



User Experience: More than Just a Smile

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How do you
answer this
question...

AREN'T LIBRARIES AND
LIBRARIANS OBSOLETE? YOU
KNOW, BECAUSE OF THE
INTERNET AND GOOGLE?

Four
Characteristics
of Great
Customer
Service:

Service – The actual work done.

Attitude – Do it with a positive outlook.

Consistency – Providing great service even when you don't feel like it.

Teamwork – Make each other look good!

Courtesy

Think about a time when you had great service.

Recall a time when you had less than satisfactory service.

Treat other patrons how you like to be treated.



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Show users that you: C.A.R.E

Communication

- Visual more than it is vocal and verbal.

Awareness

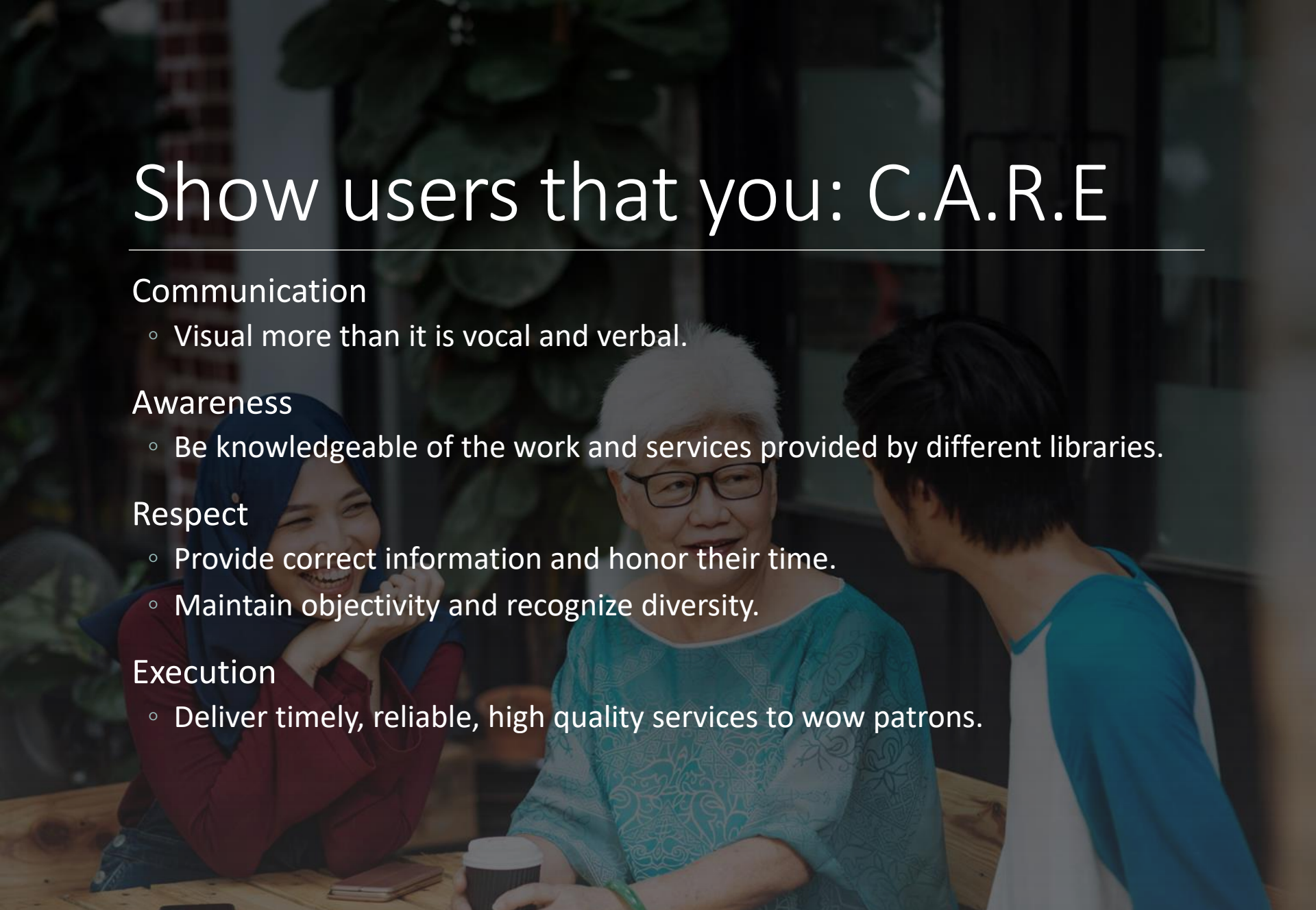
- Be knowledgeable of the work and services provided by different libraries.

