OBJECTIVE

The objective of the workshop was to conceptualize a customer-service philosophy and create best practice strategies for a regional group of hospital libraries that cater to a variety of patrons. Six librarians (Carolyn, Chandrika, Dawn, Evelyn, Kelly and Quincy) joined the Customer Service Philosophy Team.

METHODS

We analyzed customer statistics and deliberated on the kind of services provided and how to best improve them. In 2016, we conducted 400 plus training sessions to over 2,500 employees. We completed 9,882 article and literature requests last year. Although 94 percent of our users rated our service excellent, we decided to focus on improvement strategies. Background reading materials were researched and synopsis presented at the workshop. We decided to focus on our Libchat, phone, email and in-person interactions, by roleplaying both positive and negative scenarios. Roleplays of angry, unhappy patrons and diffusing explosive situations were very effective. We discussed how we could improve our customer service by avoiding jargon, using natural language, being approachable, responsive and having a caring attitude. We deliberated on various strategies to exceed expectations rather than merely meeting them.

“kpLibrarians strive to ensure that each patron is welcomed, listened to, and respected. Our intention is that each patron feels confident their request was met in a personalized, responsive, and timely manner.”

RESULTS

As an outcome of our group discussions and trainings, our focus shifted from customer service to improving customer experience. A Customer Philosophy Libguide was created with an active discussion board for sharing success stories and other customer service experiences. We drafted a concise vision of our customer experience philosophy. We worked on our canned messages to cut down on response time and to provide consistent answers to frequently asked questions in Libchat.

CONCLUSIONS

The value of periodic training on delivering superior customer experience is emphasized by this workshop. The intangible benefits of excellent customer experience is deemed valuable to the organization we serve and translates to high patron satisfaction and loyalty.

MATERIALS

Cleveland Clinic. (2013, February 27). Empathy: The Human Connection to Patient Care.