



Customer Service in a Self-Service World

A 60-minute Webinar



1) In general, what are the **benefits** of self-service?

For the library: _____

For the patron: _____

2) What are the **risks** of self-service?

3) What areas of “self-service” does **your** library offer?

4) What would be some of the needs/expectations a customer might have when they are using your self-service offerings?

5) Based on the areas of self-service your library offers and the needs/expectations your patrons might still have, how can you lessen some of the **risks** of self-service?

6) What are some areas that your patrons **cannot** use self-service for?

7) How can you use those areas to your advantage in making sure your patrons are happy with your service and consider your library an asset to the community?

8) Let's look at some information gathered by Pew Research's Internet Project October 15-November 10, 2012¹, surveying 2,252 people age 16 and over:

- a) _____ felt it is somewhat or very important to have librarians to help people find information.
- b) Those respondents who own technological devices such as tablets, e-readers, and smartphones are _____ as non-users to consider librarians "very important" to the community.
- c) Even when focus groups suggested _____ certain services for the sake of convenience, they overwhelmingly saw a future with librarians as an integral part of libraries.
- d) Survey respondents were quite _____ regarding the survey question that suggested moving library services online and automating services.
- e) Overall, some focus group participants see the library as a _____ and others see it as a resource.
- f) Many members of the focus group mentioned missing the _____ they remember from their childhoods.

9) The key, then, is to _____ the needs of busy patrons with the personal connection they want from their libraries.



IT'S *MY* CHOICE!

*What are 2 things I **will** do differently as a result of what I've learned today?*

1) _____

2) _____

¹<http://libraries.pewinternet.org/2013/01/22/part-4-what-people-want-from-their-libraries/>