Respect

- Provide correct information and honor their time.
- Maintain objectivity and recognize diversity.

Execution

- Deliver timely, reliable, high quality services to wow patrons.





Break Out Session!!

“What do our Patrons Want?”

- Discuss common questions or complaints you receive.
 - *Example:* A patron wants to check out four DVDs.
- Are these tied to policies or procedures?
 - *Example:* Policy says only two DVDs at a time.
- 5 minutes to collaborate
- 10 minutes to share



What do
you do
when
policies are
causing
friction?

Four ways to deal with feelings?

- Empathize
- Ask questions
- Give feedback
- Summarize

As you listen to the patron, give them your full attention.

You may want to use your patron complaint form to help you do this.



Ugly Customers

Don't take it personally!

Ugly patrons may be dealing with problems that have nothing to do with the library.



Shake it off!

STAND UP AND STRETCH
OR SHAKE OUT THAT
ZOOM STIFFNESS.

Responding to Challenging Behavior

- Unperceptive/Unaware
- Staff Intensive
- Potentially Volatile
- Social Rule Breaking
- Space Monopolizing
- Complaining



If a behavior is so ingrained that none of the techniques discussed work, then the Director should take the person aside for a conversation.

Unperceptive/Unaware

Asks frequent, difficult questions; is indifferent to staff effort.

- On the phone- after listening to the questions, say, “I will take your name and number and will get back to you with the results today or tomorrow.”

Overhears other patron’s questions to staff and interjects unsolicited answers.

- Say, “Thanks for your help, but I’ll take it from here.”

Staff Intensive

Offers biased opinions of a political or religious nature; may ask baited questions.

- Interject politely: “I can direct you to books on this topic and you can read more about it. Why don’t you follow me to the section on this topic?”

Stops by too often just to chat; monopolizes staff attention; is oblivious to others waiting.

- Say, “I can talk with you for just a couple more minutes and after that, I have to get back to work.”



Potentially Volatile

Stalks a staff member or a patron.

- If the patron gives unwanted or obsessive attention, or follows someone, call 911 immediately and then get a supervisor.

Is experiencing a mental illness crisis and makes illogical or frightening statements.

- Do not argue with the patron or raise your voice, this may agitate them further. Respond calmly with, "I'll need to call a supervisor to answer your questions." Then call 911 if you feel anyone is threatened, or get the supervisor, a security guard, or another staff member.

Social Rule Breaking

Treats staff members as personal servants.

- For those who want you to do everything for them: “Our goal is to teach people how to do this so you can explore more on your own. I’ll get you started.”

Exposes too much skin, has a clothing malfunction, is sleeping or is smelly.

- If the patron is odorous and is bothering other patrons, let the patron know that the smell is disrupting other patrons and they are welcome to come back after they have showered and laundered their clothing.



Complaining

Doesn't like certain staff members or prefers certain staff.

- Do not buy into the argument by agreeing with the person, instead listen for 30 seconds and kindly say, "I'm sorry to hear this. What can I help you with?"
- A supervisor could say, "I'm sorry; you cannot choose who will help you. She/He is going to assist you today."

