Human Touch
The Only Stability in the Ever-Changing ‘iWorld’:
Access Services Cherishing Customer Service

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Blackwell Library
Salisbury University

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Salisbury University

- Founded in 1925
- Located on Maryland’s Eastern Shore 30 miles from Ocean City, MD and 2 ½ hours from Washington, D.C. and Baltimore, MD
- Four-year comprehensive university
- Enrollment 8,000 students
Customer Perspectives

SEE THAT BUILDING THERE? THAT'S THE LIBRARY.

IF YOU EVER WANT TO BORROW A BOOK, ALL YOU HAVE TO DO IS GO IN THERE AND TELL THEM WHICH ONE YOU WANT AND THEY'LL LET YOU TAKE IT HOME!

FREE? ABSOLUTELY FREE!

SORT OF MAKES YOU WONDER WHAT THEY'RE UP TO!

LIBRARY CHECK OUT

YOU'RE THE ONLY ONES DOING ANY LENDING RIGHT NOW.
Blackwell Library

• Serves as a focal point of learning, scholarship, interaction and invention among students, faculty and staff
• Staff of 12 librarians and 9 full-time support staff
• Open 100 hours per week
• Annual circulation 75,000 (FY 07-08)
• Usage – 368,000 (2008)
Access Services

- Circulation Department
- Faculty Reserves (traditional and e-Reserves)
- Interlibrary Loan Department
- Shelving/Shelf Maintenance
- Staff of 4 full time, 5 part-time (evening/weekend) and 12 student assistants
too many i stuff

*iMEOW*

iTunes
iPod
iPhone
iSchool
Change- the ONLY constant

• Organizational culture rooted in tradition and habit
• Change- an unwelcome visitor
• Organizational culture-profound effect on staff morale and interactions
• “employees cannot create this focus without the support of the organizational culture.”

--Darlene Weingand
“How can the library create and maintain excellence in a changing environment where responding to customer needs and focusing on customer satisfaction determines survival and prosperity?”

From Darlene Weingand’s 
1997
Excellence = E
Changing Environment = CE
Customer Needs = CN
Customer Service = CS
Survival = S; Prosperity = P

$E \times X^{CE} = S + P$
$CN + CS$
Plan change with the Customer as the focal point and not as an afterthought!

“Someone calling themselves a customer says they want something called service.”

and not as an afterthought!

Image credit: http://media.photobucket.com/image/customer%20service/rdowding1/customer-service.gif
Customer Service

• Customer service is not a department, it’s an attitude!

• Customer service is awareness of needs, problems, fears and aspirations

• Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.

--- Peter Drucker
AUNT BERTHA IZ HERE!

RUUUUUUUUN!!!!!
Staff attitudes

- People perform best and deliver the best customer service, when they like what they do.

- “There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.” – Sam Walton
Customer Values

- Basic
- Expected
- Desired

Unexpected

WOW SERVICE
Going the extra mile...

“There are no traffic jams along the extra mile.”

Roger Staubach
ORDINARILY WE CHARGE TWENTY FIVE CENTS A WEEK FOR OVERDUE BOOKS, BUT I'M GOING TO HAVE TO CHARGE YOU A DOLLAR FOR THAT ONE.
Circulation
Adding a personal touch

• “Market” special services at checkout
• Direct Borrowing—incorrect pick-up location/items not rec’d in a timely manner
• “Where can I find this book?”
• Replacement barcodes for IDs
Accommodate our patrons

- Courtesy notices
- Renewals
  At Circ Desk
  Meebo Chat
  Self renew using “My Account”
  Telephone
- Extend hours for exam week/library lab
eReserves

• Password security resulting in ease of use for students
• Provide a hardcopy of reserve listings at Circ Desk
• Turnaround time
Interlibrary Loan

• Faculty on sabbatical and out of the country. Requests filled PDF.
• New faculty Direct Borrowing vs. ILLiad requests
• Distance Education students receive equal and equivalent services
• Obscure requests are referred to Head of Public Services
Meeting The Needs Of Our Customers

