

WLMA Conference 2007

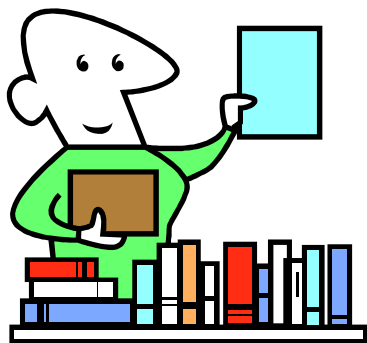
Be The Link

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Remarkable:

Customer service so amazing, your clients can't help but make positive remarks about it.



Customer Service: the Key to Satisfied Clients

One of the most important jobs we have as librarians is ...

CUSTOMER SERVICE

The goal of customer service is to be remarkable. To have customer service so amazing, your clients can't help but make positive remarks about it.

I have borrowed some tips on customer service from the business world and adapted them to the library to guide your planning for remarkable customer service.

- Fix everything two ways. Fix the prob-

lem, and then figure out how to handle the situation so that particular problem never comes up again.

- Be positive. Find a way to have them check the basics without intimidating or making them feel inadequate.
- Make clients into fans. Take every opportunity to make your clients fanatically happy about their experience in the library.
- Take the blame. Claiming fault diffuses the situation

and allows you to move toward a solution. Making positive assumptions is always a good move.

- The answer is always, "YES!" You owe it to your clients to get whatever they need. This often calls for creativity, imagination and teamwork.

When you consider every person your library serves as a client, you are more likely to fight for each and every one. How do your clients feel when they leave your library?

<http://www.joelonsoftware.com/articles/customerservice.html>

Marketing: Taking Your Message to the Masses

The business world is also a very effective place to get some marketing tips. Here are a few that each library can do, no matter what your budget.

- **Identify** a target market. Who are the people you need to reach? Where are they now and how do you reach them?
- **Develop** a strong mar-

keting message and hook. What do you have to offer your clients? How can you get their attention?

- **Create one piece of marketing collateral** that will attract prospects and set you apart.
- **Get visible** in your target market -- the manual way. Take it to the streets. Go where your clients are.

- **Keep following up** to build relationships and credibility. Be a walking, talking, advertisement for your library.

New and creative strategies are only part of the solution. Be the person in your community that everyone wants to work with, and watch what happens!

<http://www.sitepoint.com/article/market-business-shoestring>

