

Extreme Customer Service, Every Time

Gretchen Caserotti, Library Director
Meridian Library District (ID)



WebJunction Webinar
#wjwebinar

December 12, 2013

Some Truths About Library Service

- ❖ All of us WANT to provide good service
- ❖ Many of us SAY that we provide good service
- ❖ Our patrons EXPECT us to provide good service
- ❖ Every interaction is an OPPORTUNITY to exceed their expectations

Extreme Customer Service

- ❖ Convenience
- ❖ Comfort
- ❖ Hospitality
- ❖ Quality
- ❖ Trust
- ❖ WOW

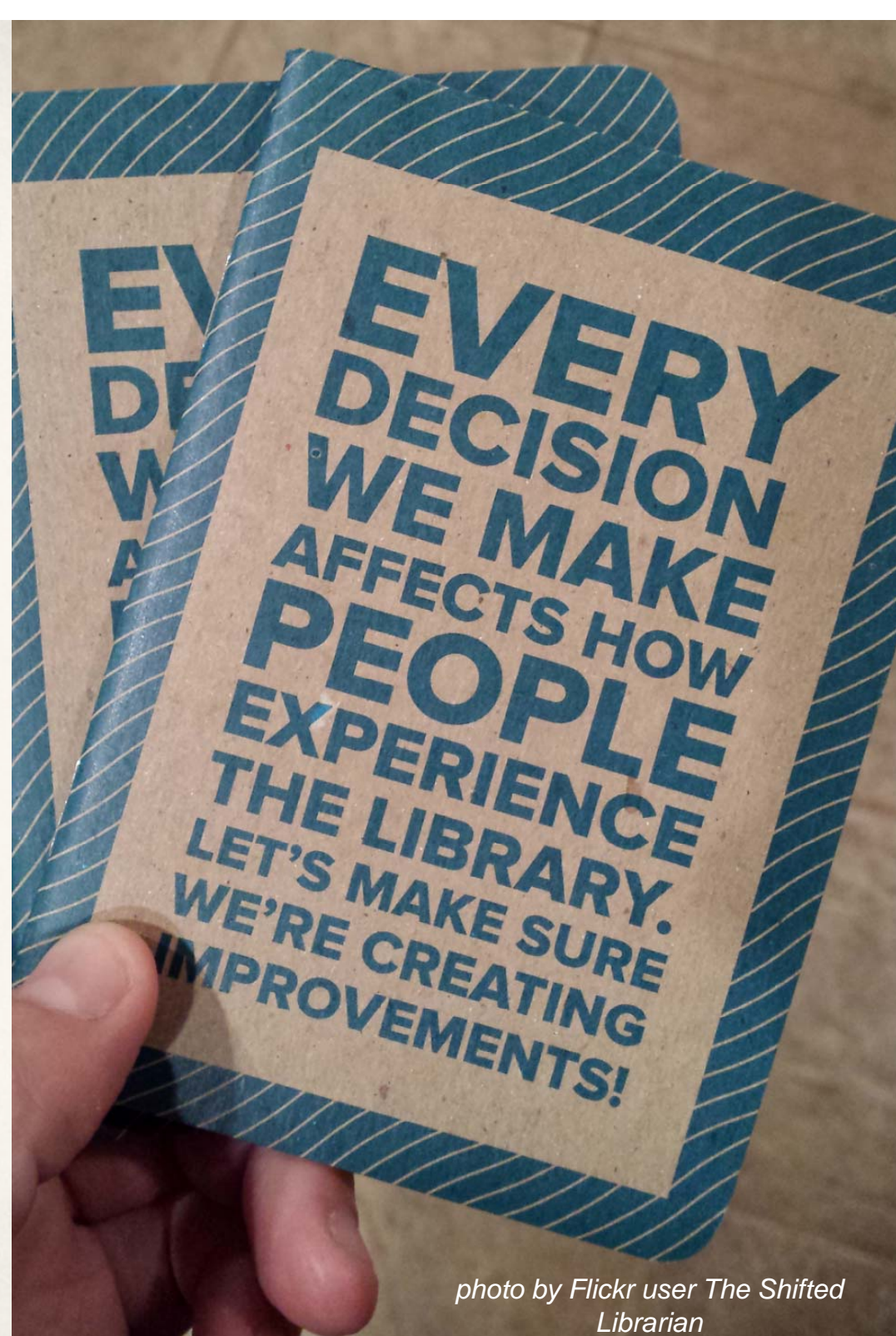
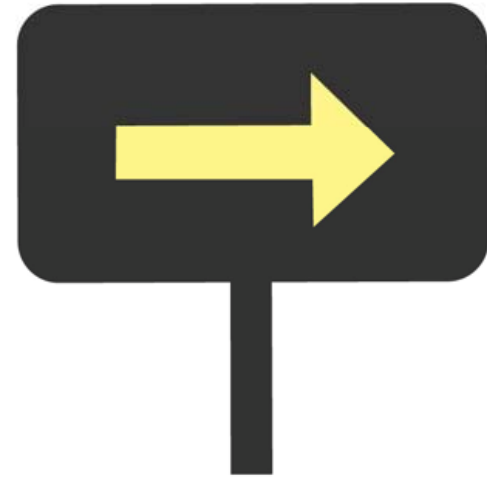


