

BUILDING A CUSTOMER SERVICE PHILOSOPHY

By Pam Christensen

Library Director

Peter White Public Library

Marquette, MI 49855

- I. Why Customer Service**
 - a. Libraries for Public Good**
 - b. Funding**
 - c. Millage Support**
 - d. Bond Issues**
 - e. Capital Campaigns**
 - f. General Fund Raising**

- II. Putting the Customer Services Foundation in Place**
 - a. Policies**
 - b. Communication**
 - Staff Communication**
 - Community Involvement**
 - Media**
 - Board**
 - Customers**

- III. Good Customer Service in Action**
 - a. Greeting Customers**
 - b. Customer Feedback Mechanisms**
 - c. Slide Show—Good, Bad and Ugly**

- IV. Handling Complaints**
 - a. Staff Level**
 - b. Library Director**
 - c. Board of Trustees or Advisory Board**

- V. Conclusion**
 - a. Questions and Answers**