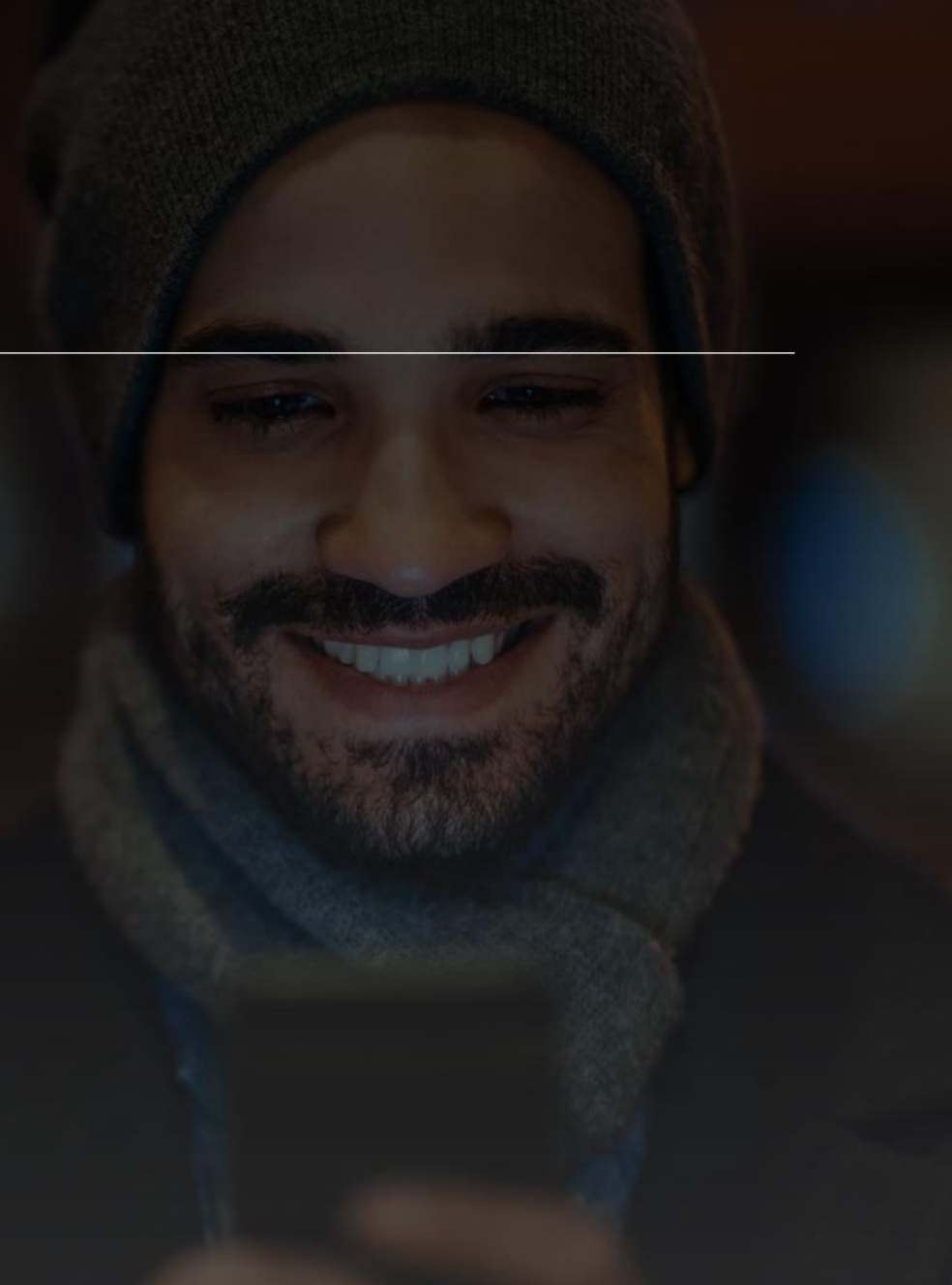
Doesn't like a rule that is a library policy.

- Get a few pieces of information by asking direct questions: "Please tell me specifically what you are upset about..." and take notes. Try to respectfully explain the reason for the policy in a few sentences.

Beyond YOU!

Touchpoints

- Website
- Building
- Social Media
- Phone Services
- Parking lot
- Newsletters



All Touchpoints should be...

Useful

- A product or service must solve a problem or satisfy a need.

Usable

- We are not the user's; we know too much.

Desirable

- Must be needed or wanted, hopefully both.

Universal Design?



The design of a building, place, product, service or technology that can be accessed by all people.



The design of products, services, and an environment to be usable by all people without the need for adaptation or specialized design.



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UD: Library Staff

Make sure staff are prepared to work with all patrons.

- Do staff members have ready access to a list of resources for patrons with disabilities?
- Are staff knowledgeable about federally-funded Talking Book Service, psst...it's part of the Library Commission

UD: Communications

Treat people with disabilities with the same respect and consideration with which you treat others.

There are no strict rules when it comes to relating to people with disabilities.

- See your supplemental handout.



UD: Planning, Policies, and Evaluation

Consider diversity issues as you plan and evaluate library services.

- Does the library have a written policy and description of services for patrons with disabilities, including information on how to request accommodations?
- Are disability-related access issues addressed in your evaluation methods?

UD: Physical Environments and Products



ARE THE PARKING AREAS
AND ENTRANCES TO THE
LIBRARY WHEELCHAIR-
ACCESSIBLE AND CLEARLY
IDENTIFIED?



ARE THERE LARGE
PRINT DIRECTIONAL
SIGNS THROUGHOUT
THE LIBRARY?



IS LIGHTING
ADJUSTABLE BY THE
INDIVIDUAL?



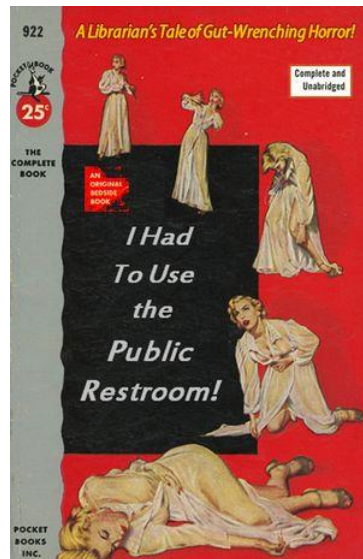
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Last Activity... it's to go!