photo by Flickr user The Shifted Librarian

Convenience

- ❖ Convenience of use
- ❖ Drive-thru cultures
- ❖ Save the time of the reader
- ❖ Usability can help -
 - ❖ The ease of use or learnability of an object (tool, platform, machine, process, etc)



Drive thru everything.

Comfort

- ❖ There is a problem of Place in America
- ❖ Places in community to meet neighbors, see friends, relax, converse
- ❖ Library can be cultural institution as a “third place,” not home or work/school



T · H · E G R E A T G O O D P L A C E

CAFÉS, COFFEE SHOPS,
BOOKSTORES, BARS,
HAIR SALONS AND
OTHER HANGOUTS AT THE
HEART OF A COMMUNITY

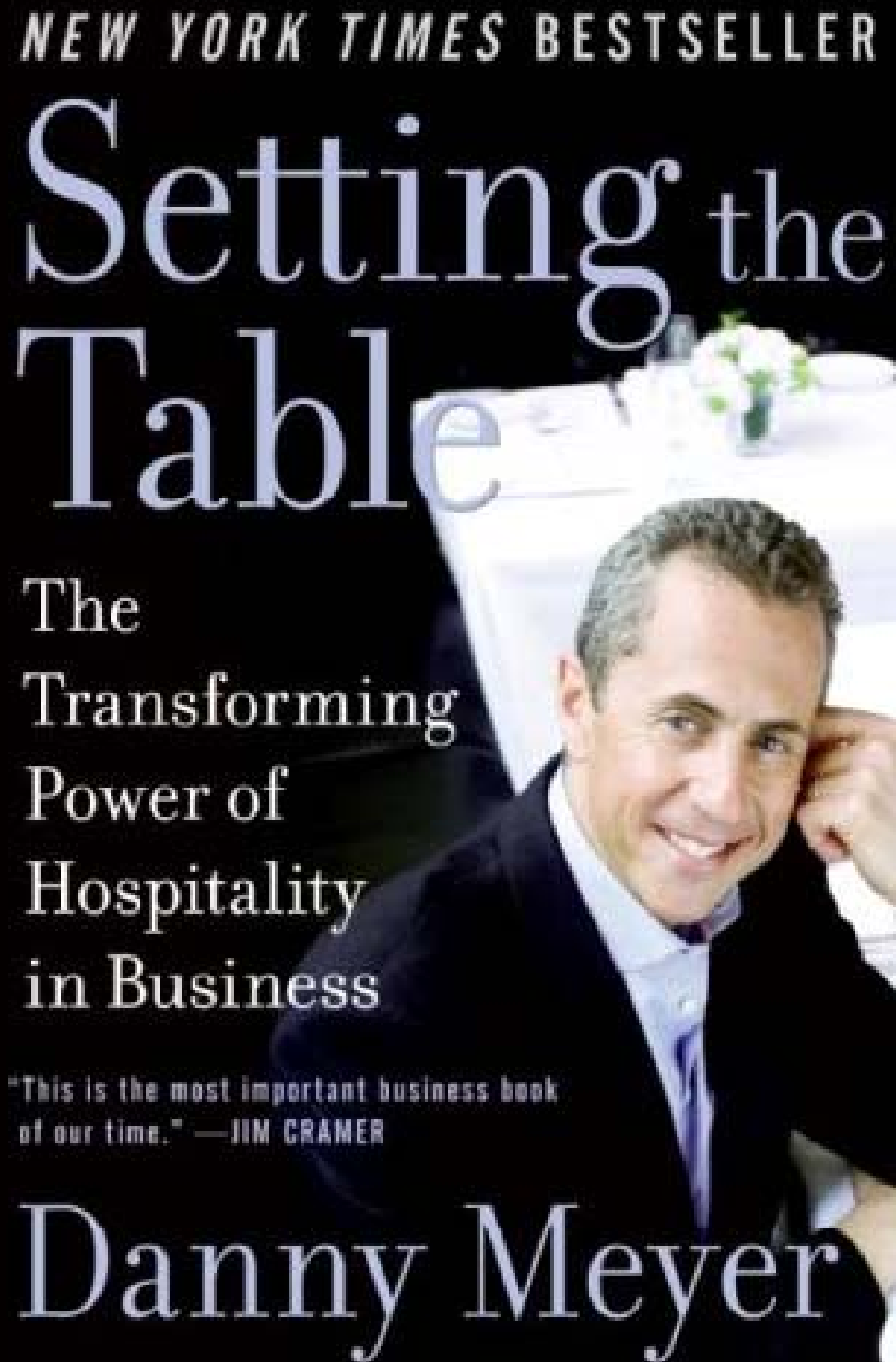
RAY OLDENBURG

*"Well-written, informative, and often entertaining."
—Newark Star Ledger*



Hospitality

- ❖ Service happens TO you.
Hospitality happens FOR you.
- ❖ Good service will only get you so far. Hospitality - the quality that makes customers feel good and want to come back - is what counts.
- ❖ Enlightened hospitality means prioritizing your stakeholders & treat everyone like a VIP



Quality

- ❖ “We are ladies and gentlemen serving ladies and gentlemen.”
- ❖ 3 Steps of Service:
 1. A warm and sincere greeting.
 2. Anticipation and fulfillment of each guest’s needs.
