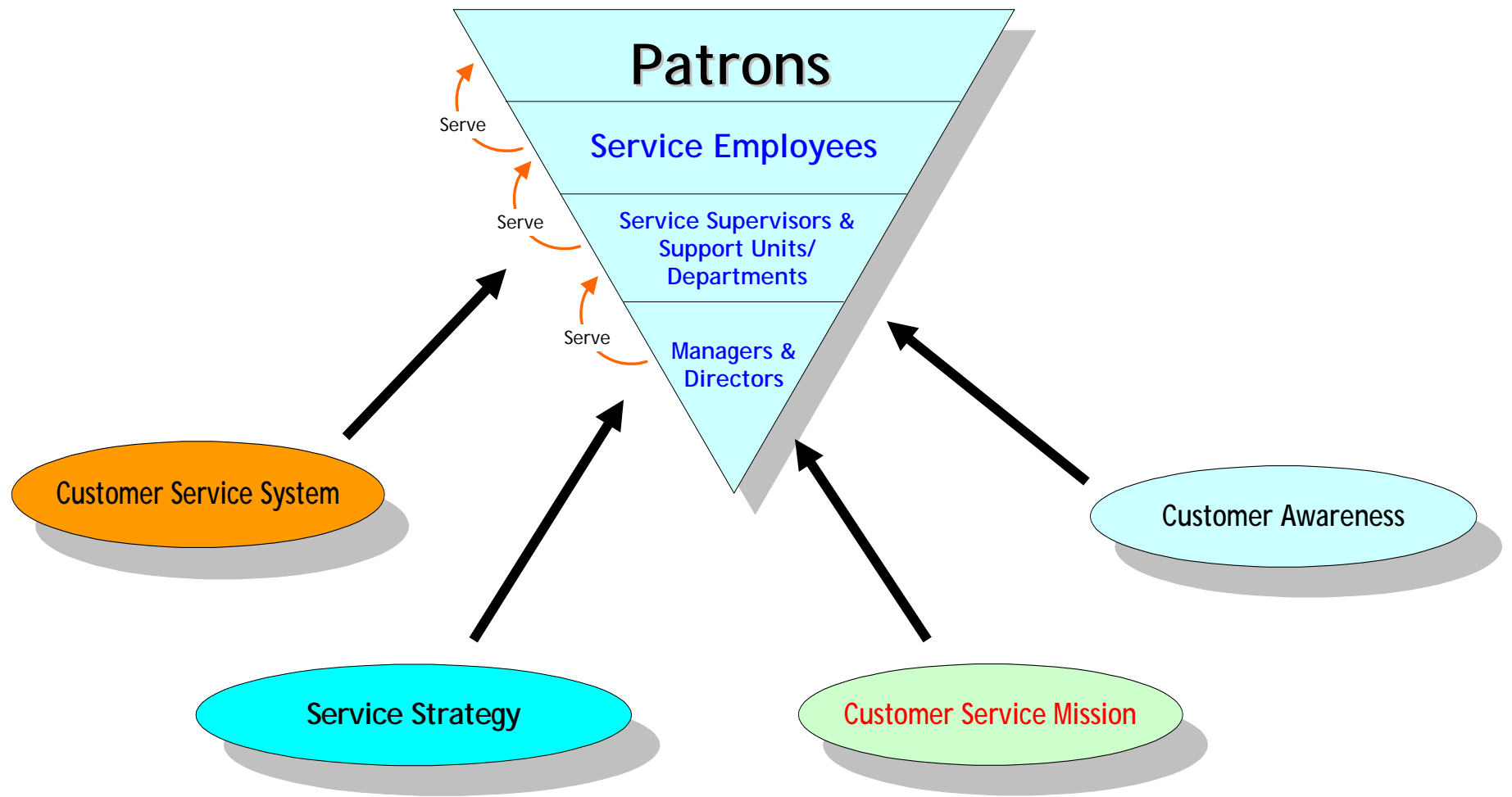


Jeff Russell
Co-Director

Our Learning Objectives

- 1. Describe what “world-class” customer service looks like for your library**
- 2. Identify actions that library leaders and staff can take to achieve world-class service**
- 3. Discuss a new organizational structure oriented toward library patrons**
- 4. Describe a five-dimensional model for customer-centered service**
- 5. Explore actions for creating a customer-centered library**
- 6. Identify actions for supporting frontline staff**

The Customer-Centered Library . . .