Review the Universal Design checklist.

Check the things your library already does.

What could your library do to improve equal access?



User Experience Project Ideas



Create a Patron complaint form.



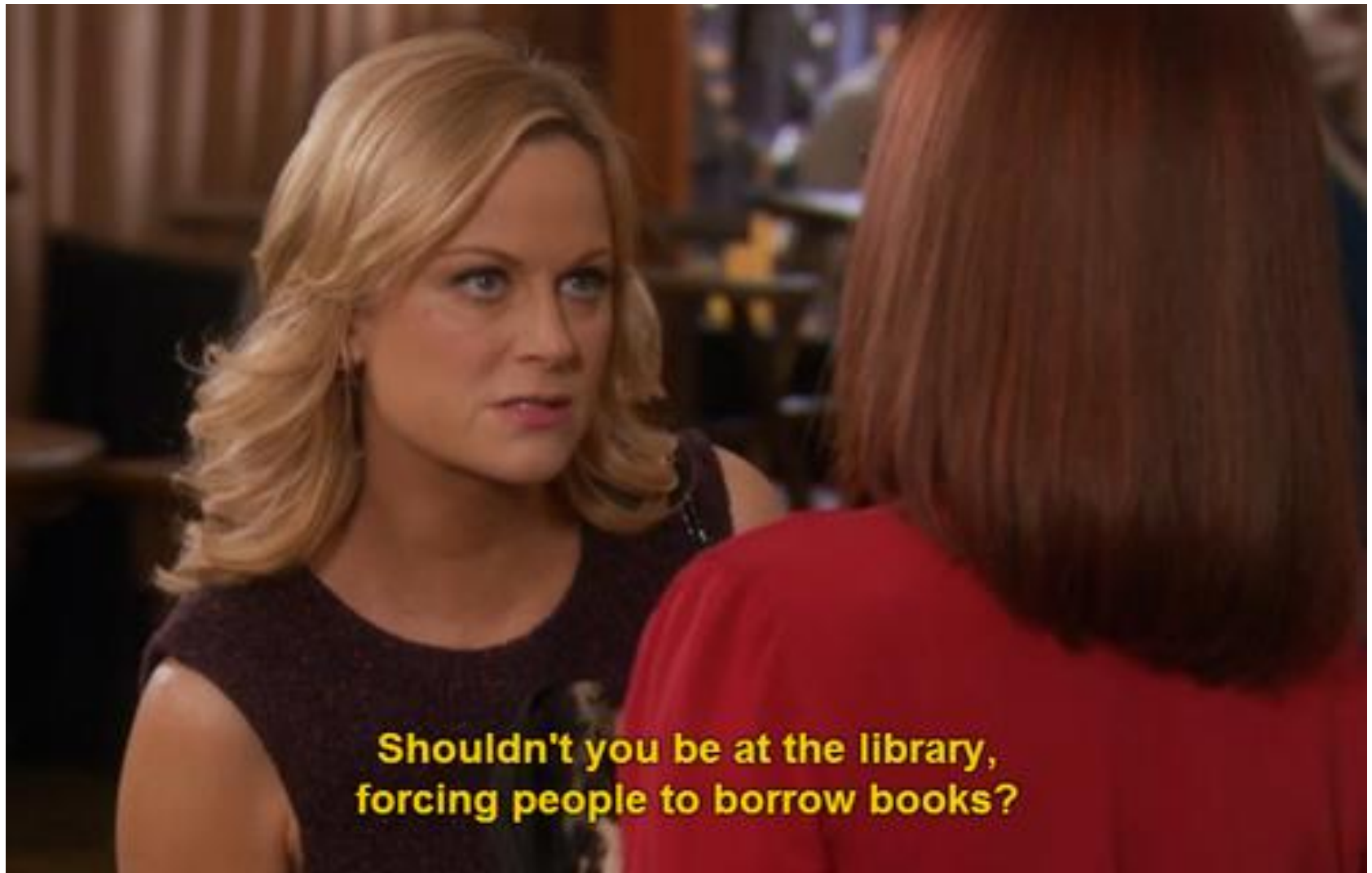
Conduct a universal design assessment of the library and its services. Large print name tags!



Have a chart of challenging behaviors to help new staff successfully navigate patron behavior.



Track common issues with policies and propose ideas for improvement to your supervisor.



**Shouldn't you be at the library,
forcing people to borrow books?**



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QUESTIONS?