# **CXLib: Cracking the Customer Experience at the Library**

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Spread the words.



#### Introduction



#### Agenda

- 1. What is CX?
- 2. Our Project & CX Methods
- 3. CX from a Customer Perspective
- 4. CX from a Staff Perspective
- 5. Conclusion

#### **Learning Objectives:**

- Understand concepts of customer journey maps & service blueprints
- Ability to identify negative touchpoints
- How to apply these methods at your library

#### What is CX?



# Why is CX important?

Task Mentality



**Experience Mentality** 

#### **CX Best Practices**

- 1. Holistic
- 2. Emotional Connection
- 3. Personalized
- 4. Consistent
- 5. Innovative

# **Our Project**



#### Goal of our project

- 1. To assess and understand CX at EPL
- 2. Identify painful touchpoints
- 3. Develop recommendations to improve

the CX at EPL



Photo credit: Céline Gareau-Brennan

#### **Project Breakdown:**

**Customer Journey** Maps Service Blueprints Recommendations

#### Methods

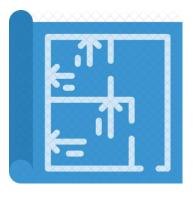


#### **Ethnographic Techniques**

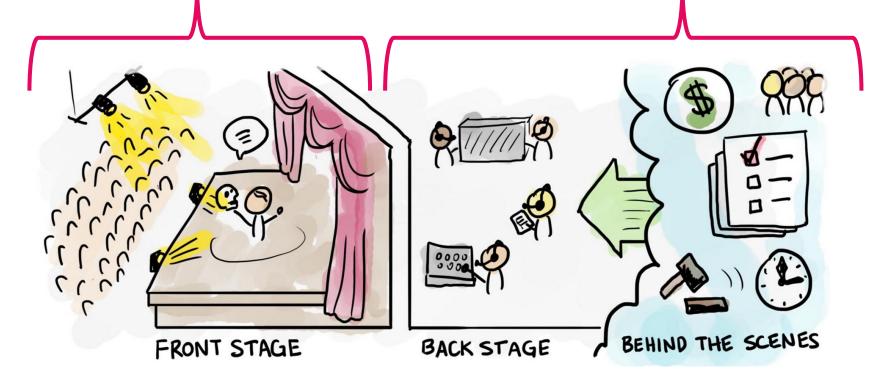








#### Customer Journey Map & Service Blueprint



*Image credit:* <u>https://blog.practicalservicedesign.com/the-difference-between-a-journey-map-and-a-service-blueprint-31a6e24c4a6c</u>

#### **Customer Perspective**



#### What we did

CX Safaris Previous Guerilla customer Surveys feedback Customer Journey Map (CJM)

#### Membership CJM

First Core **Last Touch** In-Touch Pre-Touch **Touch** Touch **FEELING** DELIGHTEUI Staff asks about Staff gives SATISFYING brary card card is physical or virtual tour customer's interests & Welcomed Staff of EPL based on NEUTRAL QUITTING POINT excitement to QUITTING Participant POINT\* PAINFUL provides Find a library & Concerns Concerns Find out floure out how about cost of card or CHANNELS \* previous epl.ca Website DOING & "No idea where Staff exhibit a Google maps SAYING "I asked last time and to go [...] I Staff are effective Customers "Great to just go through friendly & helpful displays every there is a cost would look on at finding solutions are surprised certain things, answering all the demeanor when branch as There is little follow-through associated with it. I my own for customers who & happy to questions and showing me how the customer Edmonton Public from EPL and the onus to use am not willing to do initially." are struggling to hear that things actually look and work." Library which approaches the resources & services is placed that." find proof of cards are free. desk. confuses on the customer who often opt address. customers. for following up on the website. Customers will often "I don't actually have an not have appropriate Customers have a more relevant & positive ID that says that I live ID with the most Customers have here yet because I concerns about experience when staff ask about their specific common missing haven't replaced my information is the remembering all the interests and give them a tailored physical driver license. Hopefully I proof of address. information presented & tour of the space or virtual tour of epl.ca. can work past that." are often overwhelmed. Customers seldom don't Customers can easily identify the library mind the time waiting but but are not always sure where the front don't know where to wait "I loved the [card] entrance is or the hours of operation. & rarely acknowledge. sayings." THINKING I will be able to get to the library I will have to wait to get a · All the important card information The information I received will · It will be easy to find the rest of the information I need about & identify the library upon library card. will be presented to the me when be relevant to my personal Getting a library card will take EPL resources & services. interests. signing up. · It will be challenging for me to me a lot of time. After receiving this information I I will keep using my library card. have proper ID to get a library · I might not get a library card will be able to competently use due to lack of ID. the library. · It will cost me something to get a library card.



#### **Activity: CJM**

- 1) Establish customer activity
  - Getting a library card
  - Picking and checking out an item
  - Attending a library program or course
- 2) Plot out the touchpoints
- 3) What is the customer doing at each touchpoint?
- 4) What is the customer thinking? Expectations?



