



Dorothy Hargett, MA, MLIS
Librarian – Head of Access Services
Regent University Library
Virginia Beach, Virginia

Everybody is Talking About It!



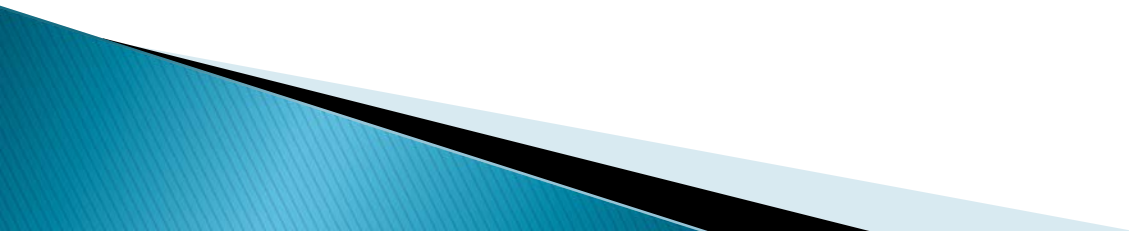
Discussion Points



- ▶ The Key to excellent customer service.
- ▶ Three proven concepts that will revolutionize your customer service strategy.
- ▶ View and discuss short video clips that provide re-enactments of actual interactions between staff and customers.
- ▶ Provide tips and ideas on customer service practices

Who Needs Customer Training? ...We all Do!

Anybody who says they don't need customer service training definitely needs customer service training.



Training is important.....

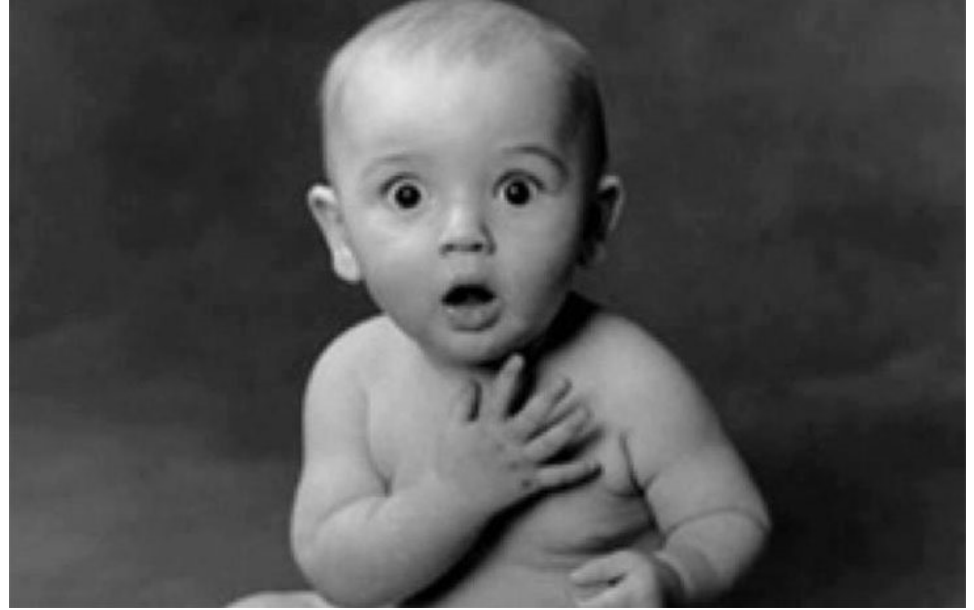
- ▶ Because this lady just walked away totally confused.



Can I check this book out?



The Library Survey



- ▶ Over 50 percent said that customer service was not a high priority.

Amazed



He doesn't
know it yet but
something
needs to
change...will
you tell him?

