

TO: Circulation Staff

FROM: Susan

Evelyn, Terri and Susan went to a seminar on How to Improve Customer Service Wednesday, August 31, at the Holiday Inn East in Springfield. We were asked by Beth to take notes and give a report on some of the things we learned that would be helpful to our department. Everything was helpful really. This seminar was so good it would be worth the money for everyone to attend it. Here are some of the things we learned that would help us give better service.

There are 4 types of customers we deal with normally. 1) Picky, precise--a problem patron who takes a lot of time to explain things to and who wants every detail perfect. 2) Demander, commander is someone who wants the problem fixed now. 3) Impressive, expressive patrons are a time drainer because they love to talk. 4) Average, friendly customers makes up 75% of our customers. But if we break promises or disappoint them somehow they become a #2 customer. We create 92% of our problem customers and we need to take responsibility of creating our own problems.

The top 4 things customers of the 90's want is 1) reliability--where a company will stand behind a product or service. They want consistency. 2) Responsiveness is where customers aren't kept waiting. 3) They want to be treated as individuals. 4) Customers want a quality service or product.

Our role has a lot of different sides to it. To give the best service, we need to be in public relations, effective communicators, educators and translators, problem solvers, shock absorbers, psychologists, and resellers. Since we deal with the public so much, we need sales training because we sell the library and its services.

We learned some practical things at the seminar. All of us tried them the next day. We learned phone techniques and how to sound better over the phone. 1) You are to speak over the receiver, not into it. 2) Emphasize your enunciation (how you say and pronounce words). 3) Speak from the diaphragm, not the nose. 4) To gain credibility through your voice, lower the pitch. 5) When you talk on the phone you need to slow down by one third (1/3) because you start to slur words together and when you talk fast, it implies impatience. 6) Finally when you smile physically it puts a smile

"May I" and "Please." "Don't" is a command word the human ear is not designed to hear. Tell people to do what you want them to do. We should also stop the use of the phrase "company policy." Its our policy implies that we won't make exceptions and not special treatment. If we make exceptions, we will keep their business.

Communication is not what you say, it's what they hear, and what they think you meant. There are three elements of communication. Words are 7%, tonality or how you say something is 38% and body language is 55% of communication.