

LET'S TALK ABOUT REAL CUSTOMER SERVICE 400%

HOW WE INCREASED CIRCULATION BY ~~300%~~

Vince Mussehl, Manager of Library Services

Chippewa Valley Technical College

Eau Claire, Wisconsin

WHERE WE'RE FROM



FROM THERE...

Then
(2013-2014)



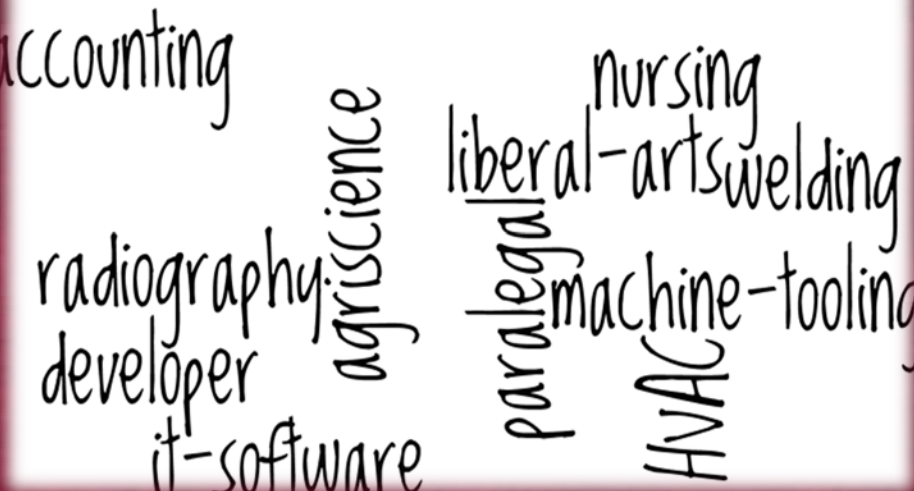
...TO HERE



Today

OVERVIEW: COLLEGE

- › Part of the Wisconsin Technical College System (WTCS)
- › 6th largest technical college
- › 13,400 enrolled students
- › 4,000 FTEs
- › 1,000 employees
- › Over 80 programs



A word cloud containing the following program names: accounting, nursing, liberal-arts, welding, radiography, agriculture, machine-tooling, developer, paralegal, HVAC, and it-software.

OVERVIEW: CVTC LIBRARY

- › Approximately 30,000 print volumes/200,000 digital
- › Circulation approximately 25,000 (4th highest in WTCS)
- › Staffing: 2.5 permanent employees (2nd lowest in WTCS)
- › Very busy space!



OVERVIEW: STUDENTS

- › Student population under age 30: 75%
- › Students deemed “at-risk:” 42%
- › 40% first generation
- › 80% FT – 20% PT
- › Average age: 26



