Customer Centered Classification

... and a few bonus tidbits

witnessed @ Computers in Libraries 03.22.12 - 10:30 am

Moe Hosseini-ara
Director, Service Excellence
Markham Public Library
Overview

• Context – about MPL
• Concepts – strategic philosophies
• Connections – examples
• Customer Centered Classification
• Questions
Markham Public Library
Six Branches and growing...
Context

• New branch in 2004
• Strategic Planning in 2007
• Environmental Scan – competition, customer expectation
• Scarce staffing resources and funding
Concepts

• Develop a culture of innovation DO NOT fear failure
• Make Library more welcoming – more space for social interaction
• Make collections browsable and accessible – better displays and improved shelving
• Create a better classification system
Develop a culture of innovation

- Commit to risk taking and failing
- Don’t be afraid of failure
- Staff involvement/engagement
- Staff buy-in

imagine learn grow
imagine fail learn grow
Michelle Sawh
A brief and interesting article on the battle for ebooks and public libraries...
 Libraries need to unite in battle for ebooks
http://www.publiclibraries.com/blog/libraries-need-to-unite-in-battle-for-e...
 Libraries are bringing a knife to a fight where book publishers, Apple, and Amazon are all bringing guns. The only way libraries are going to stand a chance is if they combine their budgets and start working as a single entity when buying ebooks.

January 12 at 10:14am · Reply · Like · More

Catherine Glynn: I read this article somewhere else as well. Food for thought.
January 12 at 10:38am · Reply · Like · More

Jodi Marr
This is what I imagine happens every night after we turn off the lights and go home.

The Joy of Books
http://www.youtube.com/watch?v=SKVcGnyE178

After organizing our bookshelf almost a year ago...
Third Place Concept

- Community space outside of home and work where people can go to meet, develop friendships, discuss issues, and interact with others
- Sense of place and community
- Encourage interaction instead of social isolation
“Absolutely love the library setting, decor, and building in general. It is comfortable and makes you want to stay the whole day, just sitting in the sofas and reading the day away.”
“The washroom is so clean and nice. I don't think a lot of people use the washroom because it's too clean to be true.. Well.. i'm not 100% sure 'cause i only went there once because i needed to go badly even though i hate public washrooms. but the markham village library washroom is SOOOOOOOO NICE. i love it.”
Here comes the brides... MPL’s warm and welcoming spaces attract people for all kinds of reasons.
Make Them Cry Strategy – children who love the library so much that they cry when they have to leave.
Provincial All-Candidates Meeting

Music Recitals
Library Collections

- Make collections more accessible & increase usage
- Improve ROI for collections budgets
- Make boring stacks more attractive
- Merchandize collections
ROI = Collection Turnover

Powerwall!
Use of end caps and slat wall to merchandize material
Customer Centered Classification

- Thinking like a customer
- The best of Bookstores
  - Browser-friendly
  - Intuitive finding
- The best of Dewey
  - Finding specific items
- Award winning system
# C3 Categories

<table>
<thead>
<tr>
<th>Number Ranges</th>
<th>Adult Nonfiction</th>
<th>Children’s Nonfiction</th>
</tr>
</thead>
<tbody>
<tr>
<td>0000 – 0899</td>
<td>Health &amp; Wellness</td>
<td>Mind &amp; Body</td>
</tr>
<tr>
<td>0900 - 0999</td>
<td>New Age &amp; Paranormal</td>
<td>Ghosts &amp; Other Spooky Stuff</td>
</tr>
<tr>
<td>1000 - 1999</td>
<td>Lifestyle &amp; Family</td>
<td>Home, Family &amp; Daily Life</td>
</tr>
<tr>
<td>2000 - 2999</td>
<td>Home &amp; Garden</td>
<td>Home, Family &amp; Daily Life</td>
</tr>
<tr>
<td>3000 - 3899</td>
<td>Business &amp; Finance</td>
<td>People at Work</td>
</tr>
<tr>
<td>3900 - 3999</td>
<td>Computers</td>
<td>Computers</td>
</tr>
<tr>
<td>4000 - 4199</td>
<td>Food &amp; Drink</td>
<td>Home, Family &amp; Daily Life</td>
</tr>
<tr>
<td>4200 - 4499</td>
<td>Crafts &amp; Hobbies</td>
<td>Crafts &amp; Hobbies</td>
</tr>
<tr>
<td>4500 - 4699</td>
<td>Sports &amp; Games</td>
<td>Sports, Games &amp; Other Fun Stuff</td>
</tr>
<tr>
<td>4700 - 4799</td>
<td>Cars, Bikes &amp; Boats</td>
<td>Things That Go</td>
</tr>
<tr>
<td>4800 - 4999</td>
<td>Travel</td>
<td>Lands &amp; Peoples</td>
</tr>
<tr>
<td>5000 - 5099</td>
<td>Humour</td>
<td>Sports, Games &amp; Other Fun Stuff</td>
</tr>
<tr>
<td>5100 - 5199</td>
<td>Biography</td>
<td>What A Life!</td>
</tr>
</tbody>
</table>
C3 Signs and Labels

