Human Touch
The Only Stability in the Ever-Changing 'iWorld': Access Services Cherishing Customer Service

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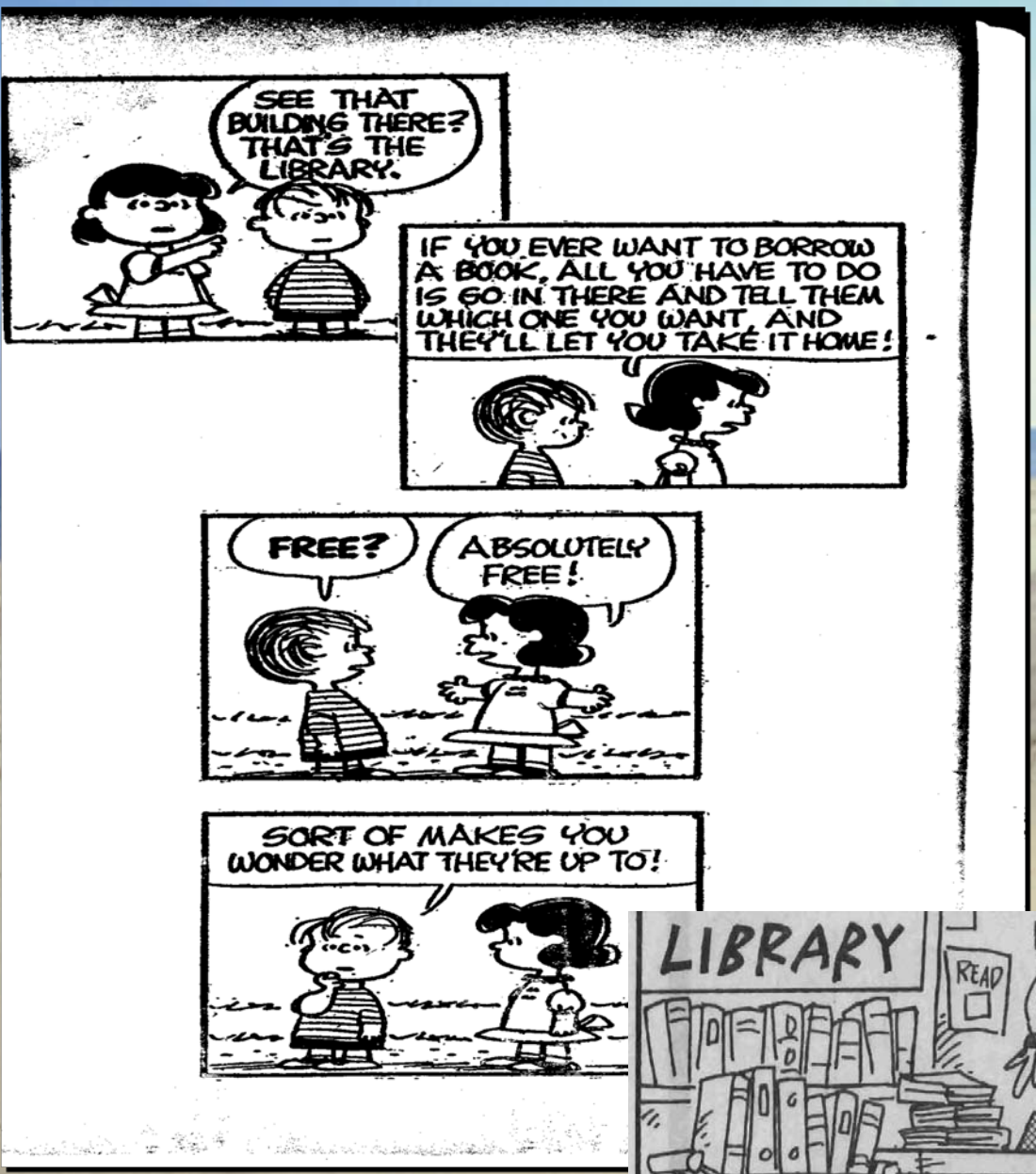
Blackwell Library
Salisbury University

Nov. 12, 2009

Salisbury University

- Founded in 1925
- Located on Maryland's Eastern Shore 30 miles from Ocean City, MD and 2 ½ hours from Washington, D.C. and Baltimore, MD
- Four-year comprehensive university
- Enrollment 8,000 students