OUR STUDENTS



ISAIAH



RYAN



SHANNA



DESIREE



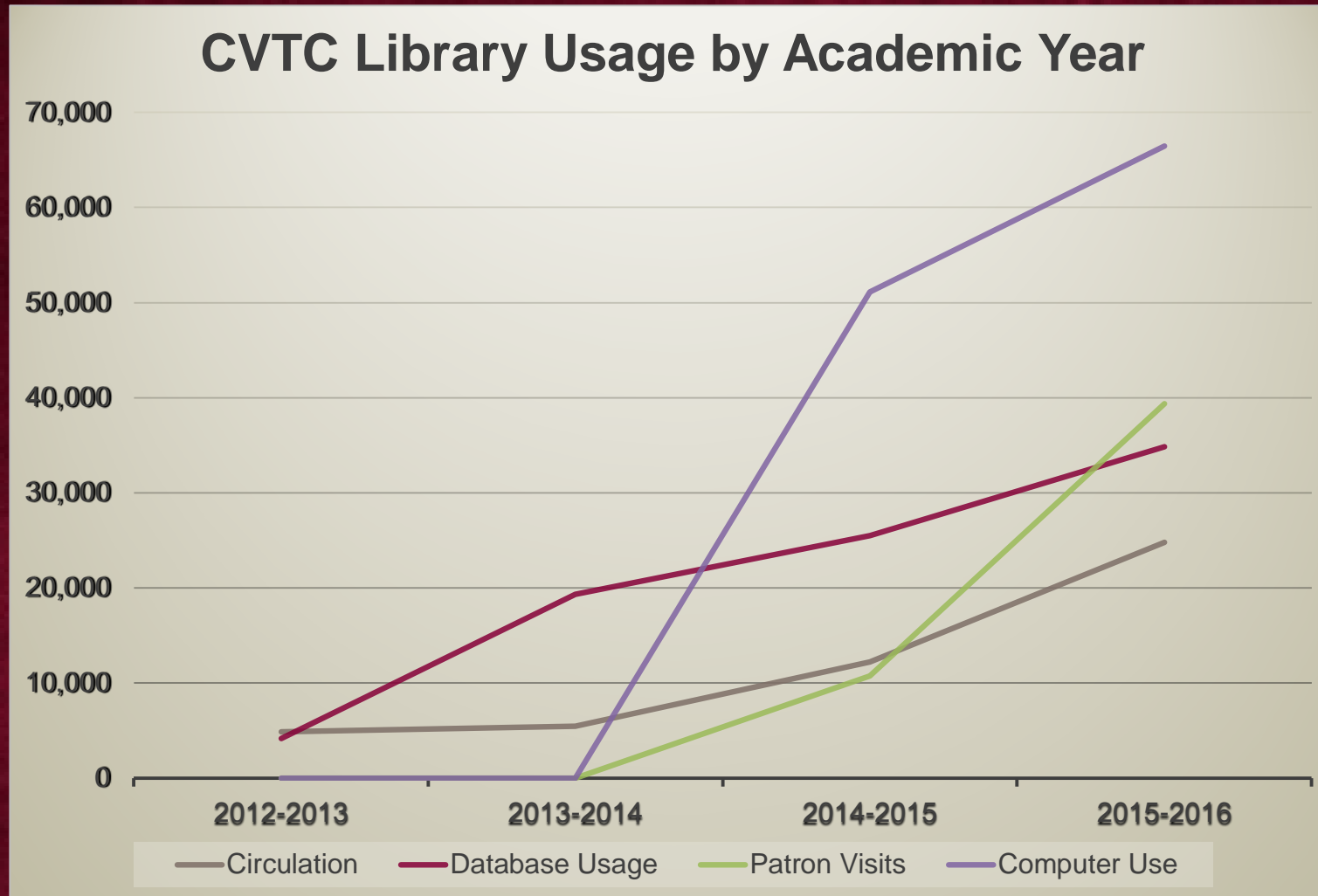
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WHY DOES THIS MATTER?

- › Exceptional customer service is understanding who your customers are and building positive, synergized relationships.



