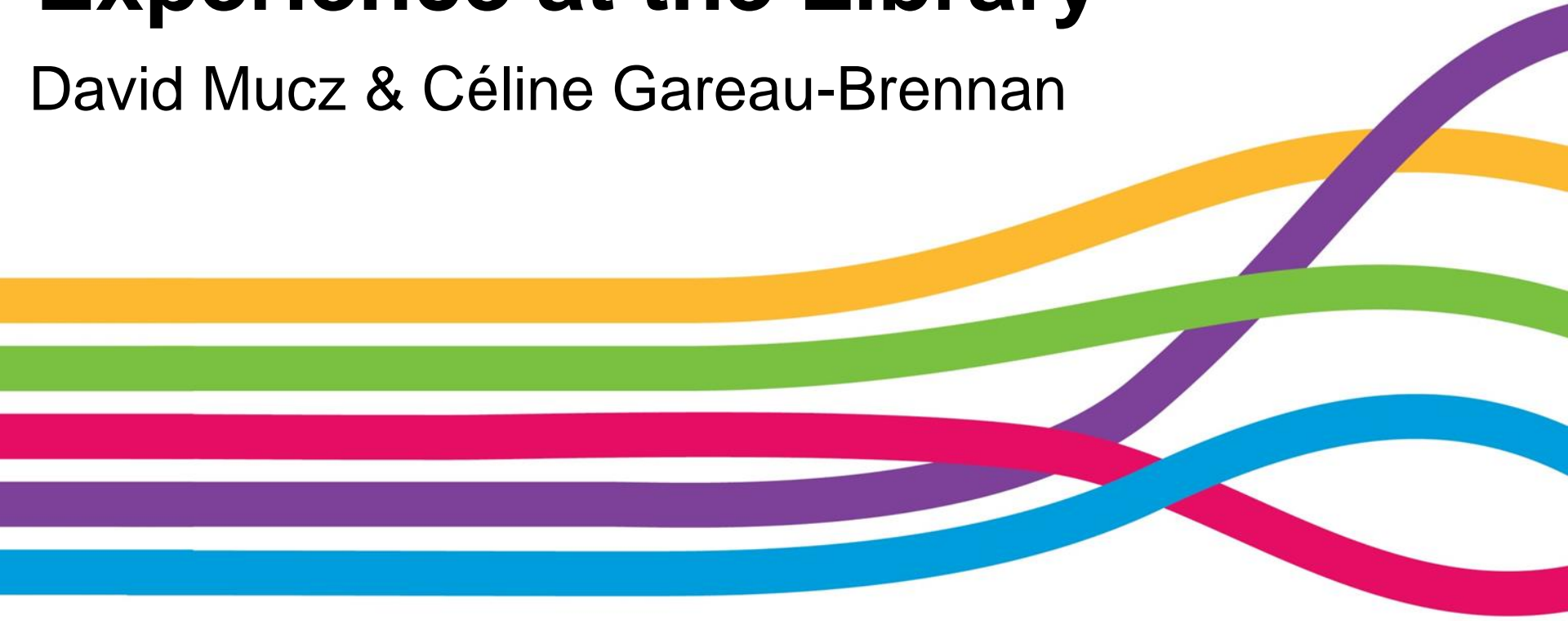


# CXLib: Cracking the Customer Experience at the Library

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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