Customer Perspectives



Blackwell Library

- Serves as a focal point of learning, scholarship, interaction and invention among students, faculty and staff
- Staff of 12 librarians and 9 full-time support staff
- Open 100 hours per week
- Annual circulation 75,000 (FY 07-08)
- Usage – 368,000 (2008)

Access Services

- Circulation Department
- Faculty Reserves (traditional and e-Reserves)
- Interlibrary Loan Department
- Shelving/Shelf Maintenance
- Staff of 4 full time, 5 part-time (evening/weekend) and 12 student assistants


!#%!!#
too many
i stuff
iMEOW
iTunes
iPod
iPhone
iSchool
THE ONLY WAY THE iPhone CAN LIVE UP TO THE HYPE...

Change- the ONLY constant

- Organizational culture rooted in tradition and habit
- Change- an unwelcome visitor
- Organizational culture-profound effect on staff morale and interactions
- “employees cannot create this focus without the support of the organizational culture.”

--Darlene Weingand

“How can the library create and maintain ***excellence*** in a ***changing environment*** where responding to ***customer needs*** and focusing on ***customer satisfaction*** determines ***survival*** and ***prosperity***?”

From Darlene Weingand’s
Customer Service Excellence: A Concise Guide for Librarians
1997

Excellence=E

Changing Environment=CE

Customer Needs=CN

Customer Service=CS

Survival=S; Prosperity=P

$$\frac{E \times X^{CE}}{CN + CS} = S + P$$

Plan change with the **Customer** as the focal point

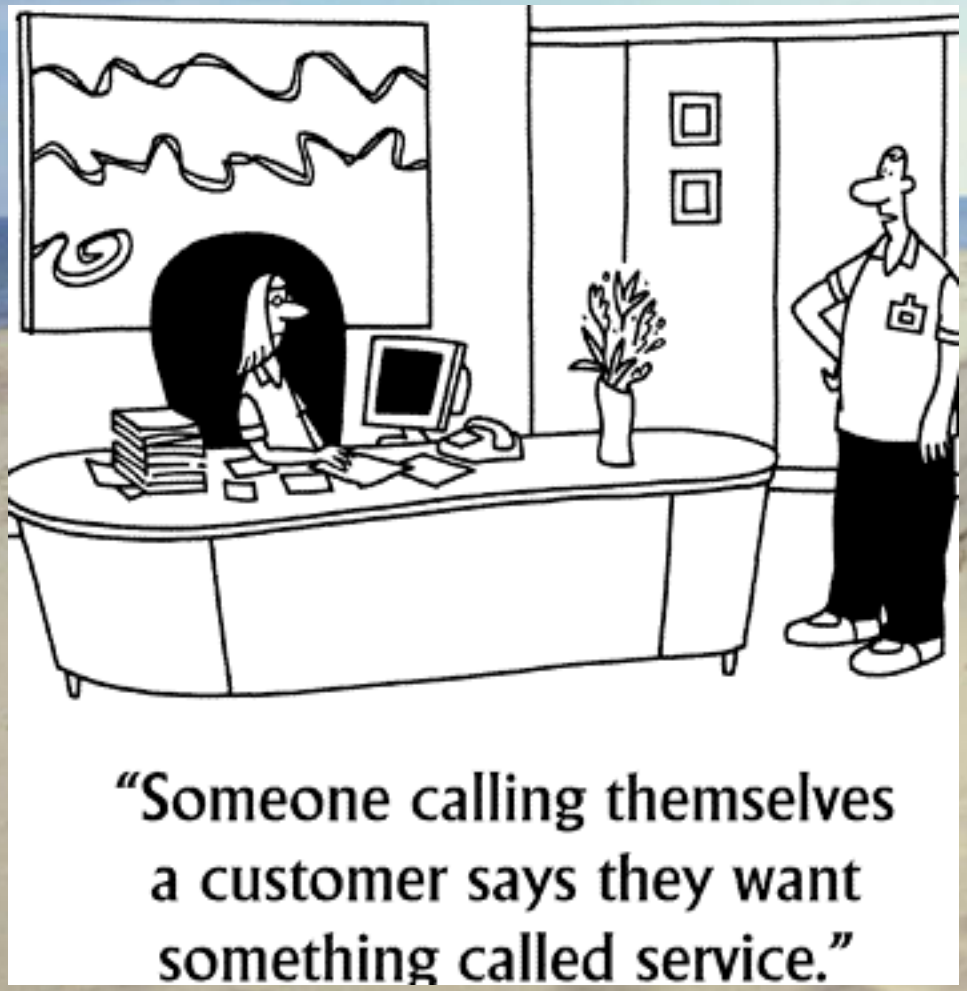


Image credit:
http://media.photobucket.com/image/customer%20service/rdowding1/customer-service.gif

and not as an afterthought!

