

Welcome LibraryLinkNJ



Think & Do.
*Improving
Customer Relationships*

Customer Service at the Library

Cultivating Loyal Customers

The Library as a Business

The library is a place where we conduct library business, and our customers are the people we do business with.

Library Business Terms

Competition

Return on Investment

Assets

“Everything Matters”

Howard Schultz, CEO Starbucks

from the book, ‘Onward’



*“It’s the **little** things we do,
that we choose to do,
that make the difference,
when it’s too late to do anything about it.”*

ABCs of Customer Relationships

Attitudes

Behaviors

Connections

External Customers

Internal Customers



Key to Cultivating Loyal Customers:

Creating Customer Satisfaction



Customer Needs

- **Safety, Security**
- **Liked**
- **Listened to**
- **Accepted**
- **Appreciated**
- **Respected**
- **Acknowledged**
- **Understood**
- **Trusted**
- **Connected**
- **Valued**

Customer Wants

(How customers want to be treated)

- **Friendliness**
- **Politeness**
- **Kindness**
- **Respect**
- **Courtesy**
- **Empathy**
- **Understanding**
- **Fairness**
- **Patience**
- **Sincerity**

**What do customers want
most
from their service experience?**

“Most customers don’t want to be ‘wowed.’ They want an effortless experience.”