 3. A fond farewell. Give a warm goodbye and use the guest’s name
- ❖ Service Values: I Am Proud To Be Ritz-Carlton

“A valuable addition to business literature.”

–Kenneth D. Lewis, Chairman and
Chief Executive Officer, Bank of America



THE NEW GOLD STANDARD

5 Leadership Principles for Creating
a Legendary Customer Experience Courtesy of
The Ritz-Carlton Hotel Company

JOSEPH A. MICHELLI
bestselling author of *The Starbucks Experience*

Quality

- ❖ Service is:
- ❖ A flawless product
- ❖ Delivered exactly as a member wants
- ❖ In an environment of caring

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Quality

- ❖ **A**pproach customers with a personalized, warm welcome.
- ❖ **P**robe politely to understand the customer's needs (ask closed and open-ended questions).
- ❖ **P**resent a solutions for the customer to take home today.
- ❖ **L**isten for and resolve any issues or concerns.
- ❖ **E**nd with a fond farewell and an invitation to return.



Trust

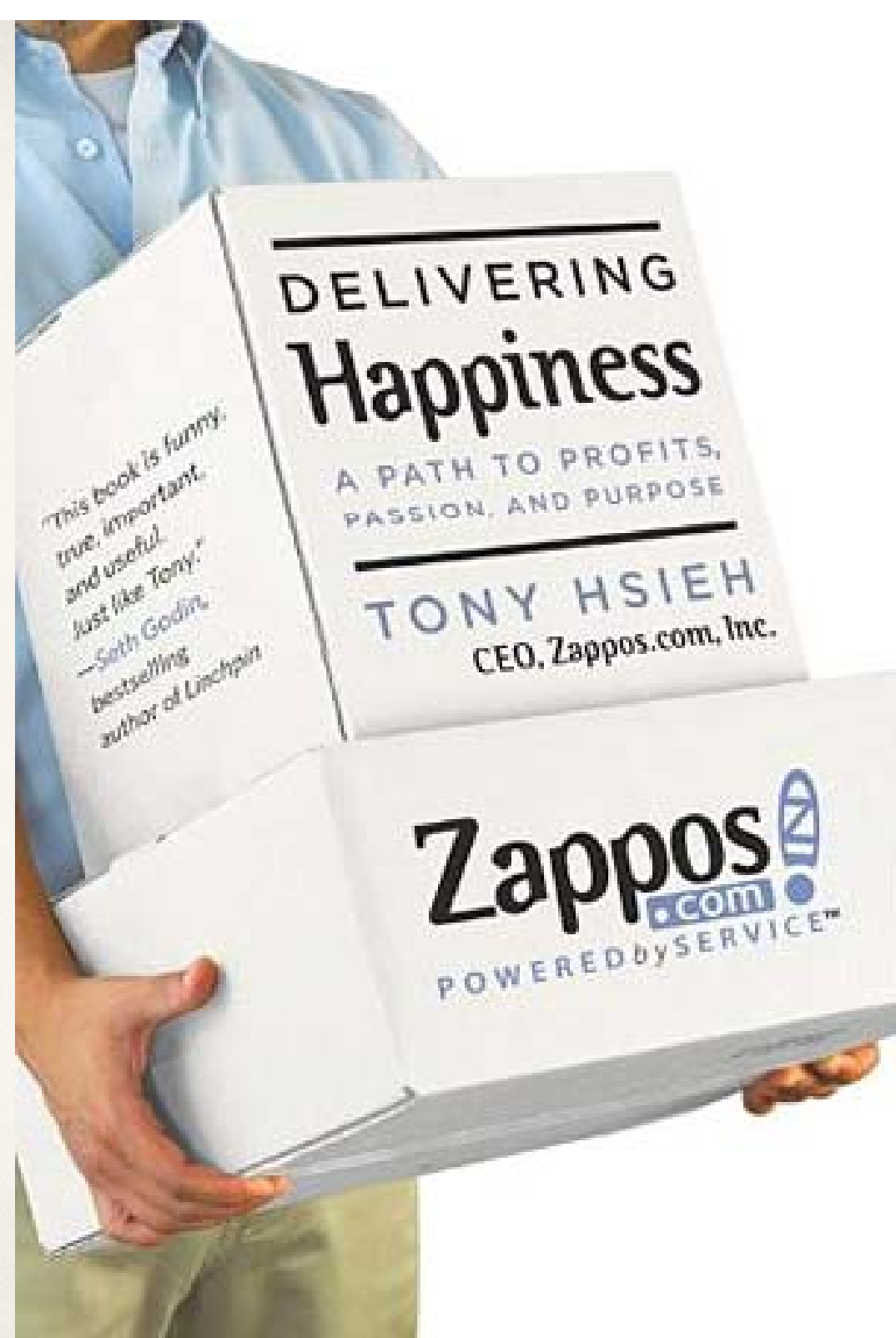
- ❖ Trust your patrons and each other
- ❖ Trusting environments encourage staff to circumvent blame and move to problem resolution quickly
- ❖ Trust fosters innovation & creativity
- ❖ Trust is earned when a person feels valued