Customer Service

- Customer service is not a department, it's an attitude!
- Customer service is awareness of needs, problems, fears and aspirations
- Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.

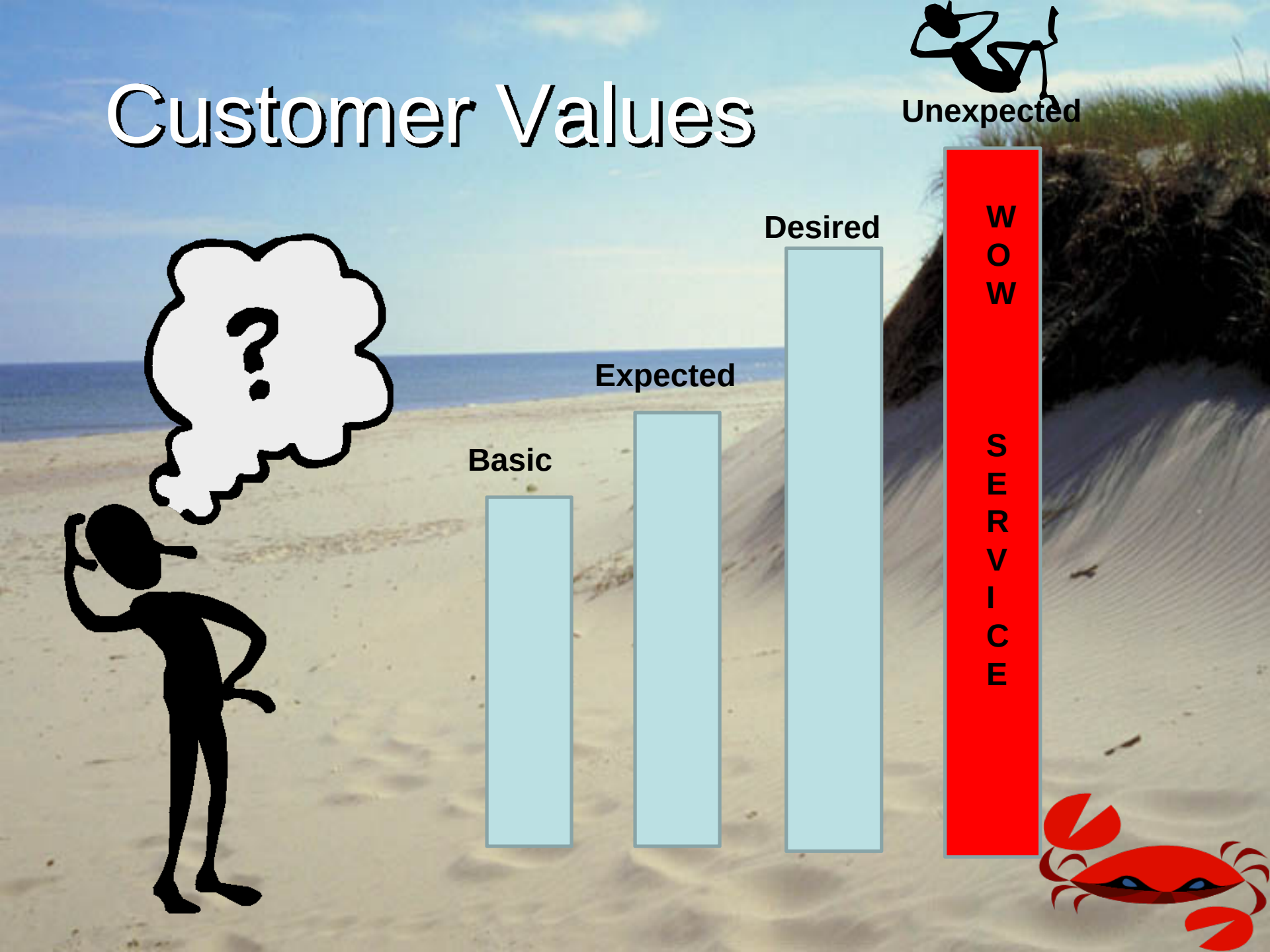
-- Peter Drucker


AUNT BERTHA IZ HERE!
RUUUUUUUN!!!!!
ICANHASCHEEZBURGER.COM

Staff attitudes

- People perform best and deliver the best customer service, when they like what they do.
- “There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.” – Sam Walton