Sales & Marketing Management 11/25/13

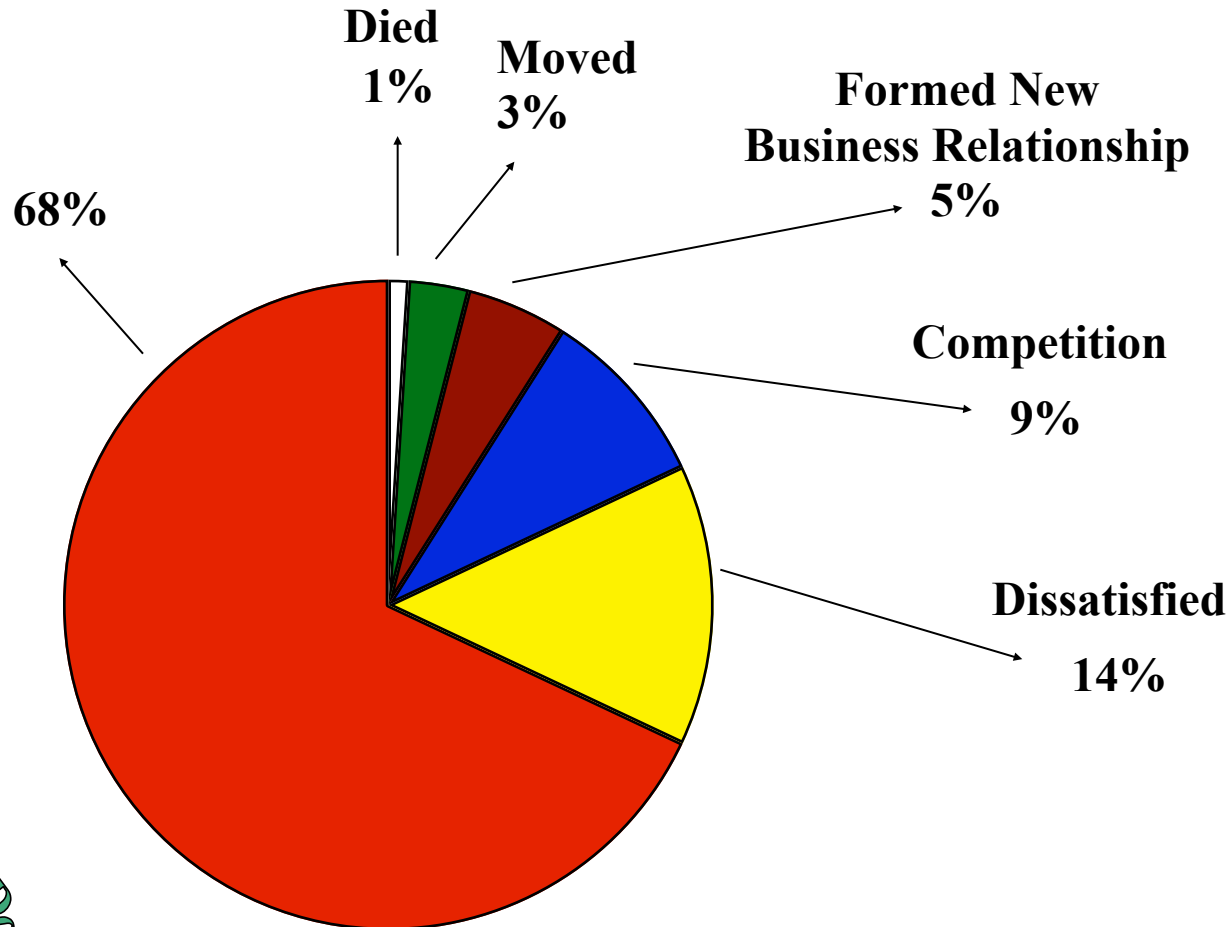


“One and Done”

The Value of Loyal Library Customers

- **Use more library services**
- **Easier to serve**
- **Free library advertising**

