



CUSTOMER FOCUS CULTURE

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Our Vision

To be the **catalyst** for the advancement of knowledge, scholarship and lifelong learning for sustainable development



Library

- Catalyst

an agent that provokes or speeds significant change or action

a substance that enables a chemical reaction to proceed at a usually faster rate or under different conditions (as at a lower temperature) than otherwise possible (scientific term)



Library's Function

Provides:

- Information sources
 - *Services*
 - Place
- 

Services

- **Customer/People**

user, client, buyer or purchaser (individual or organization)


Standard People Practice, actions & communication

- **Process & Technology**

(Standard Operating Procedures @SOP - machine, equipment, technology, manual, policy)



Know the customer

- Students, researchers, academics, etc.
 - Library - the heart of service
 - Improve the quality of the services we deliver
 - Create change in our culture
 - Positive word of mouth
- 

What is Customer service?

- Enhance the level of customer satisfaction or service has met the customer expectation
- Other definition
courtesy, smile, care, satisfaction, policy, counter service, etc
- Faster, friendlier and easier customer service
- Feedback
- Issues & Challenges

Customer service

You are left with no options, but to focus on how to delight them with **GREAT** service

The Old Rule:

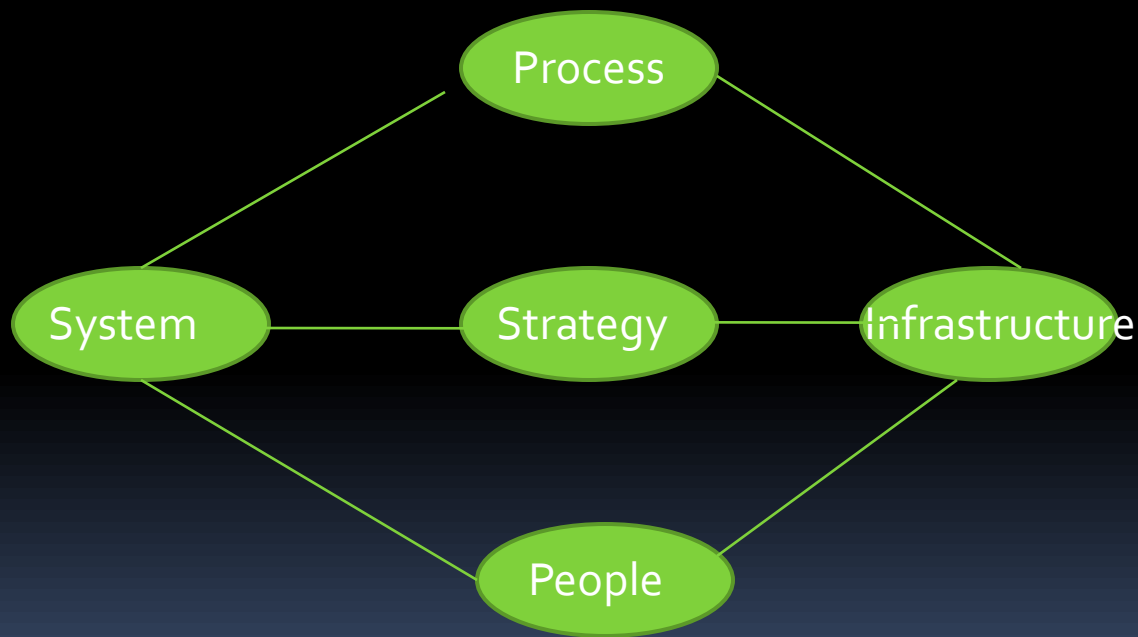
"Customer want to be satisfied"

The New Rule

"Customer expect to be delighted"

Where are we now?

Examine Our Organization



Are we in the comfort zone???

Keep Your Service- Check Always

- Internal Staff
 - feedback
 - audit
 - regularly
 - third party
- Training/refresher course
 - soft skills
 - knowledge
- Attitude ??

Improve customer service

- Improve People Skills
- Make Service a Priority
- Talk to Your Customers
- Engage your customers in direct and open conversations
- Get Everyone Involved
- Make it Easy & Convenient for Customers and Employees to Offer Feedback.


Feedback is Priceless

Improve customer service

- **Service strategy**
 - customers' needs and wants, a clear vision of our organization
- **Customer-driven systems**
 - make things easy for customers
 - courteous and efficient manner
 - build customer loyalty - eg: Phone call - within two rings
- **Customer-friendly people**
 - frontline people (competent and caring, social skills)
 - courteous and efficient manner



Based on research done by the **The American Library Association's**

- "They do not yet have the sophisticated research skills needed to exploit the research library's potential.
 - "They are intimidated by the complexity and size of a large library system.
 - "They are often reluctant to ask for assistance in the use of a library.
 - "They are unaware of the many services and resources which are available in university libraries."
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Cullen (2001), pp 662-663

- Retaining and growing their customer base, and focusing more energy on meeting their customers' expectations is the only way for academic libraries to **survive** in this volatile environment.

CONCLUSION

Satisfied customer is the
BEST ADVERTISEMENT for
any business

References

- <http://customerfocus.usg.edu/>
- <http://www.lib.umd.edu/PUB/UGLibServ.html>.
[Accessed 26/2/09] (Undergraduate Library Services in the 21st Century)
- A complaint is a gift: recovering customer loyalty when things go wrong / Jenelle Barlow, Claus Moller (2008)

Just to Share ...



Just to Share ...



Just to Share ...



Just to Share ...





Terima kasih