

# Great Expectations

## Customer Service and the Future of Libraries

Wild Wisconsin  
Winter Web Conference  
January 23, 2019

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# Handout

Key Steps in gray  
Staff Involvement  
Steps end in \*

[www.mclidaz.org/GreatExpectations](http://www.mclidaz.org/GreatExpectations)

## How to Create Your Own Customer Service Philosophy

### Recommended Steps

	Timeline	MCLD	Your Library/Your Strategies
Lead up	Nov 15-Sep 16	Research	
		<i>books/blogs/articles/webinars/videos</i>	
	Jan 16	Disney Institute training	
	Aug-Sep 16	Organization Guiding Documents analysis	
Creation		<i>Mission, Vision, Values</i>	
		<i>Job competencies</i>	
	Sep-Oct 16	Staff conversations*	
		<i>In-person and online</i>	
		<i>Customer experience examples collected</i>	
	Dec 16-Feb 17	Focus group*	
Implementation		<i>Philosophy refined</i>	
		<i>Great Expectations named</i>	
	Dec 16-Jan 17	Branding	
		<i>Graphics and images created</i>	
		<i>Tools for staff designed, produced, purchased</i>	
	Feb 17	Staff Day unveiling	
	Feb-Mar 17	Training*	
		<i>Focus group</i>	
		<i>Supervisors and managers</i>	
		<i>Staff</i>	
Ongoing efforts		<i>Participatory sessions, used staff stories</i>	
		<i>Staff given GE cards and lanyards</i>	
	Apr-Dec 17	Follow up*	
		<i>attended staff meetings</i>	
		<i>Staff given GE buttons</i>	
	Apr 17-present	Role Model awards	
		<i>Staff given certificate &amp; casual day sticker</i>	
	Sep 17	Review of implementation	
	ongoing	Development of tools*	
		<i>exercises for supervisors</i>	
	Oct 17	Reformed Focus Group	
	ongoing	Communication with staff*	
		<i>newsletter</i>	
		<i>emails</i>	
			Find the Customer Service Philosophy Development Toolkit at <a href="http://www.mclidaz.org/GreatExpectations">www.mclidaz.org/GreatExpectations</a>
	Key steps		
	* - staff interaction		

# Handout

## 8 Statements

## 3-5 Behaviors

[www.mclldaz.org/GreatExpectations](http://www.mclldaz.org/GreatExpectations)

### Great Expectations with Behaviors

(3-5 observable, trainable, and coachable behaviors for each statement)

#### Make everyone feel welcome

- Project a friendly, approachable demeanor
- Use positive and appropriate communication
- Focus on the current customer by remaining attentive and empathetic
- Treat all customers fairly and ensure that the rules apply to everyone
- Maintain a clean and safe environment

#### Anticipate customer needs

- Have tools ready and available
- Reduce customer effort whenever possible
- Proactively look for unique customer service opportunities
- Listen actively and use open-ended questions

#### Radiate confidence

- Confidently share knowledge and expertise
- Exercise professional judgement in every situation
- Keep up-to-date on knowledge of tools, products, services, collection, etc.
- Respond with "Let's find the answer together" vs. "I don't know"

#### Inspire curiosity

- Invite customer questions
- Empower the customer with knowledge
- Positively suggest resources the customer may not be familiar with

#### Creatively solve problems

- Pursue the reconciliation of the relationship, not just the resolution of the issue
- Resolve issues as efficiently as possible
- Be flexible, yet consistent in approach to resolving problems
- Address mistakes and make them right
- Recognize when to ask for help

#### Own the moment

- Complete every task with the customer's experience in mind
- Pay attention to details
- Be present
- Exceed customer expectations whenever possible
- Take each opportunity to make a positive experience

#### Personalize the experience

- Gauge customer reactions and respond accordingly
- Recommend specific resources based on each unique customer interaction
- Recognize repeat customers with friendly acknowledgement
- Inform other staff members so they are prepared to help

#### Act with integrity

- Be sincere and honest in every interaction
- Use appropriate resources to give accurate information
- Maintain performance under external pressures
- Respect the privacy of customers as well as coworker

# What is good customer service?

A hand is holding a bright yellow book in the center of the frame. The book's cover is plain with the title 'HAPPY' in a black, serif font. Below the title, the author's name 'ALEX LEMON' is printed in a smaller, black, sans-serif font. The background is a library with wooden bookshelves filled with books. A man and a woman are visible in the background, looking at each other, but they are out of focus. The lighting is warm and soft, creating a cozy atmosphere.

HAPPY

ALEX LEMON

How do *you* define excellent customer service?



