

Presentation Outline

- Part One: The Project
 - Team Members
 - Introduction
 - Case Study Libraries
 - Attributes
 - Conclusions
- Part Two: Learnings



Part One: Project

Team Members

- Shaun Brady
 - Kingston Information & Library Service
- Kim Kearsey
 - Frankston Library Service
- Melita Monigatti
 - Melbourne Library Service
- Theary Sindel
 - Boroondara Library Service
- Natasha Tsui-Po
 - Stonnington Library & Information Service

Project Sponsor

- Katrina Knox
 - Darebin Libraries



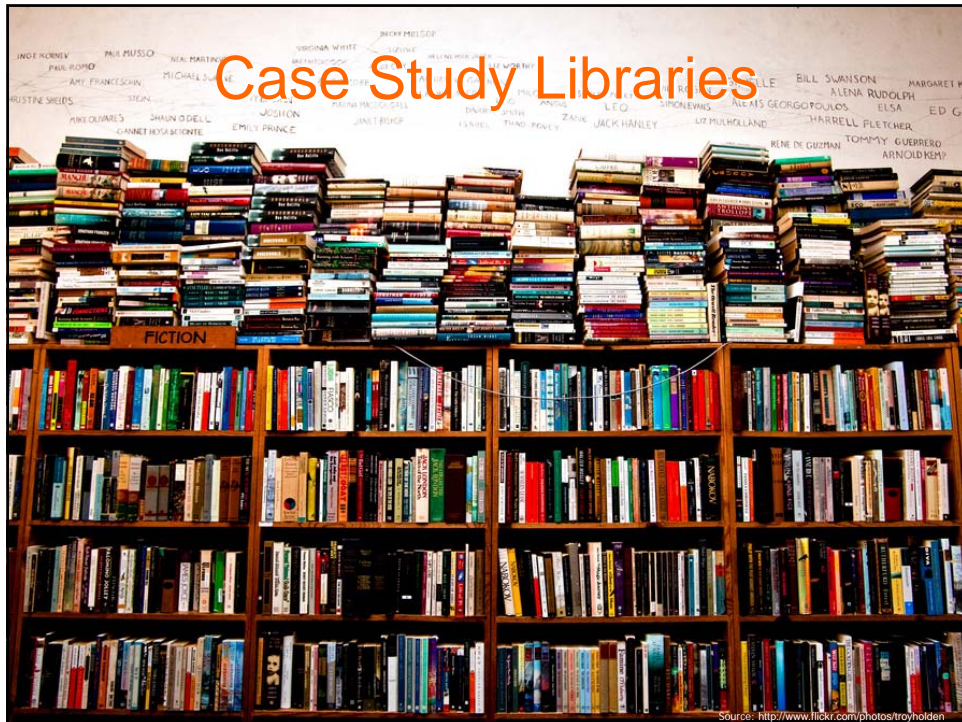
Source: <http://www.flickr.com/photos/atomicshed>

Introduction

The scope was to:

- Measure the impact of technologies on customer service in a public library environment;
- Not to provide analysis of specific technologies.

- Identifies qualitative attributes to measure customer service;
- Identifies libraries from around the world with self-service implementations;
- Attributes + case studies = conclusion





Sutton take part, take pride

Sutton Library, UK

Total members: 46,000

Staff total (EFT): 84

Population total: 185,594

Number of branches: 9 + home library

Loans per year: 1.1 million

Collection size: 366,000

Visits per year: Not supplied



The Seattle Public Library

Seattle Public Library

Total members: 469,826

Staff total (EFT): 564

Population total: 602,000

Number of branches: 27 + home library

Loans per year: 11 million

Collection size: 2.4 million

Visits per year: 7.5 million





Brisbane City Council

Dedicated to a better Brisbane

Brisbane City Council

Total members: 457,126

Staff total (EFT): 284.1

Population total: 1.04 million

Number of branches: 32 + home library

Loans per year: 10 million

Collection size: 1.37 million

Visits per year: 6.1 million



Source: <http://www.flickr.com/photos/raeallen>

SengKang Community Library



Qualitative Attributes of Customer Service Excellence



Source: <http://www.flickr.com/photos/8136496@N05>

Reliability

- Technology;
- Consistency of service;
- Streamlining procedures and
- Maintaining standards.



- 
- A woman with dark hair, wearing a light blue button-down shirt, is shown in profile, shouting into a red and white megaphone. The megaphone has a red body and a white horn. A black coiled cord is attached to the base. The background is a plain, light-colored wall.

[illegible]

-
- A man with a beard and short hair, wearing a light blue button-down shirt and a dark blue patterned tie, stands against a white background. He holds a large, rectangular, light brown cardboard sign in front of his chest with both hands. The sign has the text "TRUST ME, I'M A LIBRARIAN" printed in bold, black, sans-serif capital letters. He is looking directly at the camera with a slight, knowing smile. His left hand is extended forward, palm up, in a gesture of openness or trust.

Responsiveness



- Advances in technology;
- Reflect community demands;
- Available when the customer needs it;
- Easy for customers.

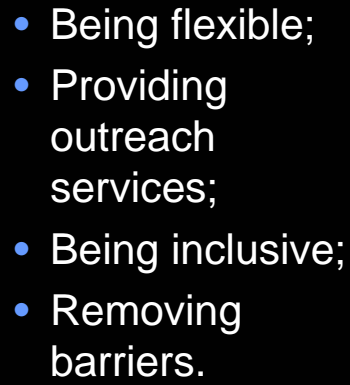


Understanding your customer

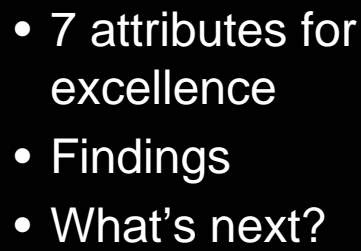


- Real needs vs perceived needs;
- Available when the customer wants it;
- Make it easy;
- Anticipating and planning for future needs.



[illegible]

-
- A woman with dark hair, wearing a dark pinstriped blazer over a white collared shirt, is smiling at the camera. She is holding a large, thick stack of yellow papers or folders. In the background, a man with glasses and a white shirt is seated at a desk, looking towards the camera. The setting appears to be a law firm or office, with bookshelves filled with books visible in the background.

[illegible]

Team Member Learning's

<http://www.flickr.com/photos/shonk>

focus

[illegible]

[illegible][illegible]

[illegible]

difference



self awareness





Thank-you

- Library Managers
 - Barry McGuren, Melbourne
 - Beck Henshall, Frankston
 - Anne Holmes, Boroondara
 - Anne Rasmussen, Stonnington
 - Trish Smyth, Kingston
- Project Sponsor
 - Katrina Knox, Darebin

