Let’s Move- Taking Roving & Mobile Service to the next level

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Welcome

- This session is sponsored by the CAL Adult Services Interest Group (ASIG)
- Meet quarterly to share, exchange, and discuss information, issues, ideas, and trends in the Adult Services realm of public libraries
- Often includes outside presenters from unique libraries or community organizations
- Next meeting: **Thursday, October 10** at the Longmont Public Library (9am-12pm)
- If you are interested in joining the mailing list, let us know!
Learning Outcomes:

- Attendees will explore new ideas and methods for implementing roving/mobile customer service at their library.

- Attendees will be able to evaluate potential ideas based on feedback from peers on what has been successful at other libraries.

- Attendees will be able to apply some of the tips they gather at the session at their library to expand roving/mobile service.
Mobile service can be synonymous with roving, floating, roaming.

It can include staff using mobile technology, but is not required.
Background on Boulder Public Library

- Renovation in 2014 & 2015 to the Main Library
- Shifted service points
- Customer Service Philosophy created by team of staff across workgroups
- CS Philosophy included a mobile component
- BPL Main Library is not easy to navigate
WHAT IS MOBILE CUSTOMER SERVICE?

Mobile customer service is “pointing with our feet.” Mobile customer service will be delivered with the same high standards we deliver now at the service desks.

We will greet the patron, make a connection with them, become actively interested in making sure they have a positive, satisfactory, “problem-solved” experience. When they leave, make sure they don’t need anything else, say thank you and ask them to come back. We will make the purpose of the patron’s visit our priority.
Mobile Service in Action

- Proactive customer service vs. waiting at desk for patron questions
- Added mobile shifts most hours on 1st and 2nd floor
- Greeter near the entrance
- Well received by staff and patrons
A New Challenge
iPad Pilot

- Idea to use iPad to allow staff to roam further from desk
- Sierra (our ILS) offers a web application developed for iOS devices
- Web licenses not used elsewhere
- Pilot ran for 3 months at end of 2018
Staff Buy-In

- There was some initial hesitation from staff (desktop vs. tablet)
- Developed a basic iPad training for staff to strengthen skills needed for the pilot
- Seeking input on your experience delivering CS with the iPad
- Not a finished product, we can adapt to what works!
- Sought weekly feedback and made continuous adjustments
- There will be hiccups along the way, so it’s an opportunity to use your innovation and collaboration skills to find Customer Service solutions
- Try out during normally scheduled RA desk shifts
iPad Set-up & Uses

- All library related apps are on page one
- Most popular apps on top row
- Safari browser on bottom home row of apps
Staff Enhancements

- Staff input made adjustments throughout the pilot process (added pagers for better communication)
- Started a log to track what was working well and tips for navigating some early hurdles
- Enhanced the staff experience by creating different options for carrying the iPad around
Measuring Success

- Usage stats (from LRS Dart) show an increase in the number of patron interactions over the previous desk-only set-up.
- Good supplement to our current service points.
- Unexpected impacts - iPad made assisting with Summer Reading sign-ups much easier.
- Also assisted more patrons with questions about our digital collections.
- Staff wouldn’t let me take iPad to CALCON.
Service Expansion

- After the successful pilot, we purchased an additional device and offer the service on the 2\textsuperscript{nd} floor
- Expanding to our 2 full service branches by the end of 2019
Yeah, but...

- Each library is different and faces unique obstacles to delivering top-notch customer service.
- The framework from BPL may not work at your location.
- Change takes time, the process at BPL has been ongoing for 5 years.
- Start small, make adjustments, take staff input, and look for positive outcomes.
- Mobile Service doesn’t have to cost money.
Other Examples of Mobile Service

Now let’s hear what roving/mobile service looks like at two other public libraries.
Stacey - Denver Public Library
Talia - High Plains Library District
Table Discussions

- Chat with your table about mobile/roving service at your library:
  - What size/type of library do you work in?
  - Has your library tried mobile/roving service?
  - What worked well? What failed miserably?
  - What was the biggest obstacle to success?
  - What unique challenges do you face at your library?
  - What resources do you wish you had to be successful?
  - Are there any tips from today you may try to implement?
Questions?

We have a few minutes remaining for questions.

You can also contact me with questions at:

mcclellandt@boulderlibrary.org
Thank you!

If you have questions about mobile/roving service or CAL-ASIG, please stick around!