Re-thinking customer service training: A curricular solution to a familiar problem

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UNIVERSITY LIBRARIES

Customer Service Training at UMD

- Why?
- Buy in from staff
- Course development
- Navigation
- Lessons learned & next steps
- Questions



Why a Customer Service Training Program?

- Standardized & unified training
- Baseline level of job skills, knowledge
- Positively meet customer expectations
- Effectively deal with customers in stressful situations



Why a Customer Service Training Program? cont'd

- Excellent service = Library highly valued
- Job satisfaction, motivation, innovation
- Greater staff recognition



Staff Buy-In

- Customer Service Forums
- Staff Survey
- Stakeholder Meetings
- Reports: Senior Leadership, Staff Assembly
- Digital Badge



Course Development

Committee Final Report

- Communication
- Job skills
- Job knowledge
- Module Format
- Content
- Quizzes
- Blended Learning Approach
- Online
- In-person workshops





- Consistency & Branding
- Testing links
- User support



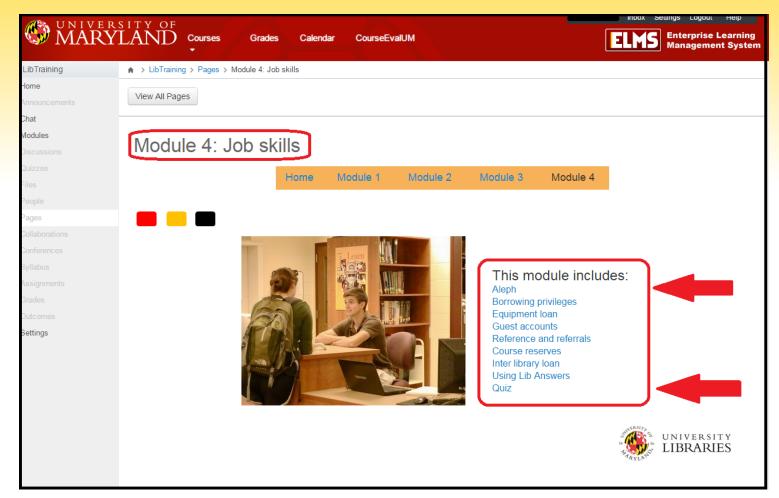
Consistency & Branding

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Syllabus	Table of contents
Assignments Grades	Module 1: Introduction
Outcomes	UNIVERSITY Module 2: Effective communication
Settings	Module 3: Job knowledge
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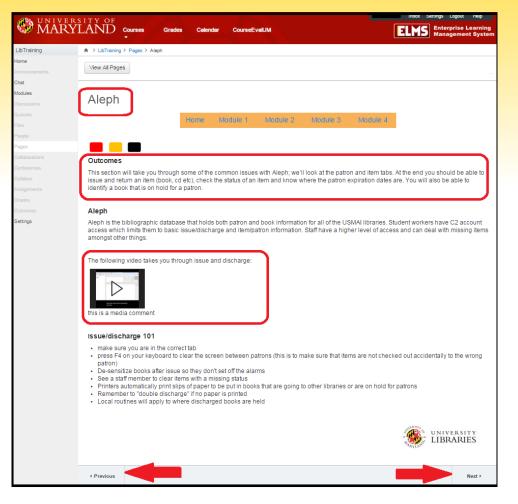
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Content 1





Content 2







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Testing & User Support

- Testing Links
- Staff/student User Guide
- Supervisor Guide



Lessons Learned

- Varied preferences for delivery of training
- Campus environments & cultures
- Communication: Progress Reports
- Field test all course aspects
- Ensure accessibility to all content



Lessons Learned cont'd

- Diversity of tech literacy
- Realistic timeframe for course development
- Plan logistics for implementation
- Technical expertise



Next Steps

- Assessment
 - Improve staff performance
 - Better service to users
 - Completion rates
- Sustainability



Thank you

Questions?

Please contact us: libtraining@umd.edu

