Customer Service [2:51]

https://players.brightcove.net/2566261579001/HyuWsfFhb_default/index.html?videoId=6019488491001

About

Learn customer service tips that will help you help your stakeholders get the most out of the library's resources.

Transcript

Just as good customer service helps businesses thrive, employing some key customer service skills in the school library can ensure that students, teachers, and administrators get the most value out of its resources.

Let's talk about three important strategies that can help you meet your customers' needs, and make sure that those customers keep joyfully coming back: building relationships, serving others, and getting—and acting on—feedback.

At the heart of good customer service are strong relationships. Students, teachers, and administrators are more likely to revisit the library when they feel like the library staff knows and appreciates them. Show everyone that comes into the library that you care about them and want to serve them. It can be as easy as remembering someone's name when they enter the room and inquiring about something they mentioned the last time they came in.

At the beginning of the school year, using "getting to know you" activities can help jumpstart your relationships with students. Another strategy is to upload a photo of every student into your learning management system. Even simple place cards with students' names on them can help you make those first connections with students more quickly. When a customer is treated as a unique individual, he or she feels more valued. And it's a virtual guarantee that the customer will come again.

And when they do come in, be sure that you are offering excellent service. As a librarian, you are a trained problem solver and question answerer—and if, in a certain case, you don't know the answer, use your network to point the library user on the right path. If community members learn to trust that you are a reliable source for help, word will spread and even more customers will show up.

Finally, customer service gets better when you know what's working for your library users and where they have suggestions for improvements. Actively seek out feedback from your community through informal conversations, surveys, and focus groups. When ideas come in that you can act on, do so. And if you can't accommodate them at this time, explain why. Transparency builds trust and lets others know that you gave thoughtful consideration to their needs so they are more likely to continue sharing them in the future.

These fundamental skills—building relationships, serving others, and gathering feedback—can make your library into one that students and teachers will be excited to return to again and again!

Activities

Customer Service Pledge

Exemplary customer service starts with setting an intention to build strong relationships and put customers first. Writing a customer service pledge can help you identify the ways you commit to curating top-notch experiences for everyone who uses the library. Read through some sample pledges in the Resources below and create your own in the Reflect & Practice activity.

RESOURCES:

REFLECT & PRACTICE:

After reading some of the example customer service pledges in the above form, use its guiding questions to help you write one for your school library. Start with making a list of what you want customers to **feel** when they come into your library, what you want them to **know** about your library, and what you want them **to have access to** when they come into your library. Using these ideas, write a customer service pledge.

Form

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ADDITIONAL RESOURCES

Bibliography.

MLA CITATION

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