

Being Customer Focused: New and Emerging Trends in Customer Service

3/21/2012

BEING CUSTOMER FOCUSED
NEW AND EMERGING TRENDS IN CUSTOMER SERVICE

AN  WEBINAR

March 21, 2012
12:00 noon to 1:00 p.m.



Presenter: Gretel Stock-Kupperman
gretelsk@gmail.com

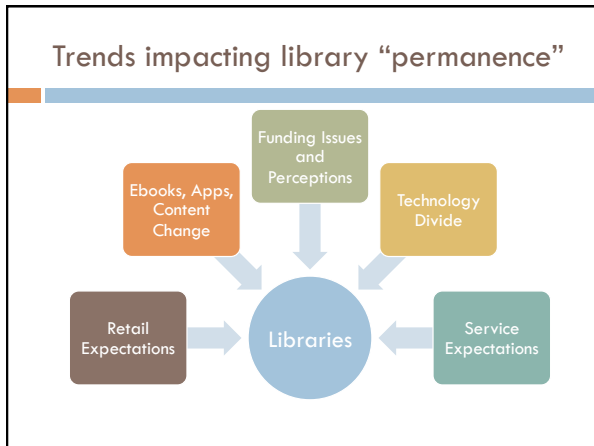
Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Who are you?

Type into chat your location and role in the library

Agenda

- Trends in libraries and customer service
- Why the Customer Focused Library?
- Shifting our focus
- Strategies for success



- ### Trends in customer service
- Homogenization of retail experience and service expectations
 - Focus on community, quality, and social responsibility.
 - Emotional investment in organizations
 - Custom content/custom connection.

The Customer Focused Library

Type one or two words in the chat box:
how do you define customer-focused?

What is the Customer Focused Library?

The Customer Focused Library consciously steps outside of embedded assumptions and observes patron behavior to discover needs and opportunities.

"Don't try to change people's behavior – identify and design for it." – Anne Marie Luthro, VP Sales and Marketing, EnviroSell

Customer Focused Library Illinois



Indian Prairie
Tuesday, November 13, 2007- Hours 12-8
Wednesday, November 14, 2007- Hours 9-5



Frankfort
Tuesday, November 13, 2007- Hours 12-8
Wednesday, November 14, 2007- Hours 9-5



Acorn
Thursday, November 15, 2007- Hours 12-8
Friday, November 16, 2007- Hours 9-5



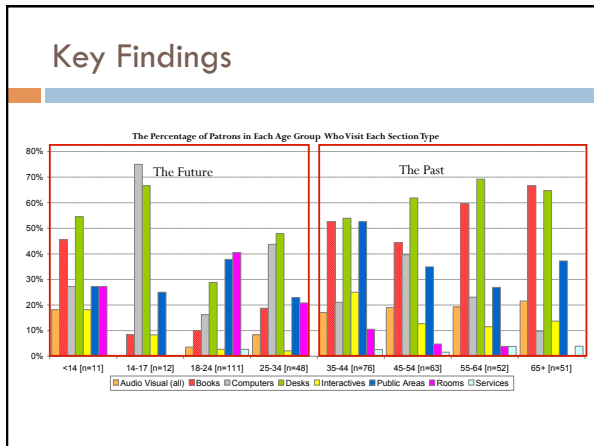
North Park
Thursday, November 15, 2007- Hours 12-8
Friday, November 16, 2007- Hours 9-5

