

Wilmington Memorial Library

Customer Service Promise

The Wilmington Memorial Library will provide all patrons with a courteous and comfortable library experience. Patrons will be welcomed by a professional, efficient, and knowledgeable staff to a quality facility with a current and varied collection. It is our hope that through our services our patrons will become frequent library users.

Wilmington Memorial Library

Customer Service Reminders

- ✓ Are you present and readily available to help? You are the Library. Patrons' first impressions will result from your enthusiasm, knowledge and courtesy whether in person, on the phone, or via email.
- ✓ When answering the phone were you aware of your tone of voice and listening attentively? Did you identify the Library and greet the patron "with a smile"? Were they routed efficiently or a message taken accurately?
- ✓ Did you welcome patrons with a greeting, a smile and eye contact?
- ✓ Is your personal appearance and that of your work area neat and orderly?
- ✓ Are you knowledgeable about our collection, its general location, our policies and rationale? If not, have you asked?
- ✓ Have you been respectful of the patron's individual differences, needs and privacy?
- ✓ Were you attentive and really listening—present in the moment?
- ✓ Was your body language, tone of voice and language facilitating communication?
- ✓ Did your questions clarify and help you accurately understand the patron's needs?
- ✓ Were you able to maintain a friendly and efficient flow at the desk by minimizing delays, acknowledging a waiting patron and requesting help when needed?
- ✓ Was a smooth transition made to others by using the staff member's name and explaining the patron's need? If the person you need is unavailable, did you buzz or phone someone else to help?
- ✓ Did you go the extra mile by telling the patron "I will find out" or "I will..."
- ✓ Were you honest about what was possible and offer positive options first?
- ✓ Did you close with "Is there anything else...?" and cross sell when appropriate?
- ✓ Have you recognized that your staff brings a wealth of experience and good judgment to the workplace? Have you empowered them?

Wilmington Memorial Library
Customer Service Training Checklist

In-Person Transactions

Greet

- Be visible (as much as possible)
- Be proactive
- Notice/pay attention/be available/scan the floor frequently
- Make eye contact
- Smile
- Use name when known and feels comfortable
- Verbally greet when able (Hi, Hello, Nice to see you, etc.)

Listen

- Give patron your full attention
- Make eye contact
- Nod/respond when appropriate
- Don't prejudge/assume innocence
- Restate request/verify
- Write down details

Act

- Respond with a positive attitude
- Respond promptly, keeping in mind others waiting
- Be knowledgeable (ask for training if needed)
- Make realistic promises
- Bend rules when appropriate
- Be pro-active/anticipate needs
- Know your boundaries
- Refrain from offering personal opinions or advice
- Refrain from pointing. Walk patron to area or ask another staff member to do so.
- Refer when appropriate (use warm transfer as much as possible) – if the person you need is unavailable, buzz/phone someone else to help

Follow-Up

- Ask if request has been met
- Offer alternatives when appropriate
- Check back with patrons when appropriate

Cross-Sell

- Offer like items
- Handout bookmarks/promotional materials
- Provide new patrons with welcome packet/tour
- When requested material is not readily available, offer substitute

Close

- Make eye contact
- Smile
- Verbally end the transaction (Have a nice day, Thanks for coming, See you next time, etc.)

Phone Transactions

- Greeting (Hello, Good Morning) +:
 - Incoming main line: say library name

- Incoming other lines: say library name and department/desk
- Transferred calls: say department name/desk and your name
- Placed calls: say library name and your name (except routine calls for holds)
- Smile
- Follow transaction rules from above
- When placing patrons on hold, ask, “May I put you on hold?”
- When transferring calls, tell patron where you are transferring them
- Use warm transfers as much as possible (tell patron you are transferring, put on hold, buzz other department and give background info, other department picks up from there)
- Phone calls will be returned as soon as possible, ideally within one business day

Email Transactions

- Emails will include:
 - Subject line
 - Greeting (Name, Dear Name, Hi Name, etc.)
 - Acknowledgement of request (thank you for your email, etc.)
 - Answer or referral
 - Follow-up (if you need more assistance, please contact me at, etc.)
 - Closing (Sincerely, Name; Best, Name; Thank you, Name; etc.)
 - Signature line with contact info
- Emails will be answered as soon as possible, ideally within one business day

Staff Expectations

- Staff will keep work areas clean and uncluttered
- Staff will maintain a professional appearance (no chewing gum/drinks kept out of patrons’ sight/name tags visible/dress code is business casual)
- Staff will be honest
- Staff will limit the use of “no” and emphasize the positive first
- Staff will be ready to work at the start of shift and be available to serve the public through closing
- Staff will ask for more training as necessary
- Staff will do their best to not “talk shop” on the floor
- Staff will be aware of the language they use (can vs will, but vs however/and)
- Staff will not complain to patrons
- Staff will take responsibility for their actions
- Staff will not blame others
- Staff will be trusted to use their best judgment
- Staff will respect patron confidentiality
- Staff will maintain friendly contact with patrons without engaging in lengthy conversations
- Staff will keep conversations with other staff members to a minimum while on the floor
- Staff will put patrons’ needs ahead of routine duties
- Staff will reserve upper parking lot for patrons by parking in the staff lot
- Staff will treat all co-workers as customers