DarienLibrary

WOW

- ❖ Core Values include: Deliver WOW through service
- ❖ To WOW, you must differentiate yourself...do something that's above and beyond what's expected...and have emotional impact on the receiver.
- ❖ It starts with a culture of extraordinary service. Ingenuity brings it to life.



Questions
so far?





photo by Flickr user NJLA: New Jersey Library Association

Library Customer Service

How do we deliver Extreme Service?

Interactions

- ❖ Staff member - Patron
- ❖ Library - Patron
- ❖ Library - Community



Library Staff

- ❖ What we look like
- ❖ What we observe
- ❖ What we feel
- ❖ What we do



Service Delivery

1. Focused attentiveness
2. Listen closely
3. Use “layman’s terms”
4. Be sincere
5. Approachable body language
6. Smile (see #4)
7. Trust
8. Take responsibility
9. Take initiative



Managers

- ❖ Help staff be available
- ❖ Hold staff (& self) accountable to service values
- ❖ Don't fault staff for bending the rules if the action results in better service for the patron
- ❖ Give staff the tools & the time
- ❖ Thank small acts of kindness
- ❖ Reward good attitudes



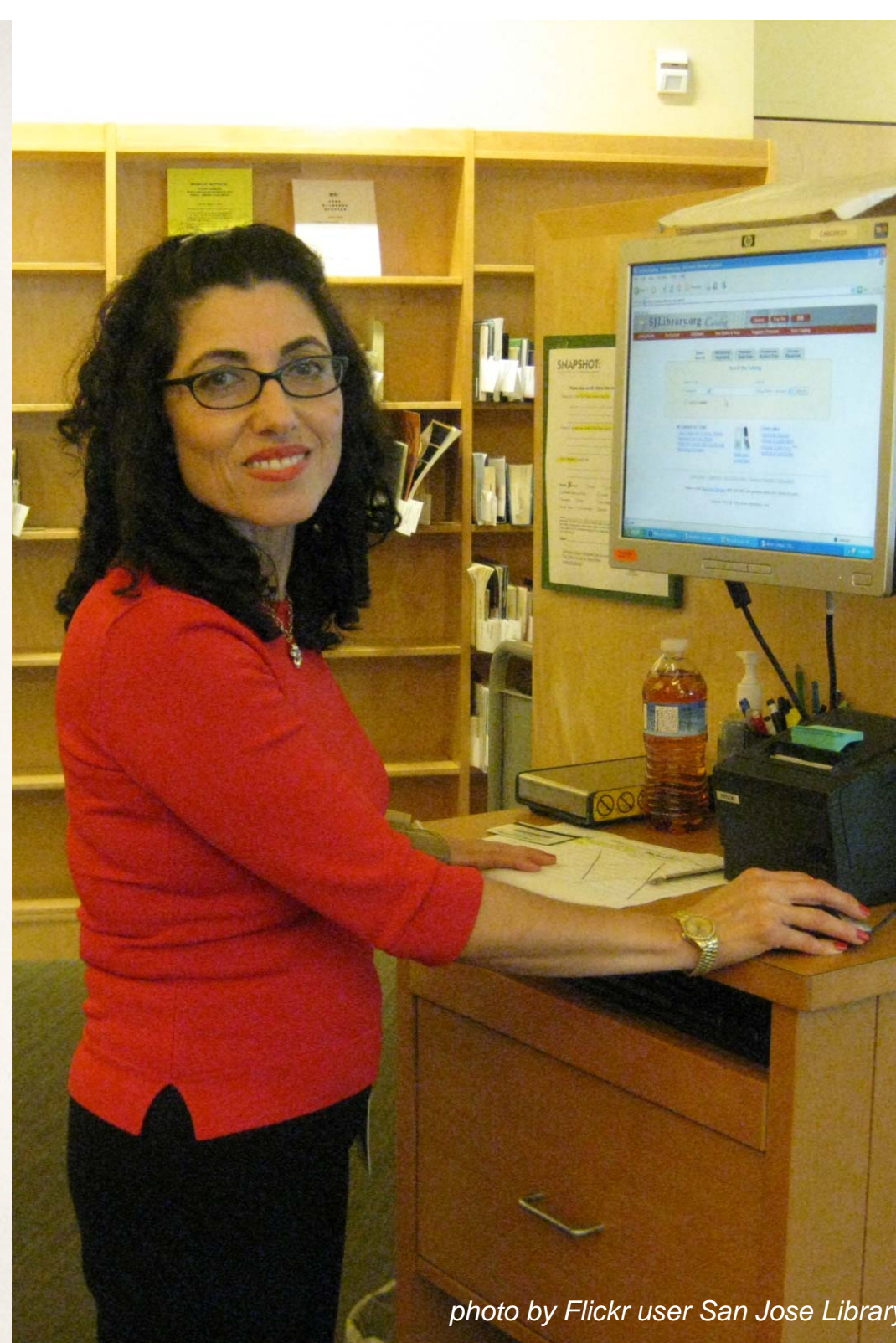
Administration

- ❖ Develop a culture of service
- ❖ Patron-friendly policies & procedures
- ❖ Encourage teamwork
- ❖ Don't fault staff for bending the rules if the action results in better service for the patron
- ❖ Regular recognition sustains a culture of excellence



Library - Patron

- ❖ Person to Person
- ❖ Person to Collections/Spaces
- ❖ Person to Website/Catalog
- ❖ Person to Services



Library - Community

- ❖ Culture affects everything we do in our buildings and in our communities
