Customer Service & Service Excellence

moe hosseini-ara
witnessed at IL2014
10.28.14
KEEP CALM AND START A REVOLUTION
CULTURE SHIFT
You don't grab the *bananas* around here!
It’s all about the BENJAMINS, and the megans, and friedas, and angelas, and pats, and denas, and donnas, and nicks, and karens, and freds, and parys, and brendas, and leahs, REALLY, it’s all about the staff...
strategy support staffing does your structure your
TRAINING

the acquisition of knowledge, skills, and competencies as a result of the teaching of practical skills and knowledge that relate to specific useful competencies. Training has specific goals of improving one's capability, capacity, and performance...
NOW HIRING
APPLY WITHIN
...what are touch points for customer service?
...how do you offer excellent service when you think you’re already offering excellent service?
exceptional service

...what does it look like?
what do your rules say about you?
• Patrons with hygiene or health related conditions, including, but not limited to, body odor and lice, that interfere with the use and enjoyment of the library by other library patrons or with the functioning of library staff.
• Clients must enter and exit Library buildings via designated public entrances and exits.
• Clients shall not interfere with staff in the performance of their duties.
• Loitering on Library property is not permitted.
• Prohibited at the Anyname Public Library:
  • Guns, weapons, illicit drugs.
  • Offensive, pervasive odor that interferes with others’ use and quiet enjoyment of the library.
  • Moving furniture.
  • Sleeping.
BUT WAIT we also have signs!
DO YOU MAKE THINGS EASY FOR YOUR CUSTOMERS OR FOR YOURSELF?
Our Customer Promise
Markham Public Library enriches, inspires, empowers and links the community through our resources and services. We proudly work to promote literacy, a lifelong love of learning, and a culture of reading.

As our customer, you can expect Markham Public Library to:
• deliver equal access to information and services tailored to meet your needs
• offer dynamic service by informed staff who take ownership of every customer interaction
• acknowledge and respond to your feedback
• have fair practices and procedures while ensuring accountability to the community
• provide welcoming spaces

We are confident that you will work with us to ensure that all library customers share an outstanding experience. As a customer of Markham Public Library you will:
• respect the rights of all library customers to share a common space
• ensure the care and safety of your children
• be courteous and respectful to others
• follow library practices and procedures
• treat library materials and resources with care

We will work with you to provide an outstanding library experience.
...how about trying something new?
Charter of Failure...

“We recognize the right of all staff to fail in the name of innovation with our full support and without penalty…”
imagine
learn
grow
...so, what do you want to talk about?
Customer Service Excellence

Strategic Theme 1: We will be a leader in customer service excellence

Diane Macklin
To Customer Service Excellence

After positive and negative experiences dealing with Rogers this blog writer compiled Ten Customer Service Rules by Which to Lead:
1. Customer service is an integrated experience and is not the sole responsibility of frontline employees.
2. Each and every employee must take personal responsibility for the level of service that he or she provides.
3. Speak truth to power when it comes to ways on how to improve your company’s service.
4. If management doesn’t get it on customer service, look for a company that does; don’t play with losers. expand »

Introduce the Right Hand to the Left: 10 Lessons in Customer Service
What do you need to stop doing?

STOP DOING LIST

1. 
2. 
3. 
4. 
5.
CUSTOMER SATISFACTION SURVEY RESULTS

<table>
<thead>
<tr>
<th>Service</th>
<th>Post CSR</th>
<th>Prior to CSR</th>
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<tbody>
<tr>
<td>Importance of Library</td>
<td>9.11</td>
<td>8.7</td>
</tr>
<tr>
<td>Seamless Service (time)</td>
<td>8.53</td>
<td>8.19</td>
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<tr>
<td>Seamless Service (staff)</td>
<td>8.41</td>
<td>8.18</td>
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<tr>
<td>Staff Professionalism</td>
<td>8.34</td>
<td>8.25</td>
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<tr>
<td>Satisfaction with Staff</td>
<td>8.31</td>
<td>8.08</td>
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<tr>
<td>Reuse of Services (return customers)</td>
<td>9.1</td>
<td>8.79</td>
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<td>Recommend Services to Others</td>
<td>8.64</td>
<td>8.2</td>
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<td>Services Compared to Expectations</td>
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<td>7.56</td>
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<tr>
<td>Overall Satisfaction</td>
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<td>7.89</td>
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Thank you!