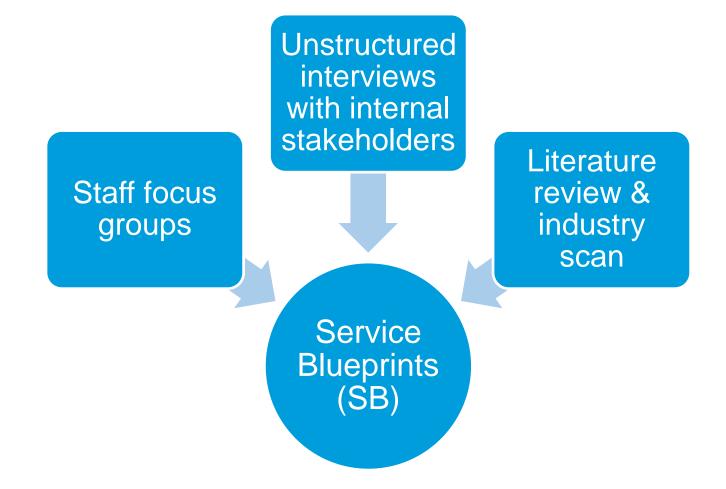
#### Activity: CJM

| STAGE  | Pre-Touch | First-Touch | Core<br>Touch | Last Touch | In-Touch |
|--|-----------|-------------|---------------|------------|----------|
| TOUCHPOINT<br>Example: staff;<br>building door;<br>catalog                             |           |             |               |            |          |
| POSITIVE OR<br>PAINFUL<br>TOUCHPOINT   |           |             |               |            |          |
| ACTIVITIES Example: Asking staff a question; grabbing a hold; searching on the catalog |           |             |               |            |          |
| EXPECTATION Example: "I will find a new book to read today."                           |           |             |               |            |          |

## **Staff Perspective**



#### What we did



# **Membership Service Blueprint**

CUSTOMER PAIN POINTS Soogle does not consistently use branch names, every branch is displayed as **Edmonton Public Library** 

The front entrance & the hours of operation are not always clear

Concerns about cost of card or previous fees

Customers will not have appropriate ID (i.e. proof of

Not knowing how or where to wait for help Information Dump

**EPL EMPLOYEE** ACTIONS (FRONTSTAGE)

INTERNAL SUPPORT & INFLUENCES (BACKSTAGE & SUPPORT)

**EXTERNAL** INFLUENCES (SUPPORT)

IDEAS & QUESTIONS TO **EXOPLORE FURTHER** 

Marketing & Communication Decide that all locations on Google appear as "Edmonton Public Library"

"One Library," organizational emphasis on brand consistency

The City of Edmonton Recreation Centers show up on Google maps as their individual title

Add branch name to Google EPL locations in addition to EPL

Marketing & Communication Makes decisions as to how the outdoor signage works

Cautiousness to not customer with too

Modern aesthetic of simplified signage

Make front entrance and whether the library is open more evident through signage

customer phone as to if library is open when driving nearby

Front -Line Staff Communicates limited access to library services due to library fines. Lack of emphasis of the fact that the card is free?

Library Use Policy

EPL cards are free, big push for memberships

Customer's previous experience & knowledge of other library systems

More communication as to the ease of getting a library card

Front -Line Staff Communicates need for ID to obtain a library card in-

create options to get library card to customer in the future but often no immediate solution

Library Use Policy

Customer's lack proof of address

> Library Funding Model

Review Library Use possibility of newcomer

Marketing & Communication No specific signage for lineups or memberships

Front -Line Staff Lack of staff greeting and anticipating customer

Lack of signage real estate in some branches

Cautiousness to not overwhelm the customer with too many signs

> Staff feeling overwhelmed by volume of customers

Staff's perception of time pressures from other job responsibilities (i.e. selling bus pass)

> Library best practice of flexible space

More organized lineups at other business & organizations that customers frequent

Free standing signage for where to wait for help

More specific training of staff greeting & anticipating customer needs & line management

Electronic ticketing system

More staff at branches during frontdesk initiatives (i.e. selling bus passes)

Front -Line Staff Do not personalize the information and feel they have to tell customers everything; staff feel overwhelmed by volume of customers, leading them to rush and have a more

transitional relationship with

customers

Pressure from previous Secret Shopper Assessment

A lot of resources and services are available to EPL customers

Staff's perception of time pressures from other job responsibilities (i.e. selling bus pass)

> Customer expectations from other organizations

Emphasis on training staff to provide personalized service

> More staff at branches during front-desk initiatives (i.e. selling bus passes)



# Activity: Focus-group design sprint Goal:

To create the fewest solutions for the most problems

#### **Questions to start brainstorming:**

- 1. What would this experience look like if every touchpoint was delightful?
- 2. What needs to change for this to happen?
- 3. What supports would you need as staff for this to happen?



#### Conclusion



#### **Project Successes**



Identified painful touchpoints

- Directly engaged customers and staff
- Developed actionable recommendations

### **Project Challenges**

Broad evaluation



Participant recruitment

constraints

### **Final Take Aways**

- 1) Start with the customer's perspective
- 2) Engage staff to gather their perceptions
- 3) Scale to meet your needs

# Questions & Thank you!

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