Customer Values

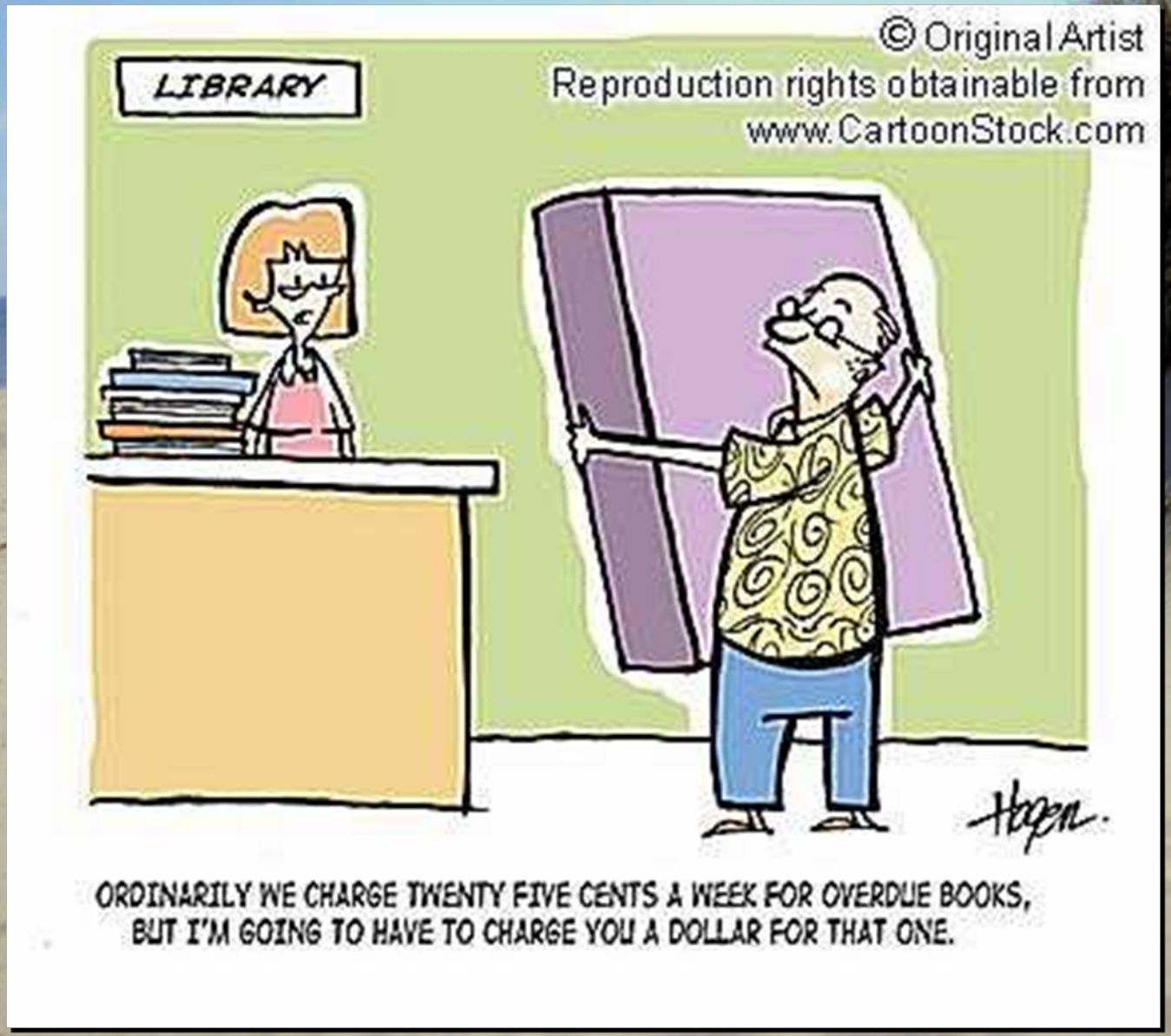


Going the extra mile…

“There are no traffic jams along the extra mile.”

