

Welcome

LibraryLinkNJ

Steve Wishnack
swishnack@thinkanddo.us

The logo for 'Think & Do' is set against a dark green background with a yellow-to-white gradient at the top. The text 'Think & Do' is written in a yellow, serif font, arched over a semi-circle. Below it, the tagline 'Improving Customer Relationships' is written in a smaller, white, serif font. The entire logo is positioned on the right side of the slide, partially overlapping a yellow horizontal bar at the bottom.

Think & Do
*Improving
Customer Relationships*

The Impact of Words

Words to Use

VS

Words to Lose

The Library as a Business

The library is a place where we conduct library business, and the words we use have a big impact on the people we do business with (our customers).

External Customers

Internal Customers

Words

- **Assets**

Enhance customer relationship accounts

- **Liabilities**

Diminish customer relationship accounts

*“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.”*

Words

*are little things
that make a big difference.*

Customer Service
starts with

Attitude

Words

Express Attitudes

Words to Use

(Assets)

express

Healthy Attitudes

Healthy 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

Words to Use

Satisfy customer needs & wants

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**

Words to Use

- **Connect us with customers**
- **Educate and inform**
- **Help provide meaningful solutions**
- **Enhance service performance**
- **Help build confidence and trust**

Words to Use

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

Using 'Words to Use'

How can I get a library card?

Where's the restroom?

Can you help me reserve a meeting room?

Why are cell phones not allowed in the library?

How can I reserve a DVD?

Why is there a time limit on computer use?

Words to Lose

(liabilities)

express

Deadly Attitudes

Disregard customer needs

Disconnect us from customers

Detract from service performance

Words to Lose

- I'm too busy.....
- Come back later.
- You need to.....
- You have to.....
- You can't.....
- You don't understand!
- That's the policy.

Words to Lose

“You need to...” “ You have to...”

Situations:

Replacing a lost library card

Closing the library

Signing up for computer time

Reserving a meeting room

Making a suggestion

Using cell phone

Bringing food into the library

Reserving a book, DVD, or other library asset

Finding a lost personal item



Words to Lose

can lead to a customer feeling mistreated.

When a customer feels mistreated:

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

**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

help cultivate
loyal customers
(the kind that keep coming back)



Thanks for
coming by!

Quality is our recipe.

At Wendy's, we use the highest quality, freshest ingredients possible. Take our hamburgers, we make them with fresh, 100% pure beef. And, we serve them hot off the grill, with your choice of toppings. To make our chicken sandwiches so good, we use plump, whole chicken breast fillets. All our salads are made with the freshest vegetables. And, you know what, we do it all with a smile, because we want you to come back.

Dave

**Thank You
For
Choosing
CVS
pharmacy**

A Personal
“Thank You”
makes a special connection

PERSONAL THANKS
FROM MY THANKS ACCOUNT



NATIONAL
SPEAKERS
ASSOCIATION

Dr. Rita Losee

SPEAKER • CONSULTANT • COACH

PO Box 163 Boxford MA 01921 • TEL (978) 887-0952 • FAX (978) 887-9551 • E-MAIL Ritalosee@aol.com

Date Feb 17, 2000

It's a pleasure to

PAY TO THE ORDER OF

Steve Washnick
One million & 00/100

1,000,000

THANKS

THANKS

Memo

Thanks!! from NSMB

Unlock Your Possibilities!

Rita Losee

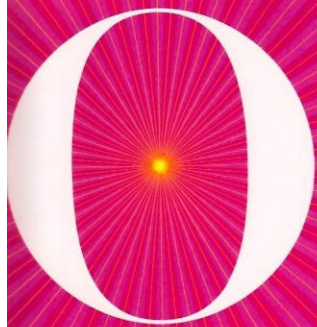
Negotiable in good will only!

The Big “Thank You” of 2011

Who said:

For The Joy, The Laughs, The Lessons,
The Adventure Of A Lifetime...

“Thank You!”



O

THE OPRAH
MAGAZINE

LIVE YOUR BEST LIFE

Celebrating

25

Unforgettable
Years of the
Oprah Winfrey
Show

For The Joy, The Laughs, The Lessons,
The Adventure Of A Lifetime...

“THANK
YOU!”

-Oprah

JUNE 2011 \$4.50



OPRAH.COM

“Thank You”

opportunities

- 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

Library “Thank You” opportunities

Think of an appropriate “Thank you”
for each of the following:

“The toilet in the men’s room is overflowing.”

“How can I sign up for the next Internet class?”

“The copy machine is out of paper.”

“I’d like the library to offer a resume writing class.”

“These login instructions are confusing.”

“Your restrooms are very clean.”

“Why can’t I use my cell phone in the library?”

“I like the way you handled that difficult situation.”

How Customers Evaluate Service

Reliability

accuracy, consistency, dependability

Assurance

knowledge, trust, confidence, competence

Tangibles

physical appearance of people, workplace

Empathy

caring and attention

Responsiveness

willingness to help promptly

How Customers Evaluate Service

RATER

Reliability, Assurance, Tangibles, Empathy, Responsiveness

Which RATER criteria connect with these words.

“I’d be happy to help you.”

“Let me explain why we have that policy.”

“I’ll take care of that right now.”

“This is the reason we have time limits on computer use.”

“We always open and close the library as per the posted schedule.”

“I understand how frustrating it can be.”

“Thank you for bringing that to my attention.”

What really delights customers?

A Surprise
(something unexpected)

Customer **MAGIC**



Making

A

Good

Impression

Counts

Think & Do

*Improving
Customer Relationships*

Making Good Impressions

Connect

Contribute

Conclude

Words to Use

**Can surprise customers
and make good impressions**

- face to face
- on the phone
- in email messages

**Please
Bother Me!**

“Hi, and welcome to our library.”



“I’m so glad you visited the library today.”

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.”*



Being e-Friendly

Internal unfriendly email



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!

Internal friendly email



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 discuss these matters, and to explore ways in which we can work together to find solutions. I appreciate the great job you all do, and look forward to your input.

Being e-Friendly



From: municipallibrary.org

To: patron x

Subject: Reminder Notice

Dear Patron x:

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

DVD Title: Avatar

Due Date: 10/24/2005

Item ID: xxxx

Lending Location: Smith County Public Library

Please do not reply to this email

Being e-Friendly



External communication

From: Your friendly library
To: Valued patron
Subject: Friendly reminder

Dear Patron x:

Our records indicate that the following asset is due to be returned or renewed by October 24.

DVD Title: Avatar

ID: xxxxx

To avoid late charges, or to renew, please stop in at any of our branches, or visit us online at yourfriendlylibrary.org.

If you have any questions, please call us at xxx-xxxx

Thank you for using our library's lending service.

Being e- careful



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 Pcviewer/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

What does it take to improve service performance?

Practice, Practice, Practice

Practice using words
that make positive impressions

Practice Makes Permanent

Practice

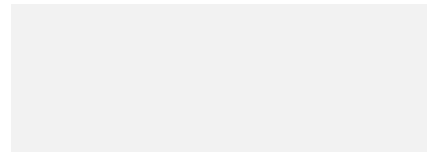
- Takes dedication, effort, time, patience
- Separates ordinary from the exceptional
- Develops habits of performance

Practice, Practice, Practice

- *by yourself*
- *with friends*
- *with customers*
- *with coworkers*
- *with everyone*

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

Aristotle



Questions, please!

Thank you
for Attending

swishnack@thinkanddo.us

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*Improving
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