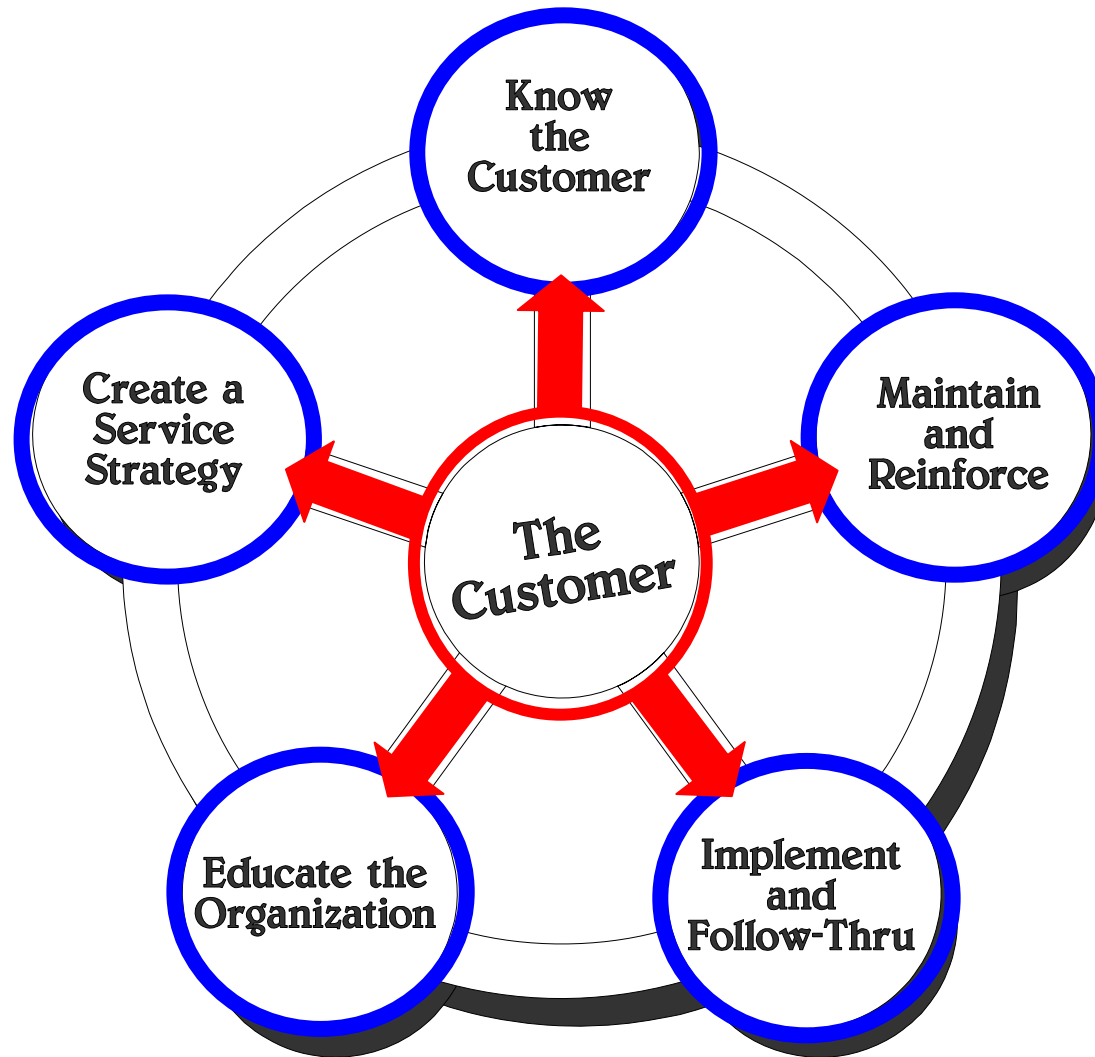
A Customer-Centered Library

1. Know your customer.
2. Make customer service the driving force.
3. Put the front line staff in charge of the process.
4. Provide organizational support to the front line.