- Data CDs
- Earbuds
- Highlighters
- Flash drive
- Headphone splitter
- Pencils
- Pens
- Staplers
- Tape
- Hand Sanitizer/Wipes
- Tissues
Special Services/Equipment Offered

- Meebo Chat service 40 hours week
- Wireless laptop check out (extended loan)
- SD Digital Memory Card Reader
- Nemo digital magnifier
- Kurzweil technology
Community Outreach

- Community Borrowers
- Bi-Annual Food for Fines
- Leash on Life
- Volunteer for campus radio annual fundraising
Customer Service expectation

“Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.”

– Donald Porter, V.P. British Airways
“A journal was missing from the shelf. I asked the librarian on duty who found it online and printed it. I had the article in my hand within 10 minutes!”

“I didn’t feel as though I was a bother. All of my questions were answered with a smile.”

“The staff is wonderful – helpful and patient.”

“I appreciate that you have a Suggestion Box and actually listen to the students”.

“The staff are kind and friendly. They are willing to help, direct and offer advice. They even held my book bag when I went to lunch. From the morning greeting to the evening farewell, it was wonderful!”
What’s in it for me?

• Staff Appreciation
• National Student Workers Week
• National Poetry Month display—student workers involved
• Volunteer recognition
Staff training

Access Services Wiki
http://subl.pbworks.com

- Circulation Training Manual
- Section on Customer Service
Welcome to Access Services Wiki where we work and have fun together as a TEAM!

"Coming together is a beginning.
Keeping together is progress.
Working together is success."
- Henry Ford

Part-time staff: Please review the meeting dates and the agenda. You are always welcome to attend any meeting if your time permits. You may also want to review the minutes as it will have the latest discussions.

- Access Services Home (includes Directory, Departmental Goals, Annual Report)
- Circulation Training Manual
- FAQs
- AS Meetings (includes Agenda and Minutes)
- Projects in Progress (ILL/ILLiad document, Meebo, etc.)
- Sandbox (Go ahead and experiment! Have fun!)
- Suggestions
- Wiki Help A direct link to the official PBWorks Help site
Food for Fines -- Nov. 9 - Nov. 15, 2009
Collection for Homeless Animals -- Nov. 9 - Dec. 18, 2009

Access Services Calendar

Sharon said
at 9:11 am on Oct 30, 2007
Mou,
Do we have an agenda for this Friday's (11/2) meeting? I would like to add:
- Compiling statistics for library head-counts
- Possible adjustment in Debbie's hours

Marilyn Ruddy said
at 3:15 pm on Nov 1, 2007
I am just checking out the wiki. Great job Mou!
Circulation Department
Desk Handbook

1. OPENING PROCEDURES
2. CLOSING PROCEDURES
3. ACCESS SERVICES STUDENT ASSISTANTS
4. CUSTOMER SERVICE
5. PATRON ACCOUNTS
6. ELIGIBLE BORROWERS
7. MEDIA VIEWING ROOM
8. WIRELESS LAPTOPS
9. LOCKER RENTALS
10. USE OF ELECTRIC TYPEWRITER
11. EMERGENCY HANDICAPPED EXIT
Internal Customers

Other departments

- Job Shadowing
- Joint Public Services Meeting—opening up communication channels
- Learning Bytes
- Project Collaboration
Future plans

• Extensive formal training
  – Videos
  – Workbooks
  – Articles

• User Survey

Image credit:
http://farm1.static.flickr.com/79/235551415_b82aa8c023.jpg
Look up & Smile
Customer Service at the Circulation Desk

With your support, we

C—offer CREATIVE solutions
A—be APPROACHABLE and show a positive ATTITUDE
N—avoid saying NO

D— deliver DYNAMIC and courteous service
O—seek OPPORTUNITIES to create lasting impressions

G—GREET with a smile
R—show RESPECT
E—EVALUATE each situation and respond EFFICIENTLY
A—shower lots of ATTENTION
T—conclude with a THANK YOU
Got Questions?

Thank You

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