Comply with Customer



Follow Policy

# Customer Service Goal

We will provide Maricopa County Library District internal and external customers with an exceptional, personalized and consistent service experience.

# Development

Research

What and How

Staff Conversations

Focus Group

Philosophy

Puns & Pixie Dust

*No  
prob-llama*



*I'm here to help!*

**Make everyone feel welcome**

**Anticipate customer needs**

**Radiate confidence**

**Inspire curiosity**

**Creatively solve problems**

**Own the moment**

**Personalize the experience**

**Act with integrity**

# Make Everyone Feel Welcome

Project a Friendly  
Approachable  
Demeanor

Example

Body Language



Treat all  
Customers Fairly

Example

Enthusiasm

# Anticipate Customer Needs

Reduce Customer Effort when Possible

Example  
Renewals



Proactively look for unique customer service opportunities

Example  
Self-check

# Radiate Confidence

**Confidently Share  
Knowledge and  
Expertise**

**Keep up-to-date on  
knowledge of tools,  
products, services,  
collection**

**Example  
Overdrive**



**Example  
Training**

# Inspire Curiosity

Positively suggest  
resources customer  
may not be  
familiar with

Empower the  
customer with  
knowledge

## Example

Adoption of New Formats



## Example

Readalikes

# Creatively Solve Problems

Pursue the reconciliation of the relationship, not just the resolution of the issue.

## Example

Offsetting Consideration  
for the Disappointment



Food for Fines

Be flexible, yet  
consistent in  
approach to  
resolving problems

## Example

H.E.A.T.

# Own the Moment

Complete every task  
with the customer's  
experience in mind



Take each  
opportunity to make  
a positive experience

**Example**

Begin with the End User

**Example**

Your 15<sup>th</sup> Card

# Personalize the Experience

Gauge customer reactions and respond accordingly

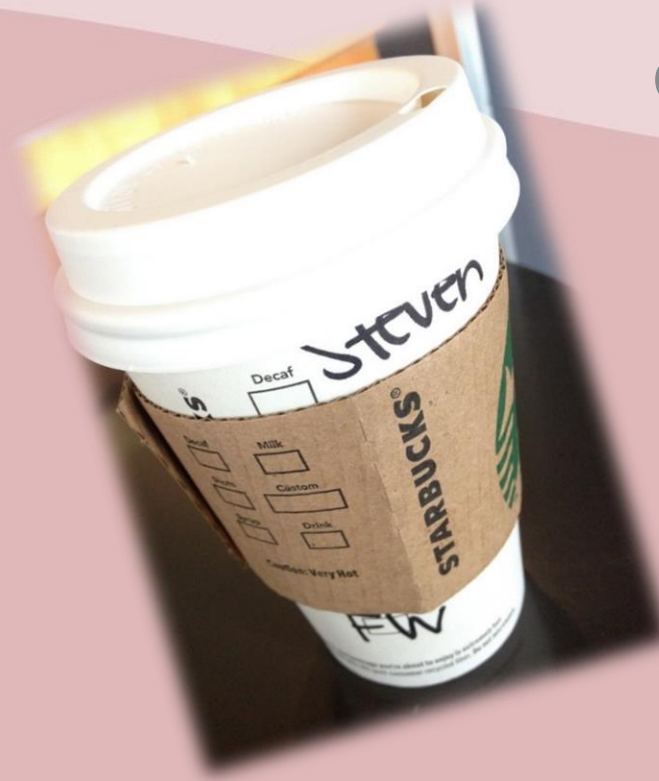
## Example

Don't need you until I need you!