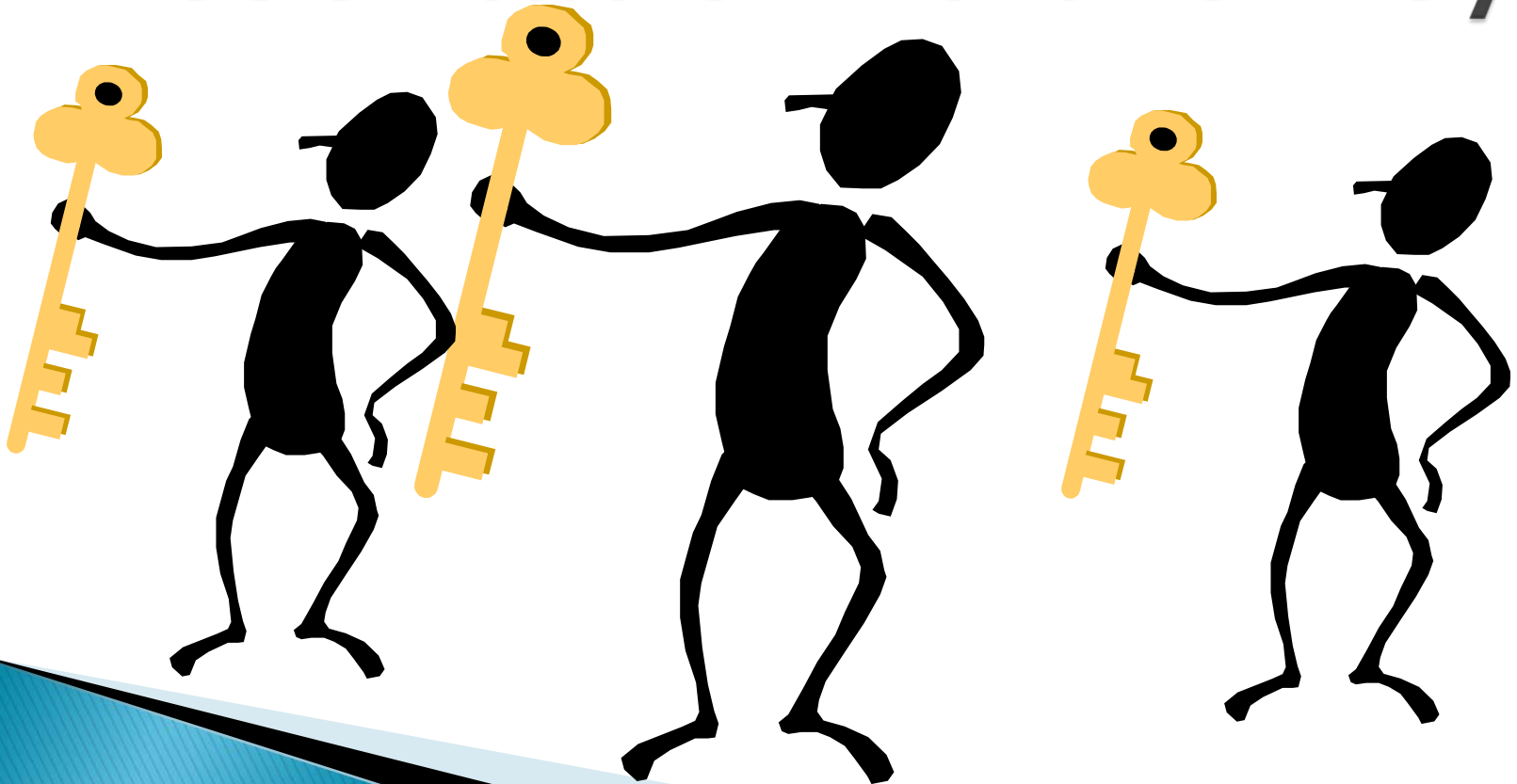
More
importantly how
will you tell
him?



The Key



Presentation is the Key



Experience

- ▶ “Customers don’t care what you know until they know that you care.”

Digital Equipment Company

- ▶ An unhappy customer remembers the incident for 23 and a half years and talks about it for 18 months.

