

Being Customer Focused: New and Emerging Trends in Customer Service

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Questions to be customer focused

- Do you really know your customers?
- Are you being led by customer-aware leaders?
- Are the ways in which you work customer friendly?
- Have you got the means to deliver?

Key strategies to be customer focused

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

Examples

Customer Focused Library Project

<http://www.webjunction.org/home/articles/content/8052613>

Webjunction's feature on "Focusing on the Customer"

<http://il.webjunction.org/interpersonal/-/articles/content/135802482>

Library Hackerspace

<http://boingboing.net/2011/11/12/library-to-get-a-hackerspace.html>

YouMedia at Chicago Public Library

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

Fayetteville Public Library Fab Lab

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

Westerville Public Library LibGuides

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

Skokie Public Library Twitter Site <https://twitter.com/#!/skokielifrary>

Articles Cited

Macauley, S. & Cook, S. (2011). A customer-centric action plan. *Training Journal*, 14-16.

Manfield, L. (2011). Social media, lend me your ears. *Backbone*, 40-42.

New Consumer Psychology. (2011). *Trends E-Magazine* (93), 9-12.

Top Marketing Trends for 2011. (2011). *Interior Fitout* 15(2), 28-29.