

BE OUR GUEST AT THE DESK

Delivering Five-Diamond Customer Service in Libraries

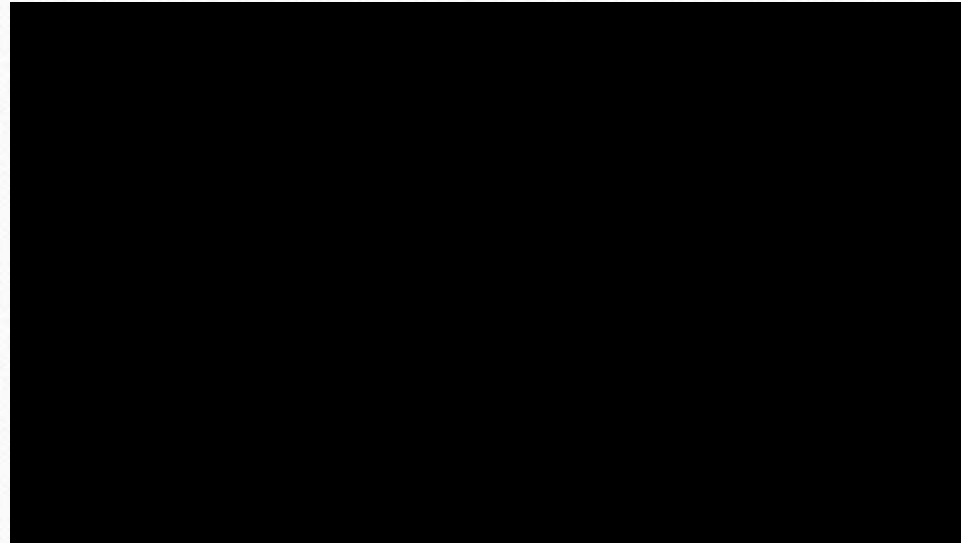
Presented by:

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Wendy Bennett, Assistant Director, Bayport-Blue Point Library



What Does Five-Diamond Service Look Like?



James Lloyd: Motivational Humorist, Customer Service and Corporate Training Expert, Keynote Speaker

Compare the Two Experiences

- Banana Republic



- Nordstrom



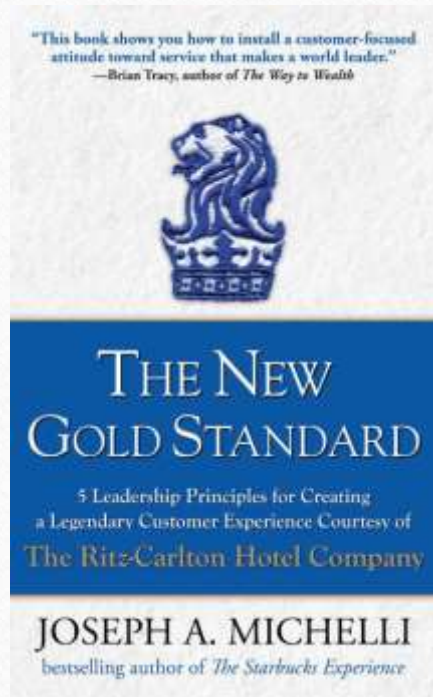
“

Our commitment is 100% to customer service. We are not committed to financial markets, we are not committed to real estate markets, we are not committed to a certain amount of profit. We are only committed to customer service

”