- ❖ Excellent customer service builds appreciation, goodwill, loyalty and support in a community
- ❖ The library is successful when the community is successful





Obstacles & Failures

Danny Meyer The 5 As

- ❖ Awareness
- ❖ Acknowledge
- ❖ Apologize
- ❖ Act
- ❖ Additional Generosity

NEW YORK TIMES BESTSELLER

Setting the Table

*The Transforming Power of
Hospitality in Business*



DANNY MEYER

"This is the most important business book of our time."

—Jim Cramer

The Customer Service Matrix			
	Standard	Extended	Innovative
Individual Customer Service			
The Library as Service Provider			
Service to the Community			

Matrix courtesy of Darien Library

How do you Perform?

Standard (Good)
(Extreme)

Extended (Great)

Innovative

The White-Glove Test



THE RITZ-CARLTON®

-
- ❖ What process do you have in place to regularly & sincerely seek an understanding of both the satisfaction & engagement of your staff, customers & other stakeholders?
 - ❖ Is the data from measurement provided in an understandable way so that everyone can see how their effort is affecting progress?
 - ❖ Are the objectives you are setting clear, manageable, & congruent with the core values or your company?
 - ❖ How do you appreciate, acknowledge & report the information you receive in a way that helps key players understand & participate in fulfilling future business objectives?
 - ❖ Are you measuring progress against your objectives?
 - ❖ Are you wedded to your objectives, even in the face of new trends emerging from ongoing data collection?

Thanks for Listening

- ❖ Questions?
- ❖ Want to talk more?
 - ❖ Gretchen Caserotti
 - ❖ gretchen@mlid.org
 - ❖ @gcaserotti

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