

Customer Service: Not Just the Usual. Why Customer Service Is So Important

Beginning Workshop

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WHAT IS CUSTOMER SERVICE?

- Rules
- Hours of Operation
 - Services
 - Materials
- Ease of Use
 - Staff

NATIONAL OCLC STUDY

Perceptions By Age Groups

- Teens: 14—17 year olds
- Young Adults: 18—24 year olds
- Generation X (Age 25—45)
 - Boomers (Age 46—64)
 - Seniors (Age 65+)

TEENS: 14—17 years old

- Improvement of Customer Service ranked #2
 1. Extend Hours
 2. Re-examine Rules
 3. Add staff/more knowledgeable helpful staff
 4. Promote the library/advertise more

YOUNG ADULTS: 18—24 YEARS OLD

- Improvement of Customer Service ranked # 2
 1. Extend Hours
 2. Re-examine Rules
 3. Promote Library/advertise more
 4. Add staff/more knowledgeable helpful staff

GENERATION X: 25—45 YEARS OLD

- Improvement of Customer Service ranked #2
 1. Extend Hours
 2. Re-examine Rules
 3. Add staff/more knowledgeable helpful staff
 4. Promote Library/advertise more

BOOMERS: 46—64 YEARS OLD

- Increase Customer Service ranked #1
 1. Extend Hours
 2. Re-examine Rules
 3. Add staff/more knowledgeable helpful staff
 4. Promote the Library/advertise more

SENIORS: 65+ YEARS OLD

- Improvement of Customer Service ranked #1
 1. Extend Hours
 2. Re-examine Rules
 3. Add Staff/more knowledgeable
 4. Promote the Library/advertise more

WHAT DOES THE PUBLIC WANT

- People under 45 years of age ranked improved customer service #2
 - People 46 years of age and older ranked improved customer service #1

WHY IS CUSTOMER SERVICE IMPORTANT

Sustainability

Increasing/Improving public image

Repeat Customers/Patrons

What's next?

OTHER TIPS

The Golden Rule

Coordination

Professionalism

THANK YOU!!

I have enjoyed working with you!