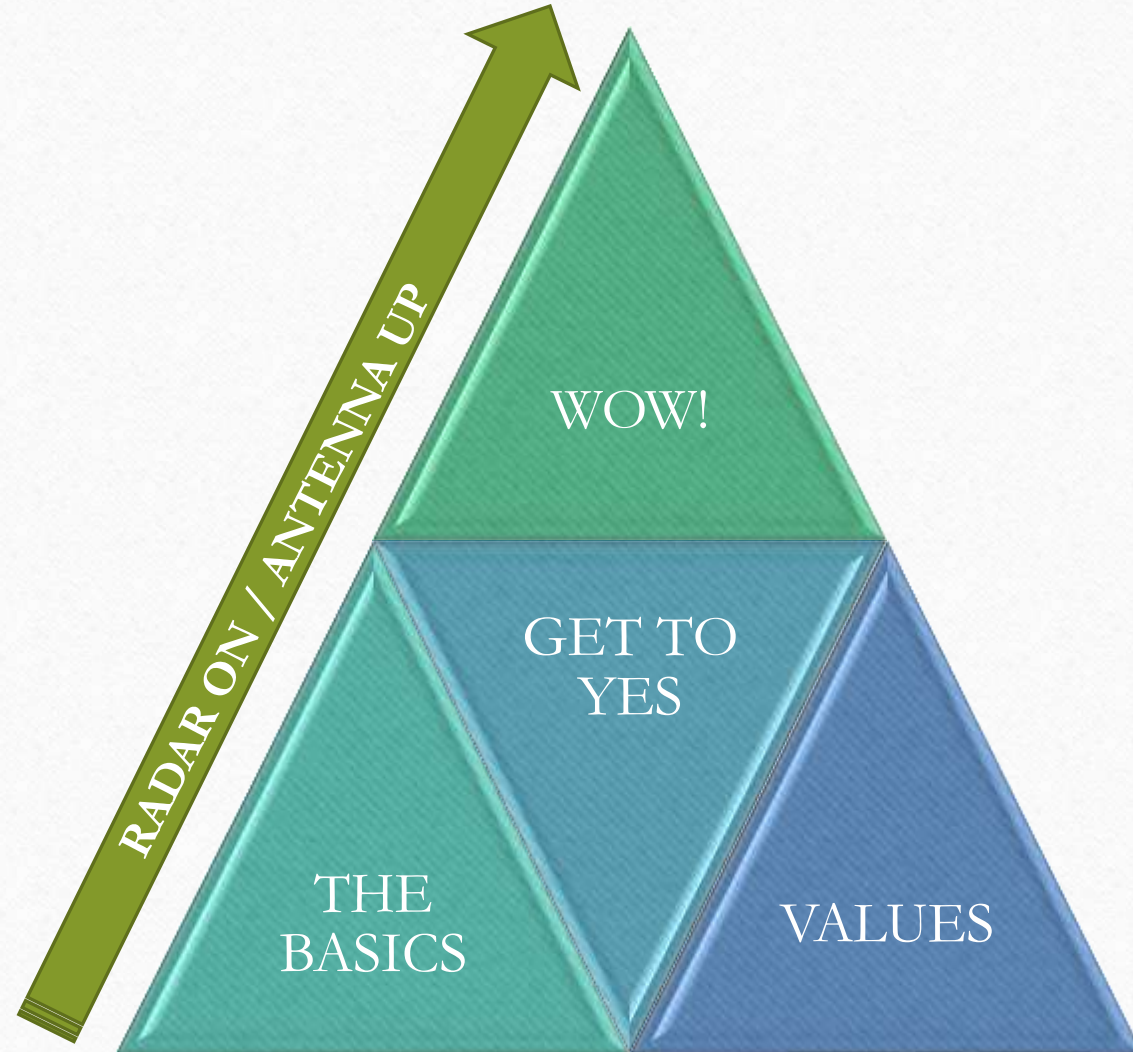
--John Nordstrom

The Ritz-Carlton Hotel Company



The Ritz's Gold Standards of Service

- The 20 Basics
- The Three Steps of Service
- Service Values
- Deliver Wow!



The 20 Basics

The Ritz-Carlton

- Escort guests rather than pointing to a destination
- Eliminate transfers whenever possible
- Answer phone within three rings and with a “smile”
- Each employee is empowered. For example, when a guest has a problem or needs something special, you should break away from your regular duties, address and resolve the issue.

Libraries

- Escort patrons to find materials and other departments whenever possible. Create seamless service and practice soft hand-offs.
- Each staff member is empowered to resolve a patron’s problems.
- Take ownership of all questions and problems and follow through.
- Practice focused attentiveness and approachable body language.
- Acknowledge those in line.
- See Bibliography: Watertown Free Public Library Customer Service Standards

Service Values

The Ritz-Carlton

- I am always responsive to the expressed and unexpressed wishes and needs of our guests.
- The Ritz-Carlton is a place where genuine care and comfort of our guests is our highest mission.

Libraries

- The patron always comes first
- Our purpose is to connect patrons with information and experiences in a warm, caring environment
- Hospitality is our highest priority

“If we want to feel an undying passion for our work, if we want to feel we are contributing to something bigger than ourselves, we all need to know our WHY.” -- Simon Sinek

Get to Yes: Think “Yes, and . . .”

Yes-O-Meter

	No	Yes, but ...				Yes, and ...			
Entrance & Space	■	■	■	■	■	■	■	■	■
Collections & Displays	■	■	■	■	■	■	■	■	■
Customer Service	■	■	■	■	■	■	■	■	■
Policies	■	■	■	■	■	■	■	■	■
Programs	■	■	■	■	■	■	■	■	■
Internal Communications	■	■	■	■	■	■	■	■	■

- Colorado State Librarians Kieran Hixon & Sharon Morris present Culture of Yes
- Based on improv technique of “Yes, and” to improve customer service
- Applies to multiple areas























































The answer is yes; now what is the question? --Overheard in the corridors of a Ritz-Carlton Hotel

No; Yes, but...; or Yes, and...?



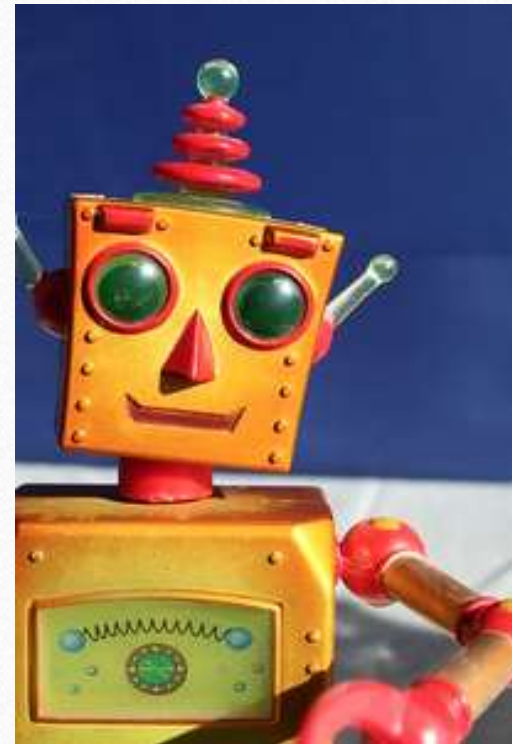
Courtesy of University of Technology Sydney Library

