



KEYNOTE: CUSTOMER SERVICE EXPERIENCE
UMATILLA COUNTY SPECIAL LIBRARY DISTRICT

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WHAT WE'LL DO TODAY

Define customer service

Differentiate internal from external customer

Look at the Competency Index for the Library Field through the Library Lens

Debunk customer service myths

Unpack why 2 organizations are known for service

Apply our discussion to the library world



CUSTOMER SERVICE



Dictionary: The assistance and advice provided by an organization to those people who use its product or services

Customer: Efficiency, experience, quality of product or service, ease of doing business, presentation/cleanliness

WHAT'S MORE IMPORTANT... INTERNAL VS EXTERNAL CUSTOMER?

Internal Customer:

the people we work with inside the organization necessary to serve the customer, coworkers, others on my team or another team

External Customer:

the ultimate person an organization serves

COMPETENCY INDEX FOR THE LIBRARY FIELD

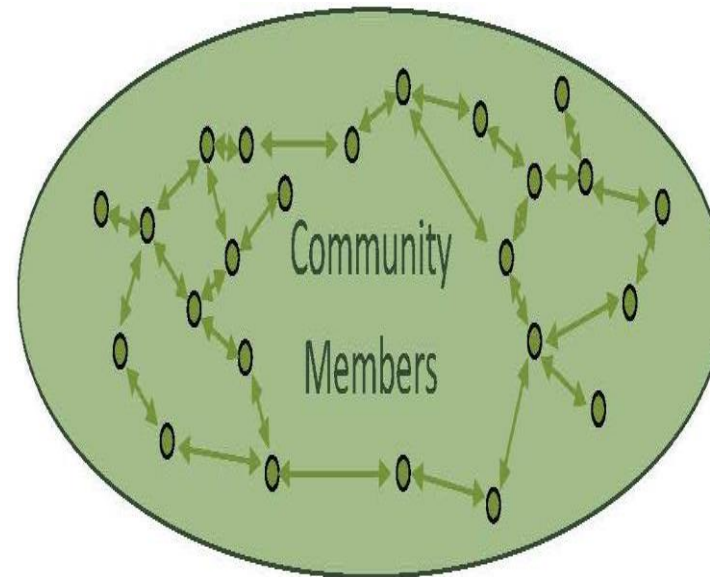
What? a valuable resource for libraries, helping staff identify and obtain the knowledge, skills and support needed to power relevant and vibrant libraries. Developed with the input and guidance of library staff and library consultants, the Index was originally published in 2009, and was updated in 2014 to address the ever-increasing economic, social, and educational demands of local communities.

Why? we do what we measure

How? look at it through the lens of customer service and think about where and how we can improve

THE HEART OF THE COMPETENCY INDEX

Accountability & Community Engagement



WHICH COMPETENCIES INVOLVE SERVICE?



INDICATORS OF GREAT CUSTOMER SERVICE

People are willing to refer their friends and family to you

People tend to defend you

People are loyal and will pass by competitors to come to you



CUSTOMER SERVICE MYTHS

People who respond to a sale, coupon, or event feel your customer service is good.

People do business with you when there is no competition.

No news is good news.

MYTHS
BUSTED



PRIVATE SECTOR CUSTOMER SERVICE



What comes to mind when you think of these organizations?

What are these companies known for?



WHAT DO THESE MEN HAVE IN COMMON?

Les Schwab



Walt Disney





CUSTOMER SERVICE IDEAS FOR LIBRARIES

Define your brand and get the word out

Build an on-line community

Adapt to technology while continuing to remind
people of your value

Patron surveys

Patron engagement initiatives



APPLY OUR DISCUSSION TO THE LIBRARY WORLD

What are areas you could improve customer service?

What do you want patrons to say about your library?

What experience do you want your patrons to have at your library?





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METRICS: MEASUREMENT IN THE LIBRARY

We see results on the things we measure.

Ideas to measure customer service experience for public libraries:

Growth in number and/or diversity of patrons served

Growth in self-service

Patron feedback on surveys

Patron comment cards about employees

Growth in number of resources used by patrons

Growth in diversity of resources used

Attendance/participation in activities

Partnerships to increase efficiency and effectiveness