A Customer-Centered Library

5. Define a clear role for managers and supervisors.
6. Use customer data to support customer service decisions.
7. Strive for continuous improvement.

A Customer-Centered Service Model



Know the Customer

- Identify your customers and their needs/requirements
- Conduct interviews with individual customers
- Facilitate focus groups with selected customers
- Use written/online surveys
- Use daily interactions, incidents, trends, etc. to learn from the customer



Create the Service Strategy

- Define Your Customer Service Philosophy and Values
- Develop a Service Mission Statement
 - Who are our customers? What is important to them?
 - What is our core contribution to our customers? What do we want to achieve for our customers?
 - For what are we *famous* or well known from our customer's vantage point ?
- Develop a Strategic Customer Service Plan [What do we need to work on as an agency to achieve our customer service mission?]
 - SWOT Analysis – Where are we *weak? Strong?* [internally/externally]
 - What is our plan to address our weaknesses?
 - What are our goals for service improvement?
- Create “Operational” Plans for Each Area [How will each team/unit/work area achieve GREAT customer service?]

Educate the Organization and Customers

- Communicate the customer service philosophy and mission to staff and customers
- Train managers in their role as customer service managers
- Train direct service staff in process improvement, assessing customer needs, communication skills, problem solving, dealing with difficult customers, etc.
- Tell customers what they can expect and what they need to do to become a partner to great service



Implementation and Follow-Through



- Involve staff in developing unit and personal customer service goals
- Continue to build work teams that are focused on customer service
- Create a reward system that recognizes GREAT customer service
- Involve staff in “system” problem solving – What’s working/What’s not?
- Periodically assess internal customer (employee) satisfaction

Maintain and Reinforce Excellence

- Continue listening to and learning from your customers
- Build in ongoing staff incentives for GREAT customer service
- Continue staff training
- Establish performance standards – and hold people accountable
- Orient all employees to the customer service mission
- Annually review the customer service strategy
- Respond to what you learn from your customers and your staff
- Watch the competition
- Benchmark your effectiveness

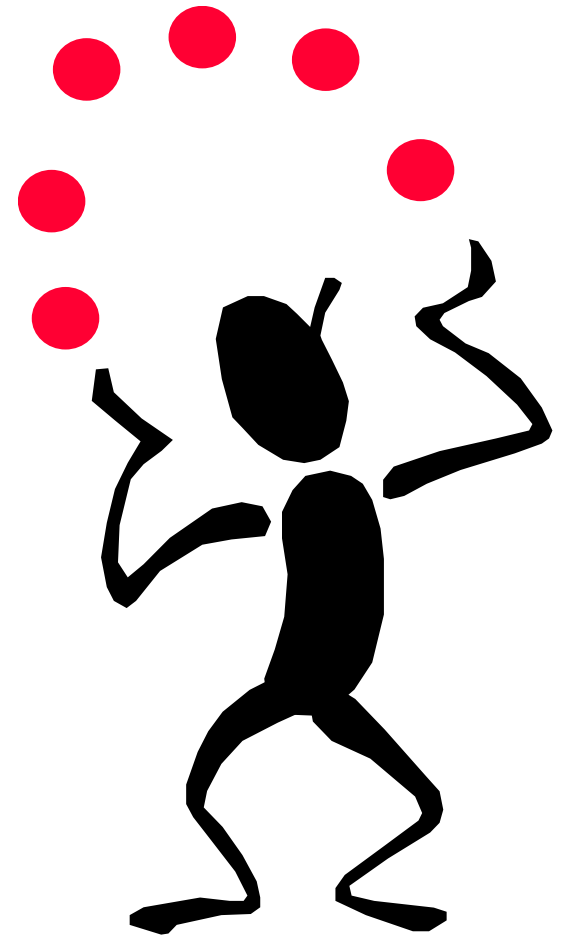
Supporting the Frontline

1. Define great performance.
2. Maintain sensible rules.
3. Demonstrate respect and fairness.
4. Provide organizational support.
5. Provide psychological emotional support.



Supporting the Front Line

6. Provide technical support.
7. Ensure safety.
8. Provide opportunities for professional growth.
9. Give people employment and financial security.





You can't build a reputation on
what you are going to do.

