

Dobrý den! Mé jméno je Simon Francis.

CUSTOMER CARE

By Simon FRANCIS

1. Introduction

POOR CUSTOMER SERVICE

You do not get what you need

It takes too long

You are not told what is happening

The library looks dirty and/or disorganised

The staff do not seem to know what they are doing

Mistakes are made and no apology is given

The behaviour of other users is distracting.

GOOD CUSTOMER SERVICE

You get what you need

You feel that your opinions have been listened to

The staff are attentive and helpful

It is easy to find your way around the Library

The library is clean and looks well organised

Problems are dealt with quickly and mistakes put right efficiently

The staff appear to be working together as a team

Other users are behaving appropriately.

The library for the customers

Customer care in libraries means:

providing customers with services and information that meet their needs;

managing the interaction with the customer in ways which give satisfaction;

meeting and exceeding customer expectations; and

delivering solutions - quickly

Customer care as an attitude

'have a nice day'

'don't know, nothing to do with me'

The **ABC** library

The **ABC** Library

Ananything **B**ut the **C**ustomer

The **ABC** Library

Another **B**loody **C**ustomer

Changing the climate of the library

Threat to libraries, or opportunity ?

2. People, Places, and Images

People;

Physical;

Process

The importance of people:

Dress standards

Social skills

Attitude

Body language

Photo-boards

Name-badges

Physical factors of customer care

Design

Layout

Plans

Signs

Plants

The corporate 'image' and brand

Step 1:

Define your desired brand image

Step 2:

Develop the logo

Step 3:

Begin communicating the brand identity to the customers

Step 4:

Maintain the library's brand identity

3. Activities

The processes of customer care

**Obtain the commitment of the director
and senior staff**

Know your users

**Include all the major elements of
customer care**

Develop service levels

Recruit the right staff

Get your communications right

Convert complaints into happy users

Saying NO is not a solution

Organisational policy

Staff responsibilities

**Train the staff and work towards
continuous improvement**

Welcome to the library .

We are glad to have you with our library team.

**Our number one goal is to provide
outstanding customer service.**

Set both your personal and professional goals high.

**We have great confidence in your ability to achieve
them.**

Library Rules:

Rule no.1: Use your good judgement in all situations.

There are no other rules.

**Please feel free to ask your manager or director any
question at any time.**

Every member of staff, every hour of the day should:

Be friendly and smile

Listen carefully

Take a genuine interest in the users

Be prepared to acknowledge a waiting user with a smile or a few words and call a colleague who is free to help

Never keep a user waiting whatever you are doing, users must be our first priority)

Be alert. Let users feel free to look around but be on hand as soon as your help is required

Be natural, speak clearly

Be enthusiastic, show your interest

Be polite and courteous at all times (even in the occasional difficult circumstances)

DO:

Make Recruitment and Selection customer-related activities

Discuss customer levels of expectation with all staff

Analyse complaints to discover patterns

Offer incentives to customers to encourage feedback

Stay close to your customers

DON'T:

Forget to involve all staff in customer service discussions

Forget your internal customers

Forget to celebrate and publicise good news and achievements

Forget to record thanks as well as complaints

Say "It isn't my fault", or "I don't know who should deal with that"

**Structures that encourage better
customer care**

A helpful structure:

has the minimum number of management levels

permits flexibility

is satisfying to work in ("quality of working life" culture)

allows decisions to be made at the lowest possible level.

Steps for dealing with user complaints:

SLADE

SState your position

Listen to the other person's view

Acknowledge the other person's
position

Decide the course of action

Explain what you are going to do

4. Quality for users

**Providing more with less, and improving
quality**

Criteria for assessing service quality:

Responsiveness: recognition of customer needs and action to satisfy them

Competence: knowing what is required and having the skills to carry it out

Access: ease with which customers can make contact with the Library staff

Courtesy: consideration for customer needs

Communication: feedback to customers

Credibility: trustworthiness and honesty of service provider

Security: physical safety and comfort

Understanding: making an effort to know what each customer wants

Tangibles: appearance, reliability of equipment

Reliability: consistently meeting all the above criteria

Understanding the needs of users

Stay close to your customers:

- continuous research to monitor satisfaction**
- customer questionnaires and surveys**
- listening**

The library must define a limited range of services and do them well.

The library must promise only what it can deliver.

The library must define standards of service so the users know what to expect.

CUSTOMER CHARTER:

We aim to provide the highest standard of library services

Our objectives are that:

The staff will deal with your enquiries in a helpful and courteous manner

We treat you as an individual

We provide facilities for all users with special needs

We ensure you are dealt with quickly and without delay

You are provided with effective guidance in finding materials

We provide an efficient response to telephone and e-mail enquiries

Your comments are always welcomed to help us achieve better standards

**A user is the most important visitor to the library.
He is not dependent on us.
We are dependent on him.
He is not an interruption to our work
He is the reason for it.
He is not an outsider to our library.
He is part of it
We are not doing him a favour by serving him.
He is doing us a favour by giving us an opportunity
to serve him.**

**Děkuji Vám za vaši účast na
workshopu.**

**Přeji vám všem hodně úspěchů do
další práce!**