US Office of Consumer

Affairs



Shout it from the Mountain Top

- ▶ “When a customer has a bad experience, they tell 10 people. When they have a good experience, they tell two.”

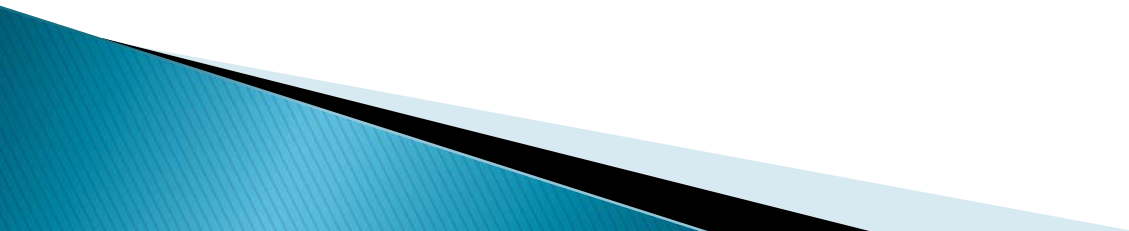
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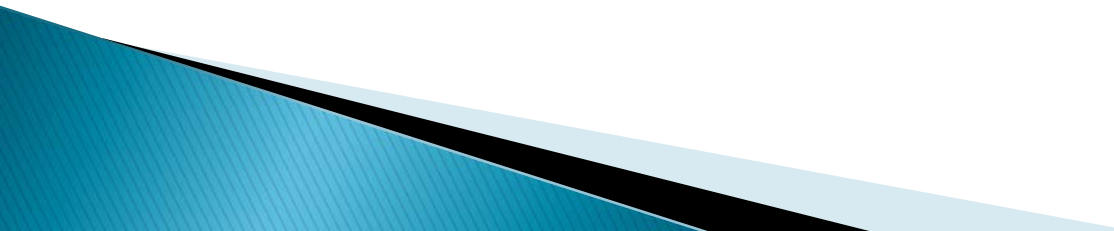
The RCA EFFECT



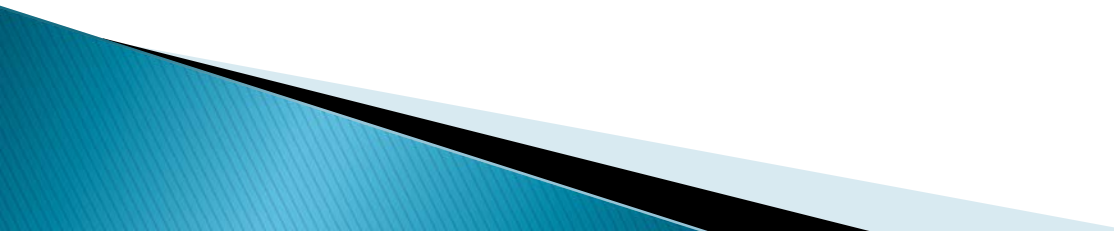
WHAT??