Recognize repeat customers with friendly acknowledgement

## Example

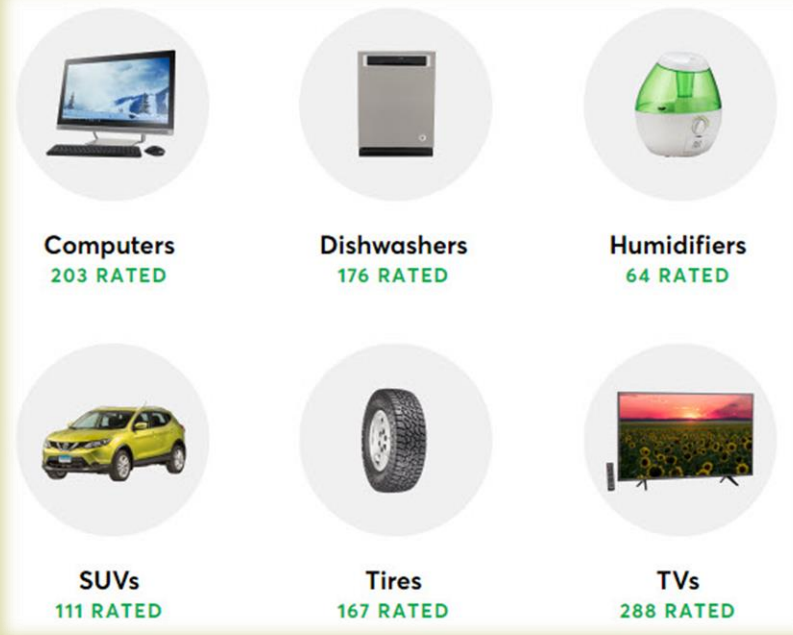
*Repeat Customers*



# Act with Integrity

Use appropriate resources to give accurate information

Example  
Consumer Reports



Consumer Reports Online

Respect the privacy of customers as well as coworkers

Example  
Medical Questions

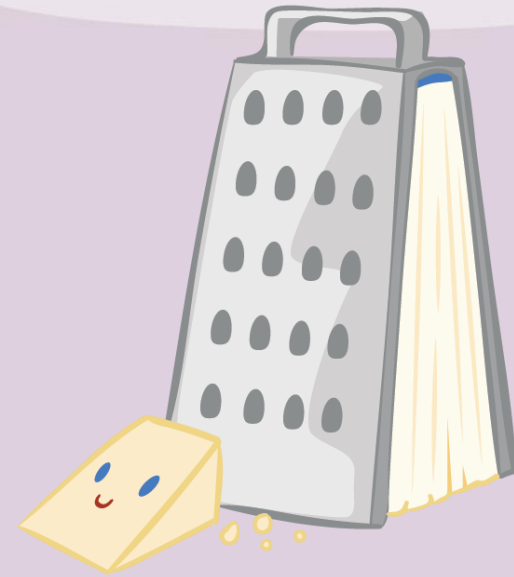
# Great Expectations Rollout

We have  
***Grate*** *expectations*

Staff Day

Staff Training

The Cheese



Even if it's a little cheesy.

We have **Grate** expectations



Even if it's a little cheesy




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*Awesomeness* that's **19** stories tall!



Don't forget the Airport and Central Express!



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**No prob-llama**



I'm here to help!



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I'm a **Roll!** model!



Born & Bread!



Maricopa County Library District

MCLD's **Great expectations**

- M** Make everyone feel welcome
- A** Anticipate customer needs
- R** Radiate confidence
- I** Inspire curiosity
- C** Creatively solve problems
- O** Own the moment
- P** Personalize the experience
- A** Act with integrity

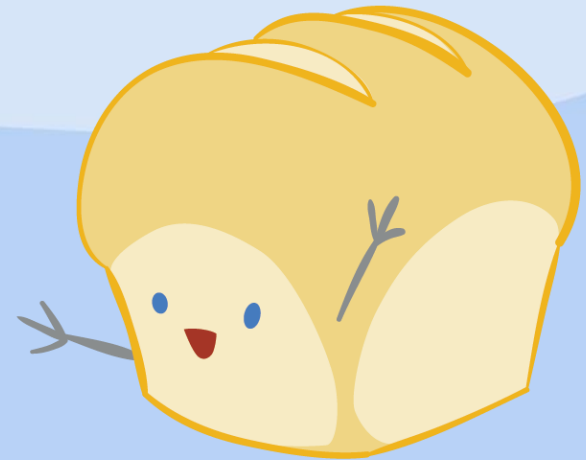
# Implementation

New Habit

Follow ups

Role Model Awards

I'm a  
**Roll!**  
*model!*



Born & Bread!

# Ongoing Efforts

Recruitments

Staff Training

Gratitudes

Supervisor Tools

Communication

*MCPLD's Great Expectations*

**You were "grate!"**

<input type="checkbox"/> Make Everyone Feel Welcome	<input type="checkbox"/> Creatively Solve Problems
<input type="checkbox"/> Anticipate Customer Needs	<input checked="" type="checkbox"/> Own the Moment
<input checked="" type="checkbox"/> Radiate Confidence	<input type="checkbox"/> Personalize the Experience
<input type="checkbox"/> Inspire Curiosity	<input type="checkbox"/> Act with Integrity

*Jen - I overheard you going the extra mile to help that customer find additional material for the speech they are writing. Great job-- I know they appreciated it. - Your Supervisor*

Wrap Up



Questions?

*No  
prob-llama*



I'm here to help!

# Thank You!

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