Treat them Like Customers

How to Attract Users to Your SSC Library

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Library Customer Service: Dos and Dont's
(filmed at the Evergreen Branch Library in San Jose)
Identify their fears and show them how the library can help

“Who is putting all the Math books in the Horror section?”
I. Who is your Audience:
• Identify your current customers
• Identify your prospective customers, eg. faculty, older community members

II. Do you have a web page?
• Is it static or dynamic
• How can you make it more attractive
• How can you make your resources more visible
• Do the links work?
• What can be done to fix what’s not working or effective?

III. Do you offer only in-library services or e-services?
• What are they?
• What can be changed? Added?

IV. What happens when a patron/customer enters?
• Is s/he greeted? Asked if needs assistance?
• What can be done to enhance customer service?

V. What happens when the first contact doesn’t have the info/answer the customer needs?
I. Ideas for improving website

Ways to Improve Your Site and involve customers in the process:

• Look at other sites of similar libraries to yours.
• Jazz up colors and fonts.
• Great Example--Feldman Children’s Library & Howard Computer Center
• Have a TIPS section, such as
  • Get organized to hand in HW assignments in on time
  • How to do research
• Feature a class or teacher or community member
• Library blog written by constituents

Make sure your links work!
  You can have a volunteer maintain the site.
Feldman Children’s Library & Howard Computer Center

THE FELDMAN CHILDREN’S LIBRARY

The Feldman Children’s Library is a wonderful resource for Congregation B’nai Israel’s children, teens, parents, and teachers. It houses over 9,000 books, CD’s, and videos on a wide variety of topics ranging from history to the holidays. The library is also a hub of activity. Early Childhood classes visit the library for weekly story time and Religious School classes use the library for research, special projects, and pleasure reading.

The Feldman Children’s Library is accredited by the Association of Jewish Libraries (AJL) and is an active member of the AJL’s South Florida Chapter. Librarian Heidi Estrin produces a podcast, The Book of Life, about Jewish books, music, film, and web.

Visit our Online Catalogue  Visit Podcast

For more information, please contact librarian Heidi Estrin.

THE HOWARD COMPUTER CENTER

The Howard Computer Center is an innovative resource for Congregation B’nai Israel’s students. The center houses touchscreen computers, a large screen monitor for group learning, and a multitude of creative educational programs that will capture the hearts and minds of our youngest members.
Make your library relevant.
Welcoming Signage – see following slides for examples
Re-brand reference as “1-on-1 consults”

Programs
• Book Club OR book talk geared for specific audience
• Story tube contest - here’s a cute example-- STORYTUBES
• For synagogues—Hold an event that would normally take place in the social hall/auditorium, in the library.
• For schools— program for parents on how to help your child do research

Give out freebie (eg. water bottle with library logo) to those who attend a program.
• Form a committee to solicit ideas of how to serve customers better
• Invite members/students/parents to run event at library
• Recruit volunteers to assist at the library for community service hours

Bookmarks that clearly delineate your services
Get a Head Start
On Your Research Project

- Confused about your assignment?
- Tough time picking a topic?
- Need to know where to go for sources?

1-on-1 Consults
with a Librarian

Please Interrupt Me!

Research Help Desk
I’m Here to Help You…
- Cite Your Resources
- Find Information on Your Research Topic
- Navigate our Online Catalog

Your request is more interesting than what I’m doing
Provide CS training to all staff, from professional librarians to support staff.

Don’t wait for the customer to approach you. Start the interaction. Because:
• Often customers don’t realize “those people behind the desks” can and want to help.
• They feel intimidated.
• They might assume staff is busy to help them.
“Libraries are for customers. Serve the customers well and they will continue to demand library service and support our efforts to provide that service.”

(Jones, Patrick, 2001)
Wow your customers!

Be WELCOMING

Have a riveting ONLINE presence

Make sure each customer WALKS out more informed and feeling catered to.

Jones, Patrick and J. Shoemaker. *Do it right!: Best practices for serving young adults in school and public libraries.* Neal-Schuman, 2001