Roger Staubach

Circulation



Circulation

Adding a personal touch

- “Market” special services at checkout
- Direct Borrowing-incorrect pick-up location/items not rec’d in a timely manner
- “Where can I find this book?”
- Replacement barcodes for IDs

Accommodate our patrons

- Courtesy notices
- Renewals
  - At Circ Desk
  - Meebo Chat
  - Self renew using “My Account”
  - Telephone
- Extend hours for exam week/library lab

eReserves

- Password security resulting in ease of use for students
- Provide a hardcopy of reserve listings at Circ Desk
- Turnaround time

Interlibrary Loan

- Faculty on sabbatical and out of the country. Requests filled PDF.
- New faculty Direct Borrowing vs. ILLiad requests
- Distance Education students receive equal and equivalent services
- Obscure requests are referred to Head of Public Services

Meeting The Needs Of Our Customers

- Data CDs
- Earbuds
- Highligters
- Flash drive
- Headphone splitter
- Pencils
- Pens
- Staplers
- Tape
- Hand Sanitizer/Wipes
- Tissues

Special Services/Equipment Offered

- Meebo Chat service 40 hours week
- Wireless laptop check out (extended loan)
- SD Digital Memory Card Reader
- Nemo digital magnifier
- Kurzweil technology

Community Outreach

- Community Borrowers
- Bi-Annual Food for Fines
- Leash on Life
- Volunteer for campus radio annual fundraising

Customer Service expectation

"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong."

– Donald Porter, V.P. British Airways

Customer Comments

"A journal was missing from the shelf. I asked the librarian on duty who found it online and printed it. I had the article in my hand within 10 minutes!"

"A journal was missing from the shelf. I asked the librarian on duty who found it online and printed it. I had the article in my hand within 10 minutes!"

"I didn't feel as though I was a bother. All of my questions were answered with a smile."

"The staff is wonderful – helpful and patient."

"I appreciate that you have a Suggestion Box and actually listen to the students".

"The staff are kind and friendly. They are willing to help, direct and offer advice. They even held my book bag when I went to lunch. From the morning greeting to the evening farewell, it was wonderful!"

What's in it for me?

- Staff Appreciation
- National Student Workers Week
- National Poetry Month display– student workers involved
- Volunteer recognition

Staff training

Access Services Wiki

http://subl.pbworks.com

- Circulation Training Manual
- Section on Customer Service

Welcome to Access Services Wiki where we work and have fun together as a TEAM!

"Coming together is a beginning.
Keeping together is progress.
Working together is success."
- Henry Ford

Part-time staff: Please review the meeting dates and the agenda. You are always welcome to attend any meeting if your time permits. You may also want to review the minutes as it will have the latest discussions.

- Access Services Home (includes Directory, Departmental Goals, Annual Report)
- Circulation Training Manual
- FAQs
- AS Meetings (includes Agenda and Minutes)
- Projects in Progress (ILL/ILLiad document, Meebo, etc.)
- Sandbox (Go ahead and experiment!! Have fun!)
- Suggestions
- Wiki Help A direct link to the official PBWorks Help site

Bulletin Board
(Post announcements here)

Food for Fines -- Nov. 9 - Nov. 15, 2009

Collection for Homeless Animals - - Nov. 9 - Dec. 18, 2009

Access Services Calendar

help adding events | shortcuts! detailed entry

Add

NOVEMBER	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7
					Statewide Circ Mtg- Mou & Sharon		
	8	9 Food for Fines; Collection for Homeless Animals Begins	10 Food for Fines	11 Veterans Day; Access Service Conf. in Atlanta; Food for Fines	12 Access Services Conf. in Atlanta	13 Access Services Conf. in Atlanta	14 Food for Fines
	15 Food for Fines	16	17	1			