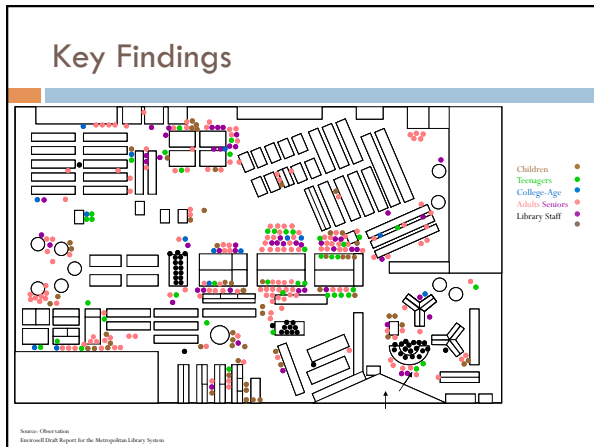
Key Findings



Being Customer Focused: New and Emerging Trends in Customer Service

3/21/2012



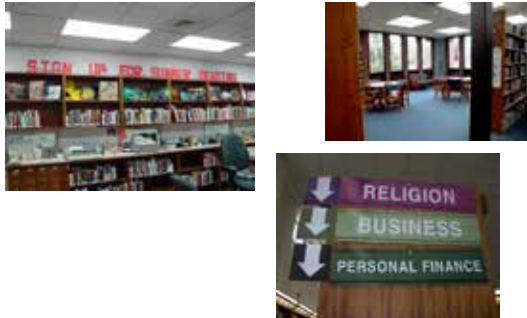




Applications and Successes

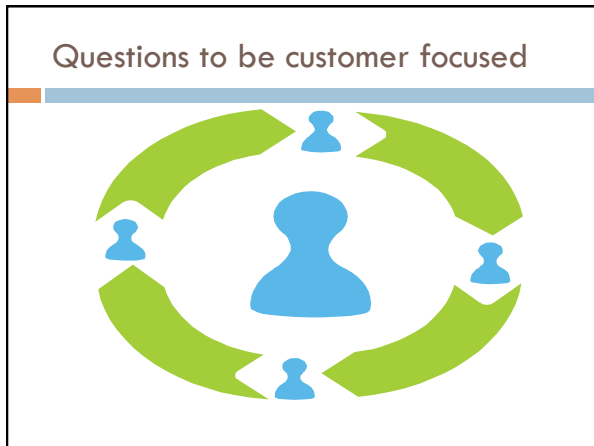


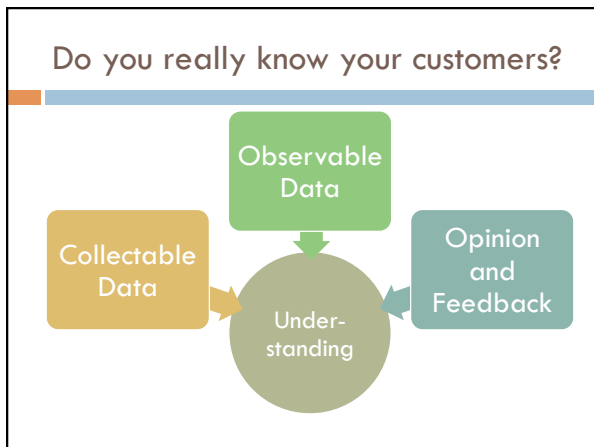
Applications and Successes

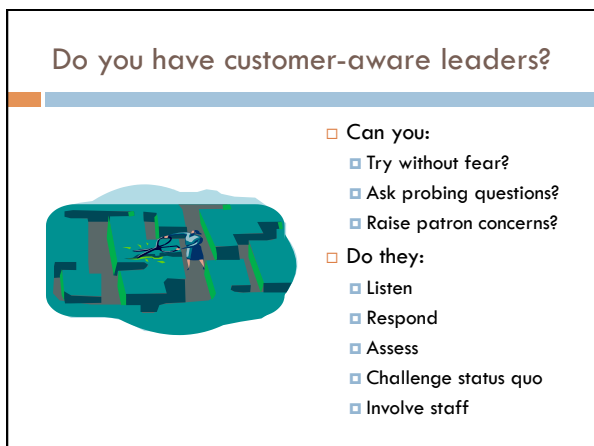


Why the Customer Focused Library?

- Expectations of individuals for service
- Responding to a shifting environment
- How do we know what our patrons want?
 - Actions speak louder than words...






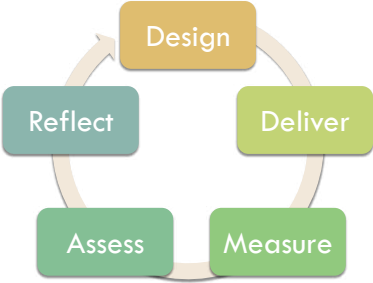


Are your processes customer friendly?

- Is your first desk service focused?
- How often do you say no?
- How many steps does it take for someone to get what they need?

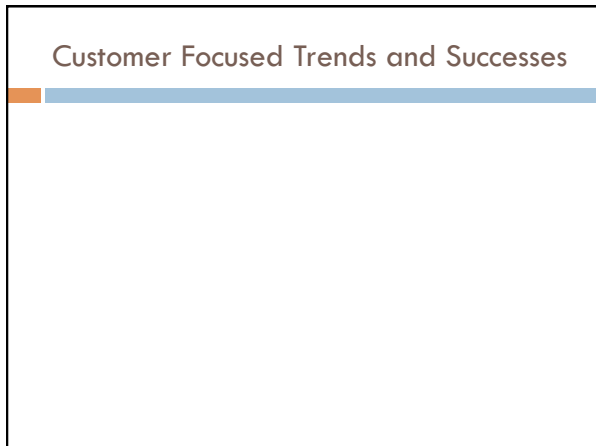


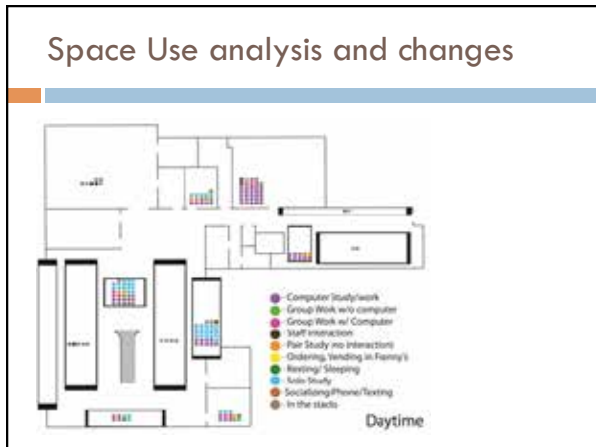
Have you got the means to deliver?



What barriers do you have?

Type a few words in chat: describe a barrier to being customer focused in your library.







Library Guides/Online Tools



<http://explore.westervillelibrary.org/>

Media Creation & Entrepreneur Centers



<http://youmediachicago.org/2-about-us/pages/2-about-us>

<http://www.fayettevillefreelibrary.org/about-us/services/fablab>

Discover your customers needs


What is one strategy or tool you could implement today to learn about your customer's needs? Type your answer in chat.

Key strategies for customer focus

- Organize around Customer Focus
 - Listen, Measure, Reach Out
 - Respond
 - Assess
 - Challenge status quo
 - Involve staff
 - Identify and Design for Customer Behavior

Being Customer Focused is:

- Being where your patrons are
- Being what your patrons need
- Consistently revisiting and revising



Resources

- Customer Focused Library on Webjunction
 - <http://www.webjunction.org/home/articles/content/8052613>
- Webjunction's feature on "Focusing on the Customer"
 - <http://il.webjunction.org/interpersonal/-/articles/content/135802482>
- Handout on webinar site


Being Customer Focused: New and Emerging Trends in Customer Service

3/21/2012

Questions?

Thank you!

Gretel Stock-Kupperman
gretelsk@gmail.com



Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.