Why People Stop Coming Back



Reasons for Customer Dissatisfaction

- the **Product**

It may be defective, not up to expectations

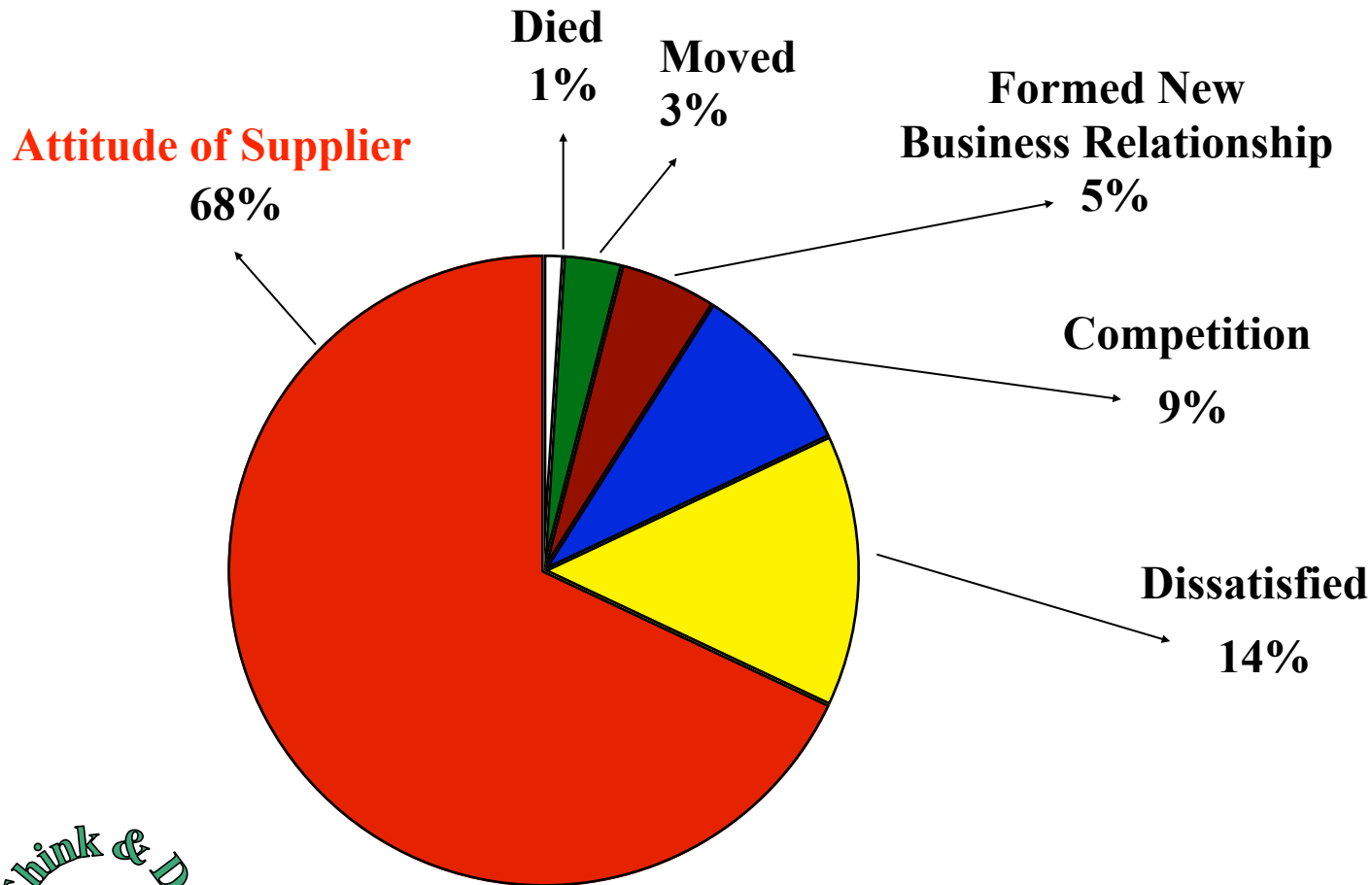
- the **People**

They may have a poor attitude

- the **Process**

It may be time consuming, difficult, unclear

Why People Stop Coming Back



The Most Deadly Attitude

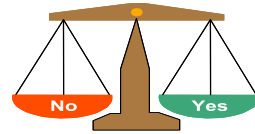
Indifference

(they don't care)

When a Customer Feels Mistreated

- **5% will tell you**
- **95% will never come back**
- **80% will bad mouth you**
- **They will enjoy telling 10-25 others**
- **250 people will hear about it (10x25)**

How Customers Evaluate Service



Reliability
Assurance
Tangibles
Empathy
Responsiveness

accuracy, consistency, dependability

knowledge, trust, confidence, competence

physical appearance of people, workplace

caring and attention

willingness to help promptly

RATER and Business

Reliability, Assurance, Tangibles, Empathy, Responsiveness

Which RATER criteria connect with the following slogans:

- “Always there.”
- “More saving. More doing. ”
- “You’re in good hands.”
- “That was easy.”
- “Expect more. Pay Less.”

RATER and the Library

Reliability, Assurance, Tangibles, Empathy, Responsiveness

Which RATER criteria connect with the following:

- Opening and closing on time
- Maintaining adequate paper in copier(s)
- Arranging neat and organized displays
- Keeping appointments and promises
- Offering a “grace period” for overdue items
- Implementing policies consistently

Attitude



Everything

Attitudes

- **Leave impressions**
- **Determine actions**
- **Are contagious**

Healthy Attitudes v Deadly Attitudes

- I like you
 - I'm interested in you
 - I want to understand..
 - I appreciate you
 - I care about you
 - I value you
 - I want to help you
- I don't like you
 - I'm not interested...
 - I'm smarter than you
 - I'm right; you're wrong
 - I don't care about you
 - I'm more important ...
 - I'm too busy for you

An Attitude of Enthusiasm

“Nothing great was ever achieved
without enthusiasm.”

Ralph Waldo Emerson

The Power of a Smile

Smiles are

Valuable Assets

that enhance customer relationship accounts



Sam Walton's 10-Foot Rule

(one of the secrets to Walmart success)

.

Whenever you come within 10 feet of a customer, you greet them with a friendly smile and ask if you can help.

What is a Smile?

Smile (*n*), a change in facial expression, involving brightening of the eyes, and upward curving of the mouth, indicating pleasure.

Benefits of a Smile

- **Expresses a friendly attitude**
- **Reduces tension, stress**
- **Healthy for you; produces Serotonin**
- **Uses fewer muscles than a frown**
- **Usually gets a smile in return**
- **Universally understood & accepted**

10-Smile Strategy

(for maintaining a healthy attitude)

.

Share a friendly smile
with at least 10 people, every day.

The Impact of Words

Words to Use (Assets) express

Healthy Attitudes

Satisfy customer needs and wants

Connect us with customers

Enhance service performance

Help build confidence and trust

Words to Lose (liabilities)

express

Deadly Attitudes

Disregard customer needs

Disconnect us from customers

Detract from service performance

Words to Use

- Yes, I can
- Certainly
- My Pleasure
- I'd be happy to
- Sure
- Here's the reason...
- Let me explain...

Words to Lose

- No, I can't
- You have to...
- You need to...
- That's the policy

Using Customer Friendly Words

How can I get a library card?

Where's the restroom?

How do I reserve a meeting room?

Why are cell phones not allowed in the library?

Why is there a time limit on computer use?

The Value of “Thank You”

Thank You are

Valuable Assets

that enhance customer relationship accounts



A Sincere “Thank You”

Expresses a healthy attitude

Resonates with customers’ needs

Connects us with customers



Thoughtful
Thank Yous
make people feel
Special

PERSONAL THANKS
FROM MY THANKS ACCOUNT



Dr. Rita Losee

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Date Feb 17, 2000

It's a pleasure to

PAY TO THE ORDER OF

Steve Westraik

1,000.00

THANKS

Memo

Thanks!! from NSAMB

THANKS

Unlock Your Possibilities!