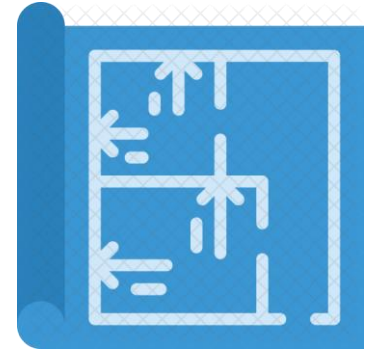
Service Blueprints



Recommendations

# Methods

# Ethnographic Techniques



# Customer Journey Map & Service Blueprint

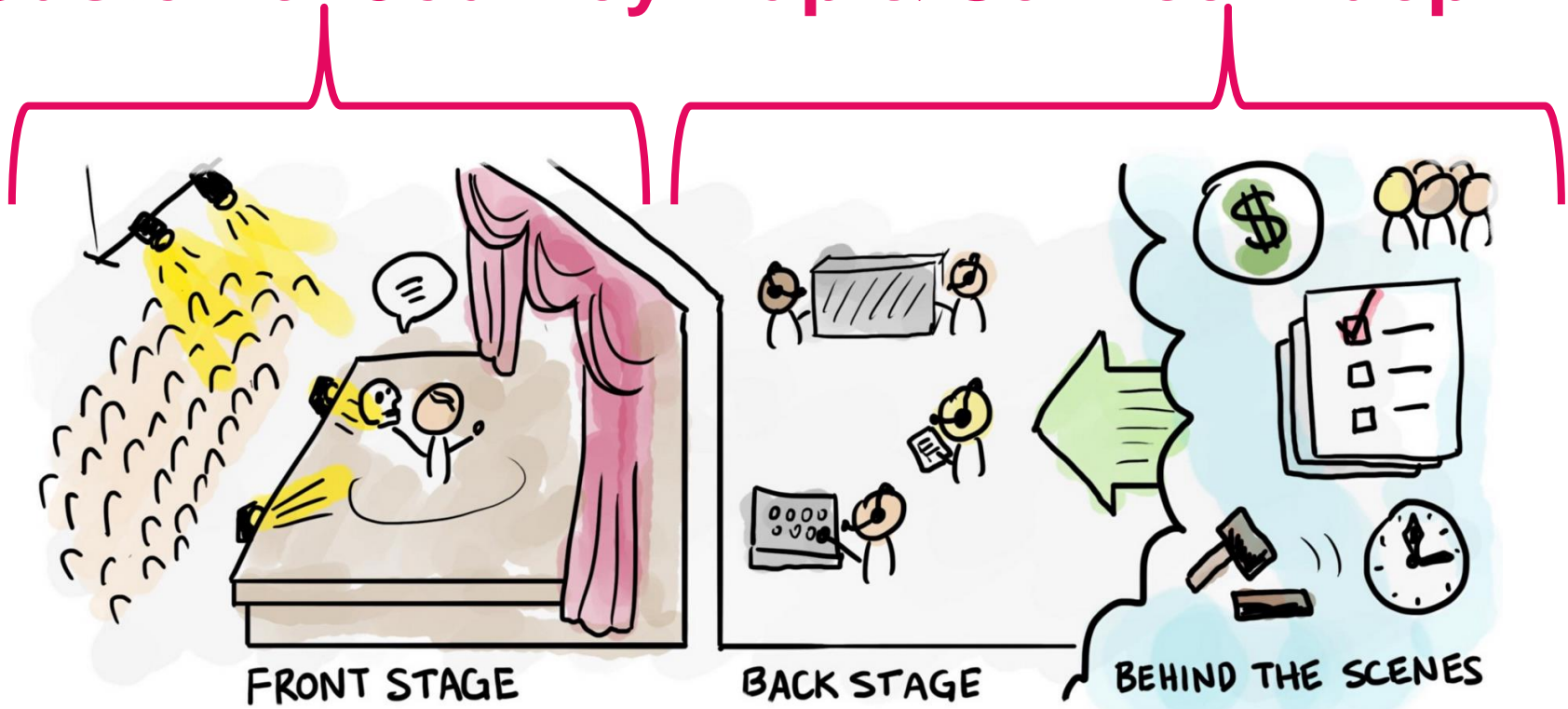
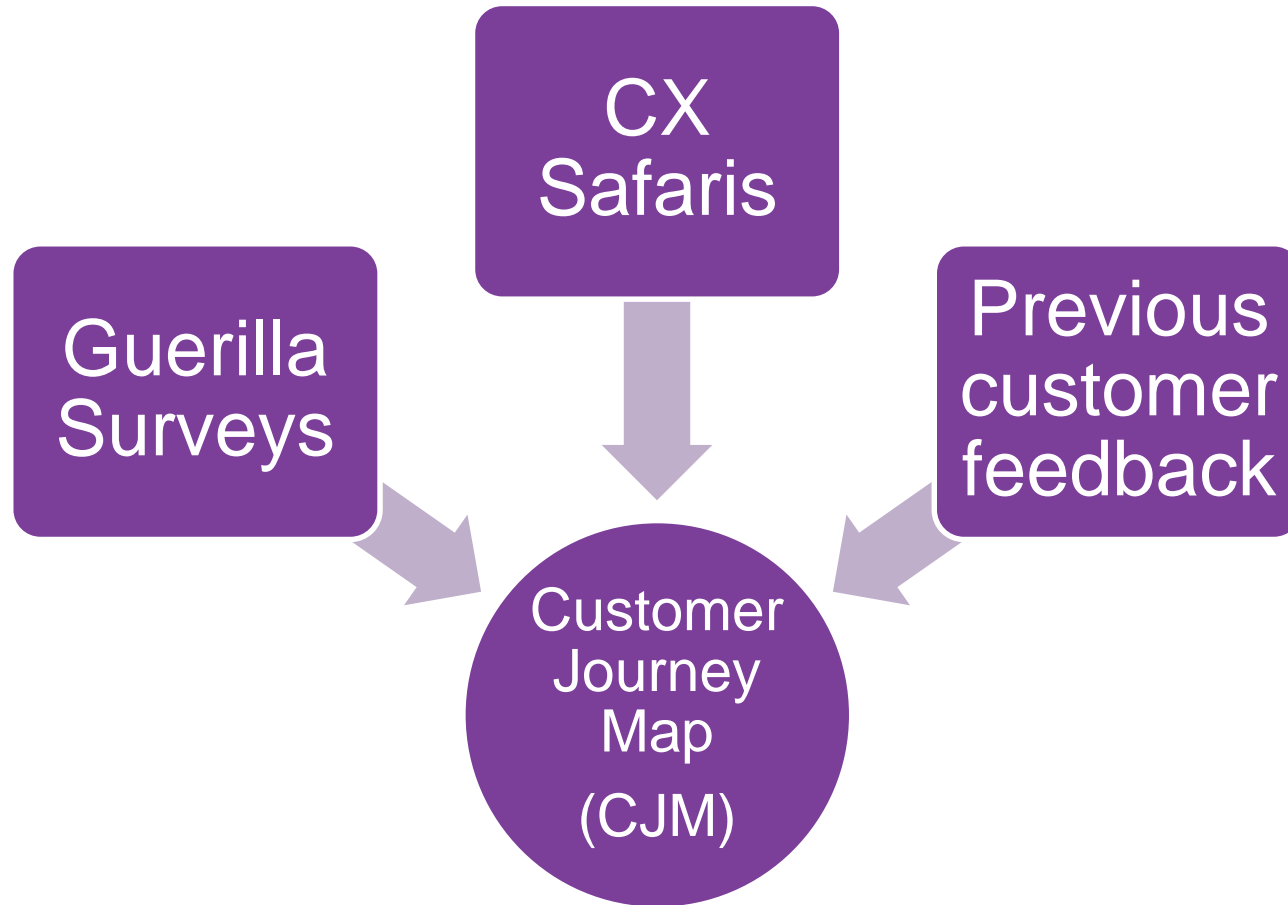