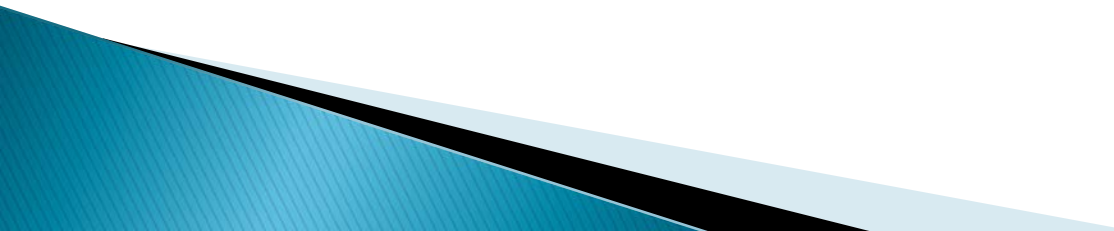
RESPECT

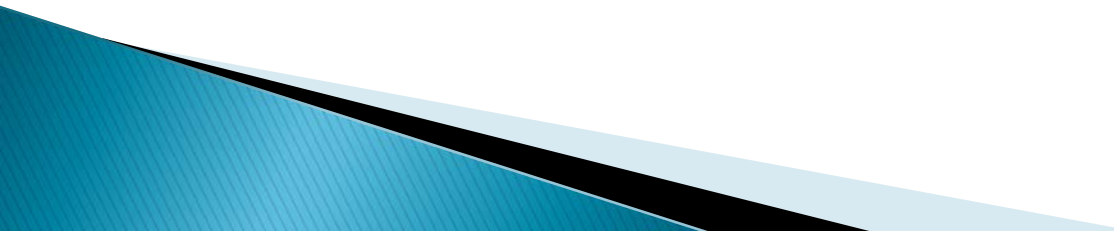
- ▶ Harvard Business Review(HBR) – study of 20,000 employees say respect is what they want most.
 - ▶ Those that get respect from their leaders reported 56% better health and well-being
- 

RESPECT – HARVARD BUSINESS REVIEW STUDY

- ▶ No other leader behavior had a bigger effect on employees across the outcomes that were measured. Being treated with respect was more important to employees than recognition and appreciation.
- 

COMMUNICATION

- ▶ When in doubt ask for clarification.
 - ▶ Be specific.
- 

- ▶ Knowing what tasks you want to accomplish and being able to communicate it to someone else is crucial.
 - ▶ Communicate with patrons in a pleasant and professional tone.
- 



What Just Happened???

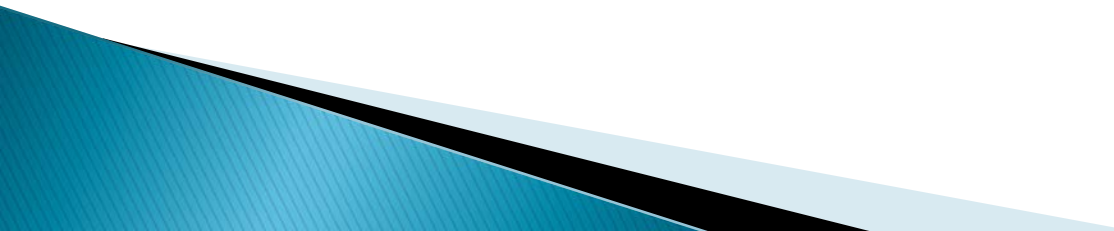
▶ What did she say?



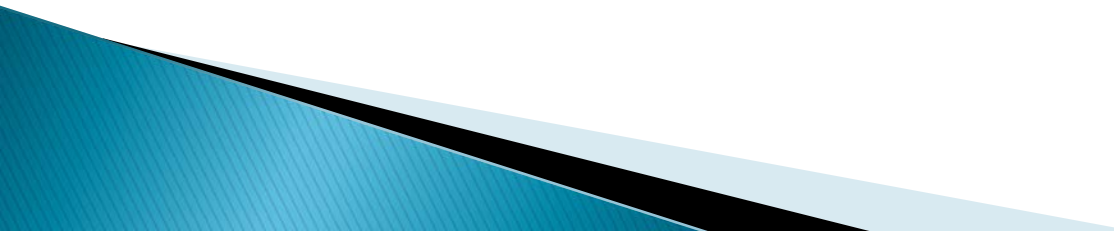
COMMUNICATION???????



LISTEN

- ▶ **Don't try and fix it or give advice—just listen.**
 - ▶ **Be attentive and focus on what the person is really saying.**
- 

ACTION

- ▶ Give Feedback – Take the time– if the job is good....say so. If the job needs more work.....say so.
 - ▶ Empower, Support and Encourage
 - ▶ Don't Be Afraid to Confront the Issues
- 

The RCA Effect

- *Respect*
 - *Communication*
 - *Action*
- 

NO FOOD ALLOWED



THESE CONTAINERS....