Rita Losee
Negotiable in good will only

תודה
Dankie Gracías
Спасибо
Merci ٱشكر
Takk
Köszönjök Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
감사합니다
Σας ευχαριστούμε ขอบคุณ
Bedankt Děkujeme vám
ありがとうございます
Tack

“Thank You”

- for asking
- for waiting
- for noticing
- for telling me
- for cooperating
- for your help
- for letting me know
- for your support
- for reminding me
- for the suggestion

The Importance of Listening

*If you listen,
your customers will tell you
everything you need to know.*

Effective listening requires:

- **An interested attitude**
- **Openness**
- **Patience**
- **Sharing information**
- **A sincere desire to understand**

Active listening helps:

- **Prevent misunderstanding and errors**
- **Find the real problem**
- **Get information to provide solutions**
- **Build customer confidence and trust**

*“When you listen to learn,
you learn to listen.”*



Customer **MAGIC**



Making

A

Good

Impression

Counts

Making Good Impressions

Connect

Contribute

Conclude



Making Impressions

In person

“Hi, and welcome to our library.”



Making impressions

On the Phone

Smile
before you dial.



The Hard Rock

Telephone Greeting

*“Thank you for calling The Hard Rock Café.
My name is Rachel.
How can I rock your world today?”*

Sandusky, Ohio Public Library

Automated Telephone Greeting

*“Thank you for calling The Sandusky Library.
If you’re not comfortable using our
automated attendant, please dial “0”
and an operator will assist you.”*



Sarasota County Libraries, Florida

2012 Florida Library of the Year

Recorded message for closed library

“Hello, and thank you for calling the (branch name). The library is presently closed. The library is open (hours). You may visit the library on the web. Goodbye, and thank you for calling the (branch name).”



Making impressions

In email messages

Being e-Friendly



Internal communication

To: All staff

From: Director

Subject: Patron Complaints

I have been notified of several recent patron complaints. There will be a meeting, tomorrow, at 5:00 p.m., in the conference room to discuss the matter.

Plan to attend!

Being e-Friendly



Internal communication

To: All staff

From: Sarah

Subject: Patron Issues

I have recently received information relating to some customer service issues. There will be a meeting, tomorrow, at 5:00 p.m., in the conference room to explore ways in which we can work together to find solutions.

Thank you for all the great work you do, and I and look forward to hearing your ideas.

Being e-Friendly



External communication

From: Publiclibrary.org
To: patron x
Subject: Reminder Notice

Dear Patron x:

The following item is due to be returned to its respective lending location by October 24.

Title: A long way down / Nick Hornby.

Due Date: 10/24/2005

Item ID: xxxxxxxxxxxxxx

Lending Location: Smith County Public Library

Please do not reply to this email

Being e- careful

Internal communication



From:
Sent: Tuesday, January 21, 2014 2:41 PM
To:
Cc:
Subject: FW: Think & Do NEW VENDOR

Annette this vendor I noticed the conflict of interest is not complete questions were left unanswered they need to add yes or no they were left blank, please let know the vendor to complete the form please.

Being e- careful

External communication



From: Client x

To: Steve

Subject: (no subject)

Hi Steve,

After checking my “sent box”, I realize the e-mail I sent you yesterday, morning did not go through. I we writing to let you know that we do not have a Pcvierer/projector and that you should plan on bringing yours.

I am out of work for the next tow days, but you can reach me both today and tomorrow at xxx-xxx-xxxx.

See you on Thursday.

Client

Email Reminders

Check email often

Respond promptly

Make meaningful impressions:

Connect, Contribute, Conclude

Spell check

Check grammar, punctuation

Check for intent

Reread (aloud) before sending



Practice, Practice, Practice



Practice little things that make lasting impressions

A Healthy Attitude

A Friendly Smile

Customer Friendly Words

Active Listening

A Sincere Thank You

Practice, Practice, Practice

Practice by yourself
Practice with friends
Practice with customers
Practice with coworkers
Practice with everyone

Practice

- Takes dedication, effort, time, patience
- Separates ordinary from the exceptional
- Develops habits of performance

Practice

Makes

Permanent

*“We are what we repeatedly do.
Excellence, then, is not an act,
but a habit.”*

Aristotle

