Putting UX into Customer Service

by Talia Richards
Who is Springshare?

Who we are  What we do  What’s our mission
8 Springshare Principles of UX in Customer Service
Top Down

- Transparency
- High HQ
- Consistently Reinforced Value

Slaven Zivkovic
Industry Leaders

Craig Newmark
Customer Service Representative

Amazon.com
Everyone works at call center for 1 week/year

Kayak.com
Red Phone - Randomly Selects Interaction
Recommended Tips

- What is your value statement and where does customer service come in?
- What can I do at my library to encourage transparency to improve customer service?
"What motivates you to go the extra mile at your organization?"

20% of 200K survey respondents stated that "camaraderie plays a motivating role in outperforming expectations"

Forbes.com: What Motivates Employees to Go Extra Mile?
Hi Team!

Every day, let’s share a kudos we receive from a user with the whole company. I challenge us to get at least one kudos every day for a single year. I want everyone to feel encouraged to give their very best every single day!

Best,
-Slaven
Hey all -

I wanted to point out Val's response to [redacted] because it's a great example of Springys going the extra mile and thinking ahead to the next step for our customers.

The fact that she not only let the customer know it was likely a network problem, but also gave her a link to information about their specific error so they could share with their IT folks is great - it's how we do, right?

But what really got me about this was that she sent them the link to the *Swedish* version, since the customer is in Sweden.

It seems like a simple little thing, but I'm sure that [redacted] appreciated it and it sure stood out to me as a perfect example of going the extra mile (both the link to more info/troubleshooting and that it was in the customer's native language)!
Recommended Tips

- How can you use peer camaraderie as a motivator to encourage a customer service mindset?
- Think like Bobby Fisher - What's the next step?
- Anticipate the next question and answer it... before they even ask.
3. Be Empathetic

We Are You
How Are You Feeling?

- Name: Talia Richards
- Email: talia@springshare.com
- I'm feeling: Select One, Curious, Confused, Excited, Frustrated, Zen, Worried, Panicked, Angry
Recommended Tips

- Journey Mapping - Map out all the steps that a user must undertake to accomplish X task.
- Find 'Pain Points'
- Focus Groups - Ask Your Users
- When was the last time you used your library as a user?
"Service is a monologue where you decide how you want to do things. Hospitality is a dialogue. This requires listening to that person and following up with a thoughtful, gracious response."

Setting the Table, Danny Meyer
SDD

- Support Driven Development
- Everyone Does Support
  - Not divorced from the process
- Active Listening > Stop Predicting
- Close Feedback Loop
  - Multimodal reach
- Bottom-line, creates Accountability
Recommended Tips

* Active Listening > 'We'll see what we can do'
* Take care to close the Feedback Loop
  * Get a system/tool in place that manages feedback
* Multi-Modal Reach: Not everyone comes to you
"The best defense is a good offense."

Age Old Adage
Bringing my coworkers up to speed on our new #LibGuides2 layouts this week and next. #librarylife

springshare
@springshare

have fun with #LibGuidesv2! Let us know if you need anything. :)

1:38 PM - 7 Apr 2015
Sending DMs

Thx 4 following us here at Springshare, your home for Springy Tips, Tricks & tom-foolery. Let us know if you need anything! :)

24h
Social Tools

sprout social

Hootsuite

5. Be on the Offense
Social Policies

- If they write us, take the time to write back.
- Never fight fire with fire.
- Don't interfere unless they're mistaken.
- Don't jump in unless you're bringing value.
- Avoid Self-Promotion: Highlight work of others!
Recommended Tips

★ Engage Users in the Library
  ★ "Do you need help?" "Did you find everything?"
  ★ Bottom-Up Approach: involve students/volunteers.

★ Get on social and have a strategic plan!
"Take a genuine interest in other human beings and allow them to share their story. This creates a sense of daily community that feeds into the overall larger community."

Setting the Table, Danny Meyer
We should continue building deep and long-term relationships with as many clients as possible. I made it a point to send a dozen or so personal notes to clients every week, mostly “hi, how are you, how are things going” type of emails, or if I see a support request from someone that I haven’t spoken to in a while, I send them a nice note saying hello I saw your support request and just wanted to say hello, etc. I do this every week, at least 10+ times. In fact, here’s a call to action — I’d like to ask every one of you to send at least a couple of personal notes to (different) clients every week, and build these types of solid long-term relationships with our community members. A little personal touch goes a long way towards creating long-term.
Feature Request/Squee!

Did you miss me? :-)

I had to leave for a bit to have this little cutie. He is three weeks old today and growing up a storm. :-)

And don't worry, I'm only back to work until the NICU lets me take him home. :-P

Now on to my support request...

Lisa Baker
Research and Library User Outreach
University of Wisconsin-Madison

mailto: Lisa.Baker@...
Recommended Tip

- Take 10 min each day and reach out to 3 people
  
  =

  780 people with whom you can create a sense of affiliation & community
"Nobody cares who it comes from or where it's coming from. If someone comes along and they're really funny, it's always welcome."

Jerry Seinfeld
LibStapler

The Smart Stapler for Libraries

That's right, Springshare, your favorite purveyor of library focused web applications is moving into the physical realm with LibStapler, the stapler that not only staples but provides all the great features, statistics, and support you expect from a Springshare product.
springshare @springshare
Note: It is not wise to stick your fingers into the BBQ for that fallen hotdog. Just let it go. :) #SpringyThoughts

springshare @springshare
Gardening on the weekend - the only thing growing is the Ibuprofen bill. #SpringyThoughts.

springshare @springshare
RT @springshare I hate to stop reading cause I feel like the characters are my friends and they're doing stuff without me! #SpringyThoughts

springshare @springshare
One thing children of librarians have to be taught early on is to locate a bathroom without having to ask. #Springythoughts
Recommended Tips

- Humor = Connections = Customer Intimacy
  = Apostles: Spreading Your Word!
- Customer Intimate: Least 'Expensive' Option & Strongest Rewards
- Pick up what they're throwing down - take their lead!
- Strategize Moments of Humor
- Read the Room
8. Be Human

"Be approachable, trustworthy, and transparent."

www.uxmatters.com, Fundamental Principles of Great UX Design
Say no to saying no
Ok ... only 7 minutes went by between my sending the email and receiving yours. The customer service @ Springshare is so awesome it borders on creepy ;-) Thank you so much!
Address Mistakes

5 Ways:

- Setting the Table, Danny Meyer
- Awareness
- Acknowledgement
- Apology
- Action
- Additional Generosity
- Use Your Team!
"Service without a soul is utterly forgettable."

Setting the Table, Danny Meyer

Rebecca Hildreth, Flickr Creative Commons
Recommended Tips

* Avoid saying no - there's always a way.
* Opportunities for creative thinking!
* Come up with a turnaround time threshold.
* Admit mistakes and make it right.
* Show your 'soul'

8. Be Human
Eight Springshare Customer Service Principles
Any Questions?

✉️ talia@springshare.com
🐦 @springshare
🌐 facebook.com/springshare

Thank you
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