OUR USAGE

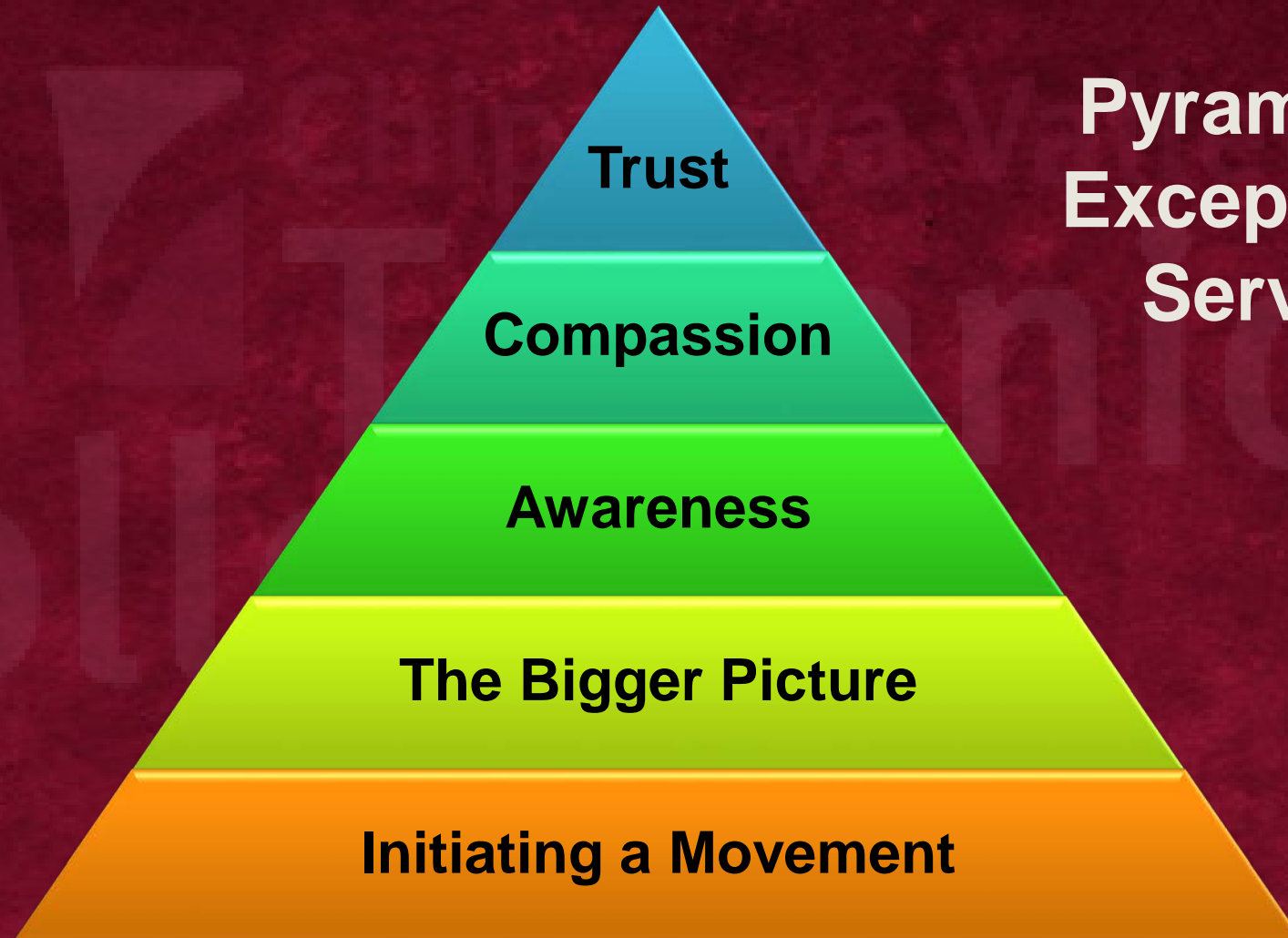


- ❖ Circulation: +405%
- ❖ Database Usage: +738%
- ❖ Patron Visits:* +267%
- ❖ Computer Use:* +30%

Apples-to-apples comparison from year to year.

****Data reflects 2014-2016***

EXCEPTIONAL CUSTOMER SERVICE



**Pyramid of
Exceptional
Service**

1. TRUST

- › Exceptional service is absolutely not possible without a mutual feeling of trust.



Trust

2. COMPASSION

- › Exceptional service requires libraries to be compassionate with their patrons.



Compassion

3. AWARENESS

- › Exceptional service requires libraries to be aware of their patrons' needs, desires, and abilities.



Awareness

4. THE BIGGER PICTURE

- › Exceptional service is multi-faceted and should not be viewed from a single lens but in a greater context.
 - Consistent services, policies, attitudes, language
- › Exceptional service is a continuous process.
 - Rest

The Bigger Picture

5. INITIATING A MOVEMENT

- › **A**ssess
- › **B**enchmark
- › **C**ommunicate
- › **D**eliver
- › **E**nable Others
- › **F**eedback

Initiating a Movement



OUR MOVEMENT

- › Responded to customer requests
 - Use information from automation system, patron counts/gate counts, IT department, and stats-tracking programs
 - Empower employees including student employees
 - Listen and follow-up with customer requests:
 - Greater technology access and support
 - Diversify collections available for customer use
 - Expand online presence
 - Easier access

HOW CAN THIS HELP YOUR INSTITUTION?

- › Increased circulation/usage data
- › Student/faculty buy-in
- › Word-of-mouth advertising
- › Leadership strategies
- › Collaboration opportunities
- › Improvement/enhancement of services

OUR VISION

- › Exceptional service can have profound effects
 - Library science associate degree program (proposed)
 - Open educational resources
 - Liaison librarian approach
 - Most progressive equipment/technology checkout in Wisconsin
 - Student technology mentorship program
 - Increase FTEs, retention, persistence, GPA, engagement

ANIM

AND

BRIT

AKES

LEAD LIBRARY



Thank you

QUESTIONS/DISCUSSION

[The Ideal Team Player: How To Recognize And Cultivate The Three Essential Virtues](#) (2016)

[The 5 Levels Of Leadership: Proven Steps To Maximize Your Potential](#) (2013)

vmussehl@cvtc.edu