Sports & Games

Banner Sign

Category Label

Spine Label

4530 LER
Signs and shelving

Health & Wellness
Retail-style display & mobile shelving supports browsing and improves access to the collections.
**Available (6)**

<table>
<thead>
<tr>
<th>Location</th>
<th>Collection</th>
<th>Call Number</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angus Glen Branch</td>
<td>Adult - Business &amp; Finance</td>
<td>3870 COO</td>
<td>Available</td>
</tr>
<tr>
<td>Markham Village Branch (2)</td>
<td>Adult - Business &amp; Finance</td>
<td>BU 3870 COO</td>
<td>Available</td>
</tr>
<tr>
<td>Milliken Mills Branch</td>
<td>Adult Non Fiction</td>
<td>332.0240140971 COO</td>
<td>Available</td>
</tr>
<tr>
<td>Thornhill Village Branch</td>
<td>Adult - Business &amp; Finance</td>
<td>BU 3870 COO</td>
<td>Available</td>
</tr>
<tr>
<td>Unionville Branch</td>
<td>Adult - Business &amp; Finance</td>
<td>BU 3870 COO</td>
<td>Available</td>
</tr>
</tbody>
</table>

**Not available at this time (1)**

<table>
<thead>
<tr>
<th>Location</th>
<th>Collection</th>
<th>Call Number</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thornhill Comm. Ctr. Branch</td>
<td>Adult - Business &amp; Finance</td>
<td>3870 COO</td>
<td>Material has been checked/charged out</td>
</tr>
</tbody>
</table>

^Top
The New Retirement
How It Will Change Our Future
Cooper, Sherry S.
(Book - 2008)
English
BU 3870 COO
1 Rating: ★★★★★
My Rating: ★★★★★

Available in some locations.

Angus Glen Branch
Adult - Business & Finance
BU 3870 COO
Available

Markham Village Branch
Adult - Business & Finance
BU 3870 COO
Available

Milliken Mills Branch
Adult Non Fiction
332.0240140971 COO
Available

Thornhill Comm. Ctr. Branch
Adult - Business & Finance
3870 COO
Checked Out
Customer Benefits of C3

✓ Facilitates browsing
✓ Intuitive finding for browsers
✓ Making the collection accessible
✓ Easier to find specific items

Lands & Peoples
Customer Feedback

“It’s faster to find what I’m looking for”

“It’s better organized now than before”

“The sections are well-labeled and obvious - you know exactly where to look“

“...it works. It does what its suppose to”.

“Books are in nice categories”
Operational Benefits of C3

- Faster sorting
- Faster shelving
- Faster shelf-reading
- Faster holds-pulling
“It is easy to find books since there aren’t so many numbers – the categories are really helpful for customers and since there are only four numbers, it looks nicer. It is easier for shelving and easier to help customers. It makes my job easier”.

- Eddie, MV Page
“I dream in Dewey. However, I can see that C3 is more efficient from the staff’s perspective. There is no reason for a public library to have to go to 16 decimal points. The subject categories are what does it for most customers”.

- Pat, MV Circulation Supervisor
“In the beginning I didn’t like it. It didn’t feel like a library without Dewey and I wasn’t used to it. Now that I’ve used it for some time, I’m more familiar with it and can see how the customers really like it. It is quite user friendly”.

- Peggy, Information Services
C3’s Competitive Advantage

- The best of bookstores & best of Dewey
- Maintain both browsability and specificity
- Ease of use
- Efficiencies

Cars, Bikes & Boats
C3’s Competitive Advantage

DVD
HOME
DIY

BIOGRAPH
FAMOUS

HISTORY
MILITARY
WW2

MEDICAL
HRT DIS

Jenni Fleetwood
COOKING
& Marina Filippelli
INTL
The C3 Product

- Processing and Conversion Manual
- Graphics Package
- Training and Implementation Manual