

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*	
		<i>Philosophy refined</i>	
		<i>Great Expectations named</i>	
	Dec 16-Jan 17	Branding	
		<i>Graphics and images created</i>	
Implementation		<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>	
		<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>	
	Ongoing efforts	Apr 17-present	Role Model awards
		<i>Staff given certificate & 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>		
	Key steps		Find the Customer Service Philosophy Development Toolkit at www.mclnaz.org/GreatExpectations
	* - staff interaction		

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



Maricopa County
Library District
where curiosity leads

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