Yes-O-Meter

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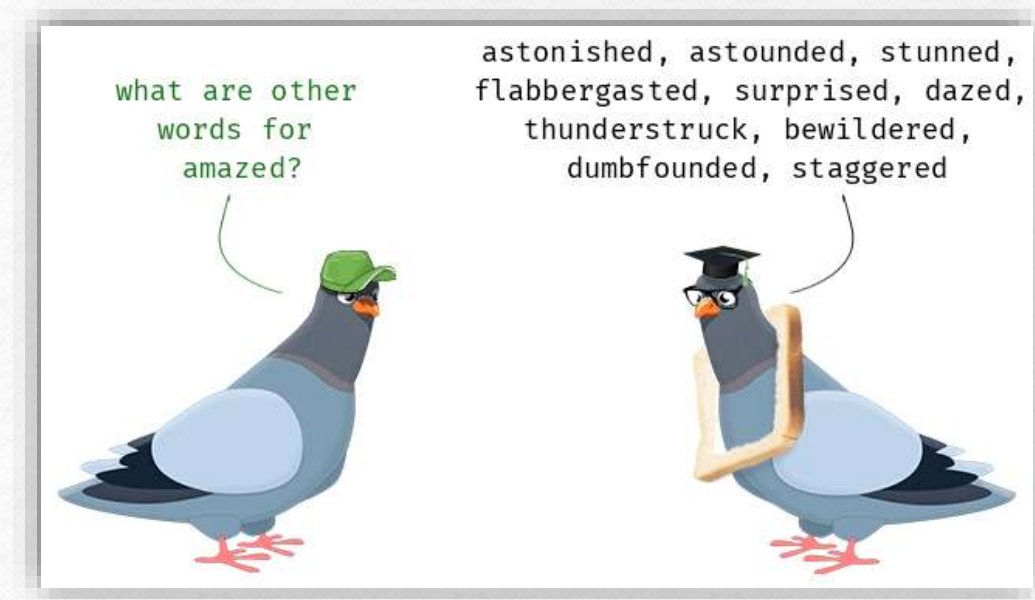
Radars On / Antenna Up

- The Ritz encourages employees to use all 5 senses to detect a guest's wants and needs
- Artful attentiveness includes observing, listening, watching, inquiring, empathizing



Deliver the Wow!

- A memorable and emotional connection
- “They may forget what you said, but they will never forget how you made them feel.” --Carl W. Buechner



Person to Person Customer Service

- Patron to staff member
- How does the staff interact with patrons?
- Friendly? Attentive? Observant?



Person to Space Customer Service

- How a patron interacts with your space
- Is the space accessible and free of hazards?
- Is the space well-lit?
- Is the space attractive and inviting?
- Is the space clutter free?
- Is there adequate signage that allows for ease of navigation?



Courtesy of University of Technology Sydney Library

The Library as Service Provider

- Library services for patrons
- Are services convenient? Patron centered?
- Are services relevant to the times?
- Anticipatory?
- Innovative?






Service to the Community

- How does the library reach out to the community?
- Does the library offer services for community groups?
- Does library work pop-up locations?



The Customer Service Matrix

	1-3 Diamonds (Good) 	4 Diamonds (Great) 	5 Diamonds (Wow!) 
Person to Person Customer Service	<ul style="list-style-type: none"> • Walk customer to shelf to find a book • Help customer on computer 	<ul style="list-style-type: none"> • Call libraries to reserve items for customers • Sit down with customer to teach on computer, device, etc. 	<ul style="list-style-type: none"> • Order book from Amazon and check out to customer ASAP • Any staff member can override any Library rule at any time
Person to Space Customer Service	<ul style="list-style-type: none"> • Book displays • Space is clear of clutter 	<ul style="list-style-type: none"> • Eye-catching themed book displays • Clear signage • Smiling staff ready to help 	<ul style="list-style-type: none"> • This is awesome box • Lucky Day collections
The Library as Service Provider	<ul style="list-style-type: none"> • 24/7 access to resources • Circulating a wide range of materials 	<ul style="list-style-type: none"> • Fines free • Curbside pickup and app • Library of Things • Circulating hotspots 	<ul style="list-style-type: none"> • Passport appointments • Social worker appointments • Accept all forms of payment
Service to the Community	<ul style="list-style-type: none"> • Homebound delivery • Host job fairs 	<ul style="list-style-type: none"> • Pop-up library locations • Provide tech. support to community groups 	<ul style="list-style-type: none"> • Deliver books to local schools • Digitize items for local organizations

*Adapted from the Darien Library's Customer Service Matrix

Because you've been anticipating it...