— Henry Ford

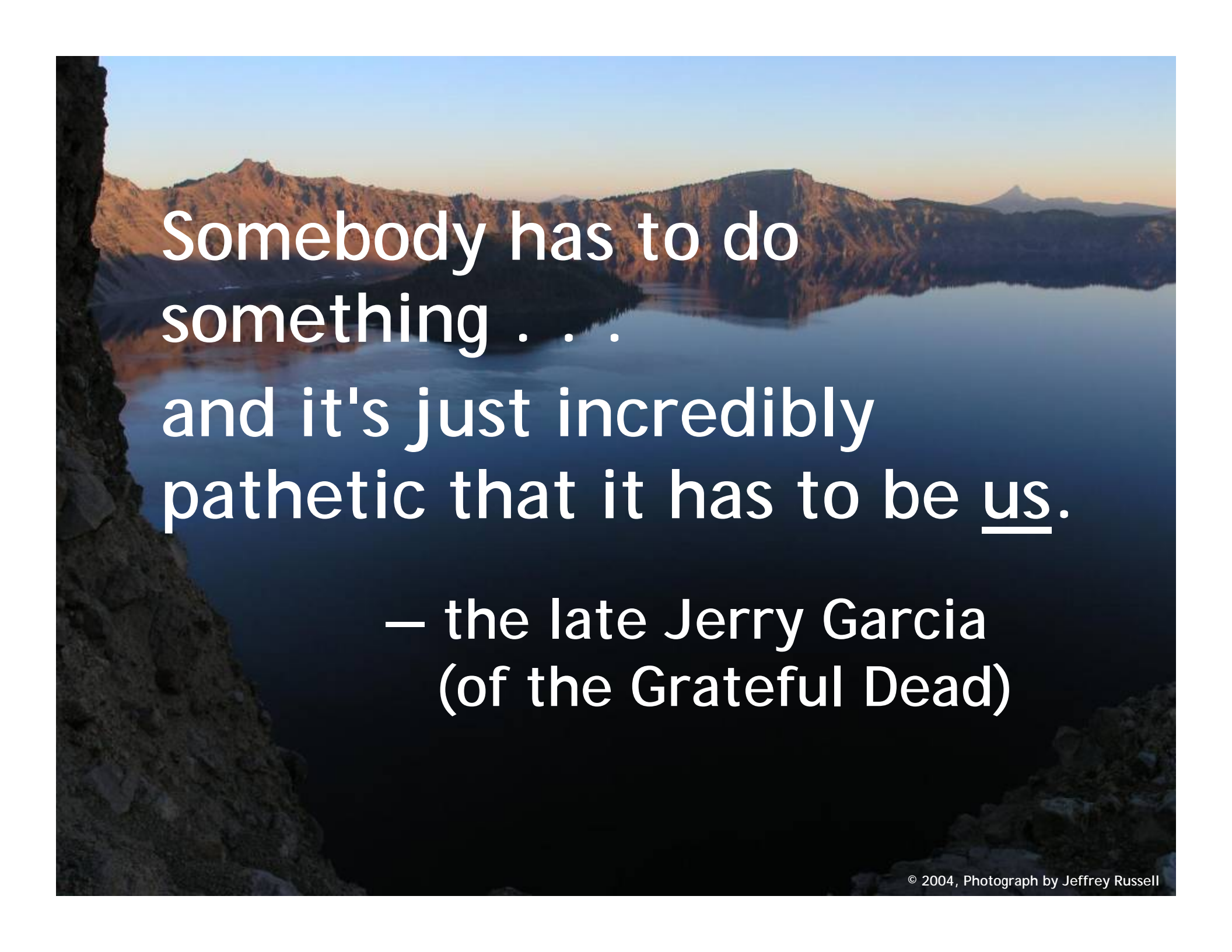
American industrialist



Sometimes I lie awake at night, and I ask, "Where have I gone wrong?"

Then a voice says to me, "This is going to take more than one night."

— Charles M. Schulz
Charlie Brown in "Peanuts"



Somebody has to do
something . . .
and it's just incredibly
pathetic that it has to be us.

— the late Jerry Garcia
(of the Grateful Dead)

Thank You!

**Best of luck as you work together
to create **World-Class** customer
service at your library!**

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PowerPoint for today's presentation.

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