LET’S TALK ABOUT **REAL** CUSTOMER SERVICE

HOW WE INCREASED CIRCULATION BY **300%**

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WHERE WE’RE FROM
FROM THERE...

Then (2013-2014)
…TO HERE
OVERVIEW: COLLEGE

› Part of the Wisconsin Technical College System (WTCS)
› 6th largest technical college
› 13,400 enrolled students
› 4,000 FTEs
› 1,000 employees
› Over 80 programs
OVERVIEW: CVTC LIBRARY

› Approximately 30,000 print volumes/200,000 digital
› Circulation approximately 25,000 (4th highest in WTCS)
› Staffing: 2.5 permanent employees (2nd lowest in WTCS)
› Very busy space!
OVERVIEW: STUDENTS

- Student population under age 30: 75%
- Students deemed “at-risk:” 42%
- 40% first generation
- 80% FT – 20% PT
- Average age: 26
OUR STUDENTS

ISAIAH

RYAN

DESIREE

SHANNA

BRITTNEY
WHY DOES THIS MATTER?

Exceptional customer service is understanding who your customers are and building positive, synergized relationships.
CVTC Library Usage by Academic Year

- Circulation: +405%
- Database Usage: +738%
- Patron Visits: +267%
- Computer Use: +30%

*Data reflects 2014-2016

Apples-to-apples comparison from year to year.
EXCEPTIONAL CUSTOMER SERVICE

Pyramid of Exceptional Service

- Initiating a Movement
- The Bigger Picture
- Awareness
- Compassion
- Trust
1. TRUST

Exceptional service is absolutely not possible without a mutual feeling of trust.
2. COMPASSION

› Exceptional service requires libraries to be compassionate with their patrons.
3. AWARENESS

Exceptional service requires libraries to be aware of their patrons’ needs, desires, and abilities.
Exceptional service is multi-faceted and should not be viewed from a single lens but in a greater context.

- Consistent services, policies, attitudes, language

Exceptional service begins outside the organization.

- Restaurants, pharmacies, taverns, and the DMV. 

The Bigger Picture
5. INITIATING A MOVEMENT

› Assess
› Benchmark
› Communicate

› Deliver
› Enable Others
› Feedback

Initiating a Movement
OUR MOVEMENT

Responded to customer requests

- Use information from automation system, patron counts/gate counts, IT department, and stats-tracking programs
- Empower employees including student employees
- Listen and follow-up with customer requests:
  - Greater technology access and support
  - Diversify collections available for customer use
  - Expand online presence
  - Easier access
HOW CAN THIS HELP YOUR INSTITUTION?

› Increased circulation/usage data
› Student/faculty buy-in
› Word-of-mouth advertising
› Leadership strategies
› Collaboration opportunities
› Improvement/enhancement of services
OUR VISION

› Exceptional service can have profound effects
  • Library science associate degree program (proposed)
  • Open educational resources
  • Liaison librarian approach
  • Most progressive equipment/technology checkout in Wisconsin
  • Student technology mentorship program
  • Increase FTEs, retention, persistence, GPA, engagement
QUESTIONS/DISCUSSION

The Ideal Team Player: How To Recognize And Cultivate The Three Essential Virtues (2016)

The 5 Levels Of Leadership: Proven Steps To Maximize Your Potential (2013)

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