ARE NOT SPILL-PROOF

X

Please dispose of these types of containers before entering the library. Thank you





No Cell Phones



HOW MANY TIMES DO I HAVE TO
TELL YOU TO BE QUIET!



I LOVE MY JOB! CAN'T YOU TELL!





Yes You Can!

- ▶ A Cup of Coffee
- ▶ Cell Phones
- ▶ Talking Floor
- ▶ Coffee Shops
- ▶ Longer hours
- ▶ New Technology

What is Customer Service?

- ▶ **Reliable**
 - ▶ **Timely**
 - ▶ **Excellent**
 - ▶ **Memorable**
- 

Why in Libraries?

- ▶ **Serves the Community**
 - ▶ **The Patron Returns**
 - ▶ **Jobs are Saved**
- 

INATTENTIVE

ATTENTIVE

DISTRACTED

No! I can't do your research!



YOU'RE SCARING ME!

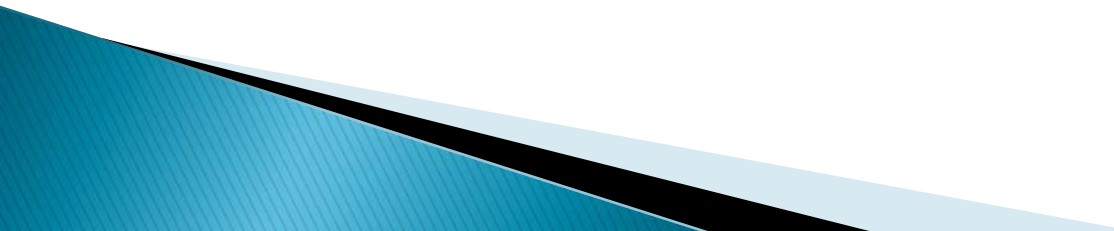


Customer Service Tips/Ideas



- ▶ Be professional/Greeting often begins before the patron reaches the desk.
- ▶ Acknowledge patrons immediately, even if you can't help them right away.
- ▶ Be calm and positive—no matter how angry the patron gets.
- ▶ The customer isn't always right but should always be respected

Avoid

- ▶ Saying I don't know, without offering to find a answer
 - ▶ Arguing=====It takes two
 - ▶ Displaying Mr. Knowitall
 - ▶ Answering by pointing
- 



REGENT
UNIVERSITY
LIBRARY

NOW HAS
UMBRELLAS WITH
3-DAY CHECK-OUT
PERIODS

Used Blankets



Remove Barcode and Leave
in Corresponding Bag

OPEN

Hefty

BLANKET #6

**STRONGER
—SEAL—**

JUMBO

CIRCULATION
DEPARTMENT
BLANKET #6

Panasonic PV-GS500 Video Camera

Soundtrack Pro

al Camera

er 2005

Local Training - Adobe Acrobat 8 Professional

Local Training - Adobe Photoshop CS3 Extended

Local Training - Adobe Dreamweaver CS3 Extended

Local Training - Adobe Flash CS3 Extended

Local Training - Adobe Illustrator CS3 Extended

Local Training - Adobe Photoshop CS3 Extended

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Local Training - Adobe Photoshop CS3 Extended

Local Training - Adobe Photoshop CS3 Extended

Motivate



SPOTLIGHT



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]



NAME: [Illegible]
MAJOR: [Illegible]
INTERESTS: [Illegible]
GOALS: [Illegible]

Sara Kuzminski

Circulation Assistant



**REGENT
UNIVERSITY**

Library

Access Services Department

Jordan Albrecht

Circulation Assistant



**REGENT
UNIVERSITY**

Library

Access Services Department

TRAINEE

Remember!

▶ **Presentation is the Key!**

▶ **The RCA EFFECT**

❖ Respect

❖ Communicate

❖ Action