You Can’t Teach Nice

Retail Management Strategies for Enhanced Library Customer Service

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About Me
*In order to protect the guilty, models were used for the following images.*

“Plats för skanning av microfiche för Genline hos Släktforsknings hus i Leksand” by Edaen is licensed under cc-by-3.0
CONGRATULATIONS!
YOU’VE BEEN PROMOTED!
Even the Janitor

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You Can’t Teach Nice
The Right Fit
The First Step
Customer Service Expectations
Satisfied vs. Highly Satisfied Patrons
Word of Mouth
Poor Experiences
What Should We Train On?

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Learn by Watching
The Customer Journey: Before
The Customer Journey: After
The Moment of Truth
A Patron Walks into Your Library
The Confused
Signage
Great Signage

- Collaborative Study
- Limited Cell Phone Use
- Set phones to Vibrate

Silent Study
No Talking
No Cell Phone Use
Set phones to Vibrate
Middle of the Journey
Time is Relative
Perception is Reality
Resetting the Patron’s Internal Clock
Acknowledge Patrons
Just Say Yes
The Form Designed to Keep You From Doing the Stupid Thing That One Guy Did Three Years Ago.

-Clay Shirkey
Employee Empowerment
Front Liners’ Ideas
Aces in Their Places
Magic Apron Training
Upsell
Upsell
Learn Patron Names
After the Journey
Coaching

- What, Why
  - What You Did
  - Why it Was Good
- What, What, Why
  - What You Did
  - What You Should Have Done
  - Why You Should Have Done it Differently
Service Assessment
Culture of Assessment
Thank you!

- Questions?
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