WHAT IS CUSTOMER SERVICE?

- Customer service is providing service to library patrons by librarians, staff, and student employees
  - Understanding patrons’ needs
  - Assisting patrons
  - Satisfying their expectations

- Who can be a patron?
  - External – Students, Staff, Faculty, & Community members
  - Internal – Library employees
THE IMPORTANCE OF CUSTOMER SERVICE

- Improves patron satisfaction
- Increases usage and retention
- Ensures reliability, consistency, and accuracy
  - Opening and closing on time
  - Consistency in implementing policies and procedures
  - Providing correct information

[Image: S A T I S F A C T I O N
T R U S T
P O S I T I V I T Y
C O N V I C T I O N
L O Y A L T Y
C O M M I T M E N T
F E E L I N G
E X P E R I E N C E]

http://hiettinsurance.com/customer-service/
CUSTOMER SATISFACTION

Attitudes Leave Impressions

- Poor Quality Service
  - Long Lasting Negative Impression

- Good Quality Service
  - Long Lasting Positive Impression
EXCELLENT CUSTOMER SERVICE

- Going above and beyond to exceed patrons’ expectations
- Being empathetic, caring, and attentive
- Providing high quality service in a timely manner
- Having extensive knowledge of ALL library services
SERVICE DESK ETIQUETTE

- Appearance
  - Dress code
- Approachability
  - Positive attitude
  - Smile & eye contact
  - Greeting
- Communication
  - Tone of voice
  - Word choice
- Managing difficult situations

http://www.aeepa.com/2014/04/5-email-marketing-etiquette-tips/
**APPEARANCE**

- Dress code
  - Professional and appropriate
  - No revealing clothing
  - No hats, flip flops, or bare feet
  - No clothing with offensive slogans
  - No gym clothes or pajama pants

- Keep the service desk neat, clean, and organized
- No food, drinks, or cell phones

APPROACHABILITY

- Maintain a positive and enthusiastic attitude
- Make eye contact
  - No social media or homework
- Smile
- Make patrons feel welcome
- Keep staff conversations to a minimum
- Greet patrons with conversation starters
  - How may I help you today?
  - Did you find what you were looking for?

http://wisniowasowa.blog.pl/
COMMUNICATION

- Listen carefully
- All questions are relevant
- Respect patrons
- Tone of voice
  - Speak clearly and politely
  - Do not respond sarcastically
  - Do not speak loudly
COMMUNICATION CONT’D

- Word choice
  - Thank patrons for their questions and feedback
  - Explain library policies and procedures
    - Do not say “you have to” or “you need to”
  - Instead of saying “I don’t know,” refer patron to someone who has the information
  - Do not use library jargon
  - Ask if you can help with anything else
  - Respond to their “thank you” with
    - You’re welcome
    - My pleasure
    - That’s why we’re here
    - Anytime
DIFFICULT SITUATIONS

- Listen carefully
- Empathize with the patron
- Maintain a calm demeanor
- Explain why there is a problem and how you are going to fix it
- Excuse yourself politely if a patron is talking too long
- Learn from your challenging experiences
- Don’t hesitate to ask for a full timer’s help

"Susan, we insist you go on a customer service relationship course."

[Link to cartoon image]

## ADA COMPLIANCE

### When Interacting with Patrons with Disabilities

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Listen carefully to their desired needs</td>
<td>• Assume you know their disability—many disabilities are not visible</td>
</tr>
<tr>
<td>• Exercise patience and understanding</td>
<td>• Touch service animals or equipment without permission</td>
</tr>
<tr>
<td>• Know the location and use of special equipment</td>
<td>• Hesitate to ask a full timer if you are unsure of what to do</td>
</tr>
</tbody>
</table>
ANSWERING THE PHONE

- Let the patron know the department they’ve reached, who they are talking to, and then offer assistance
  - “UNT libraries, this is [name]. How may I help you?”
- Maintain a positive and professional tone of voice
- Explain what you’re doing while you’re doing it
- Exercise patience
- Don’t hang up if the connection is bad
  - “Sorry, I can’t hear you very well. Will you please call us back?”
- End the phone call by asking if they need any more assistance

RESPONDING VIA EMAIL

- Start with greeting the patron
- Use gender neutral greetings
  - “Dear Patron” or “Dear [Patron’s Name]”
- Thank patrons for their comments or questions
- Use polite, objective, and professional language
- Give step-by-step instructions (include screen shots)
- Provide links to mentioned services
- Assure patrons that they can contact you with any other questions
- Proofread

http://www.goodmessages.info/ios-message-icon/
CONCLUDING REMARKS

- By providing equal services, every patron feels valued
- Advances patrons’ education and learning
- Decreases library anxiety
- Increases student retention
- Improves patrons’ opinions of libraries
- Boosts library values
- Enhances library and university reputation


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