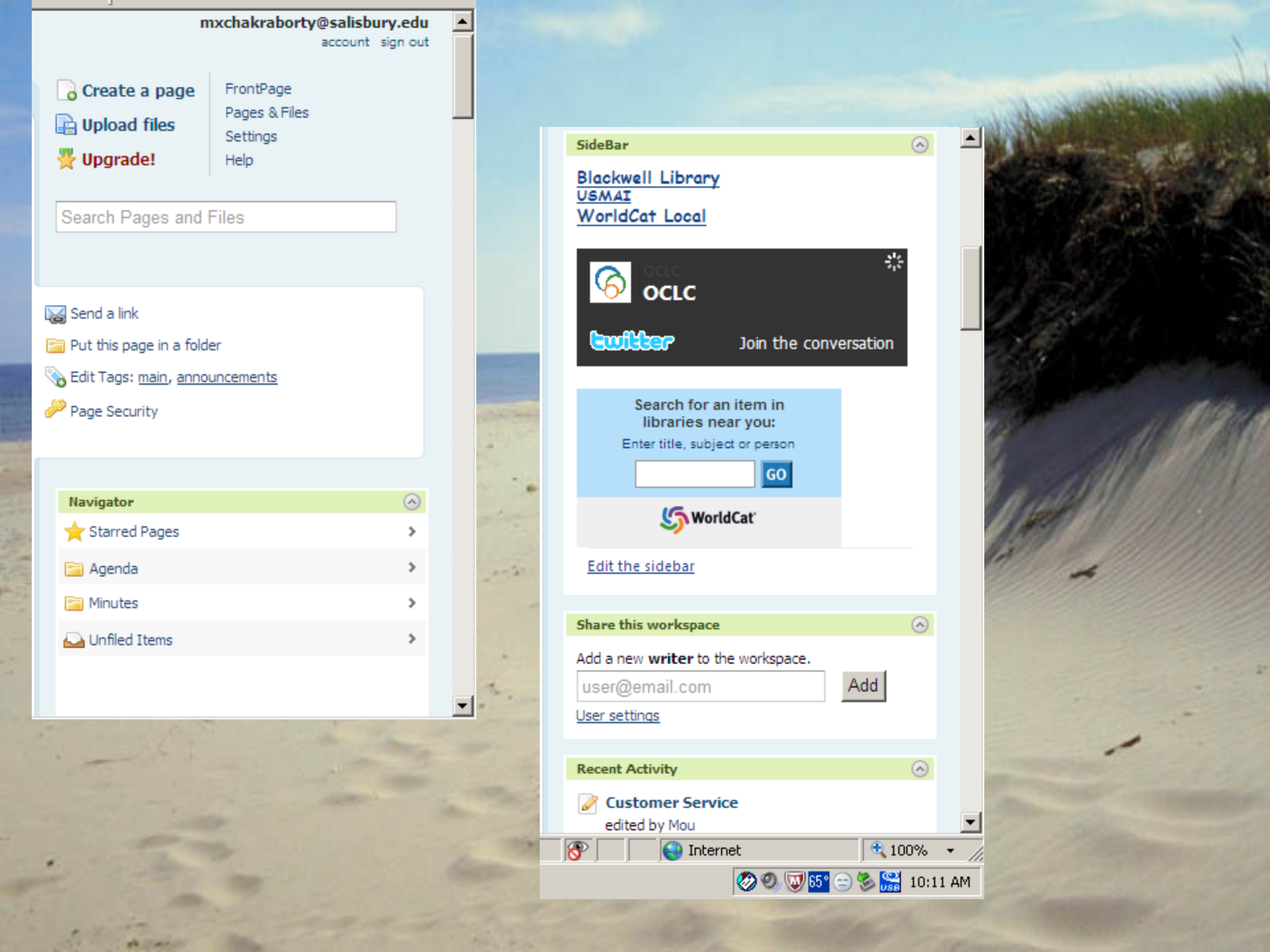
Comments (15)

Sharon said
at 9:11 am on Oct 30, 2007
Delete

Mou,
Do we have an agenda for this Friday's (11/2) meeting? I would like to add:
- Compiling statistics for library head-counts
- Possible adjustment in Debbie's hours

Marilyn Ruddy said
at 3:15 pm on Nov 1, 2007
Delete

I am just checking out the wiki. Great job Mou !


mxchakraborty@salisbury.edu
account sign out
Create a page
Upload files
Upgrade!
FrontPage
Pages & Files
Settings
Help
Search Pages and Files
Send a link
Put this page in a folder
Edit Tags: main, announcements
Page Security
Navigator
Starred Pages
Agenda
Minutes
Unfiled Items
SideBar
Blackwell Library
USMAI
WorldCat Local
OCLC
OCLC
twitter
Join the conversation
Search for an item in libraries near you:
Enter title, subject or person
GO
WorldCat
Edit the sidebar
Share this workspace
Add a new writer to the workspace.
user@email.com
Add
User settings
Recent Activity
Customer Service
edited by Mou
Internet
100%
10:11 AM

Circulation Department

Desk Handbook

1. OPENING PROCEDURES
2. CLOSING PROCEDURES
3. ACCESS SERVICES STUDENT ASSISTANTS
4. CUSTOMER SERVICE
5. PATRON ACCOUNTS
6. ELIGIBLE BORROWERS
7. MEDIA VIEWING ROOM
8. WIRELESS LAPTOPS
9. LOCKER RENTALS
10. USE OF ELECTRIC TYPEWRITER
11. EMERGENCY HANDICAPPED EXIT

Internal Customers

Other departments

- Job Shadowing
- Joint Public Services Meeting– opening up communication channels
- Learning Bytes
- Project Collaboration

Future plans

- Extensive formal training
  - Videos
  - Workbooks
  - Articles
- User Survey

Image credit:
http://farm1.static.flickr.com/79/235551415_b82aa8c023.jpg

Look up & Smile

Customer Service at the Circulation Desk

With your support, we

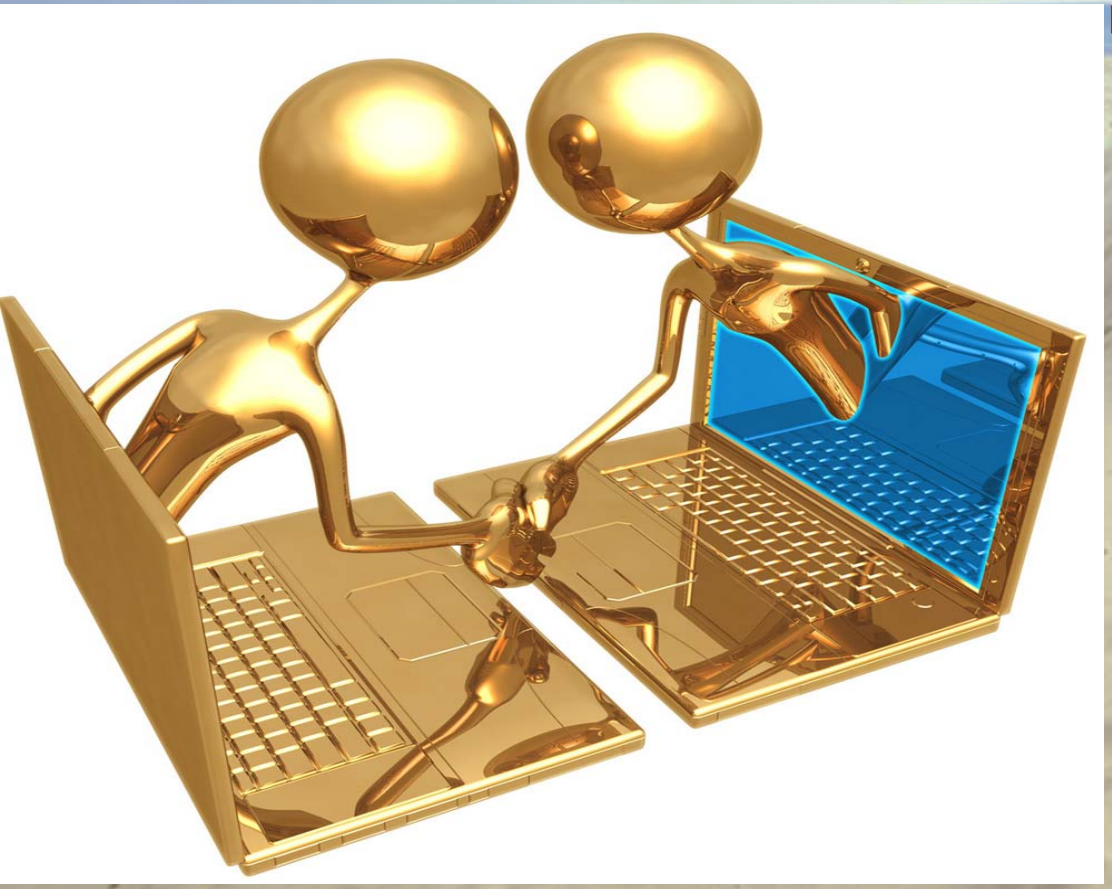
C—offer CREATIVE solutions
A—be APPROACHABLE and show a positive ATTITUDE
N—avoid saying NO

D— deliver DYNAMIC and courteous service
O—seek OPPORTUNITIES to create lasting impressions

G—GREET with a smile
R—show RESPECT
E—EVALUATE each situation and respond EFFICIENTLY
A—shower lots of ATTENTION
T—conclude with a THANK YOU

Got Questions?

Thank You



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