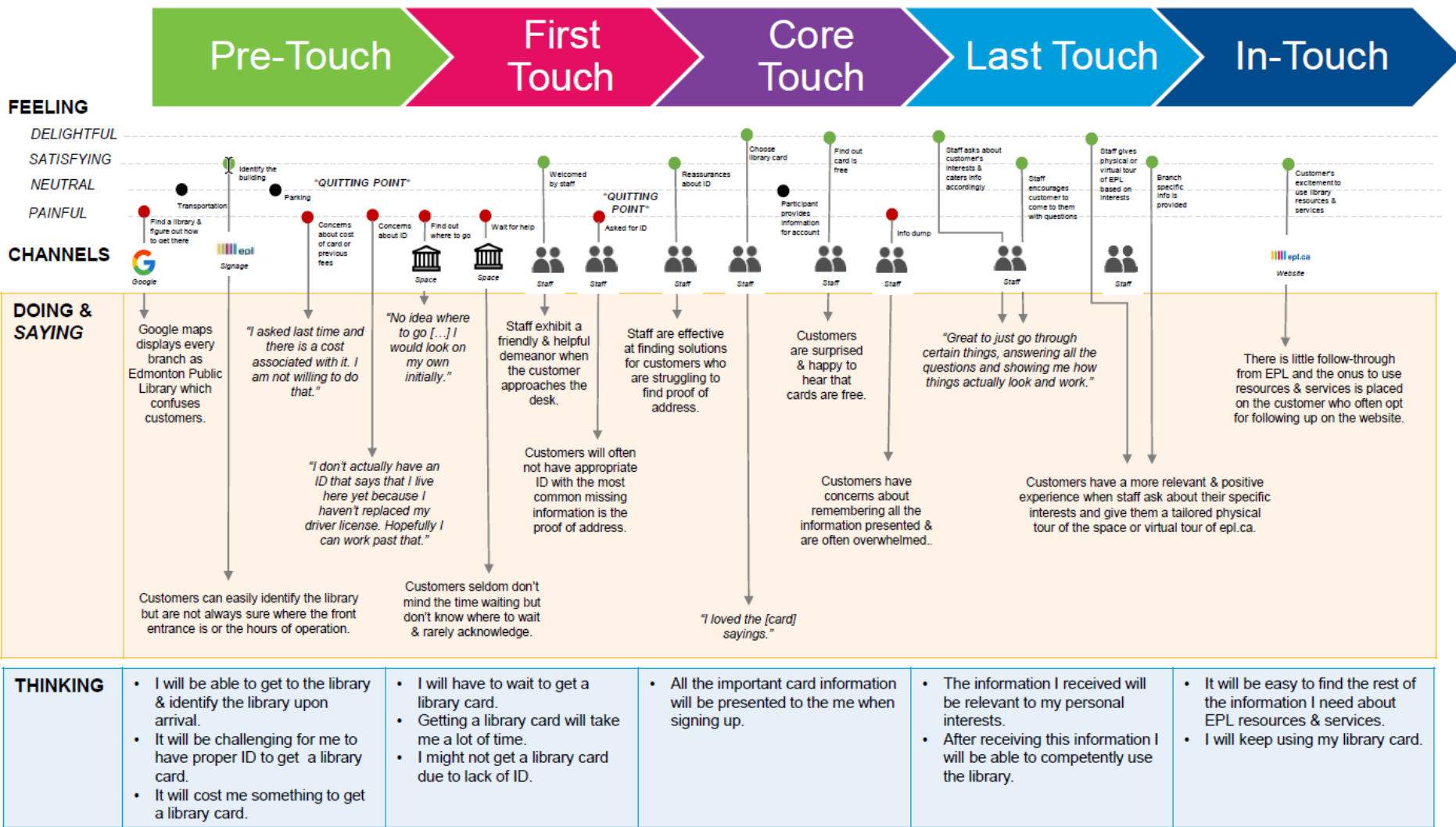
Image credit: <https://blog.practicalservicedesign.com/the-difference-between-a-journey-map-and-a-service-blueprint-31a6e24c4a6c>

# Customer Perspective

# What we did



# Membership CJM



- THINKING**
- I will be able to get to the library & identify the library upon arrival.
  - It will be challenging for me to have proper ID to get a library card.
  - It will cost me something to get a library card.
  - I will have to wait to get a library card.
  - Getting a library card will take me a lot of time.
  - I might not get a library card due to lack of ID.
  - All the important card information will be presented to me when signing up.
  - The information I received will be relevant to my personal interests.
  - After receiving this information I will be able to competently use the library.
  - It will be easy to find the rest of the information I need about EPL resources & services.
  - I will keep using my 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?

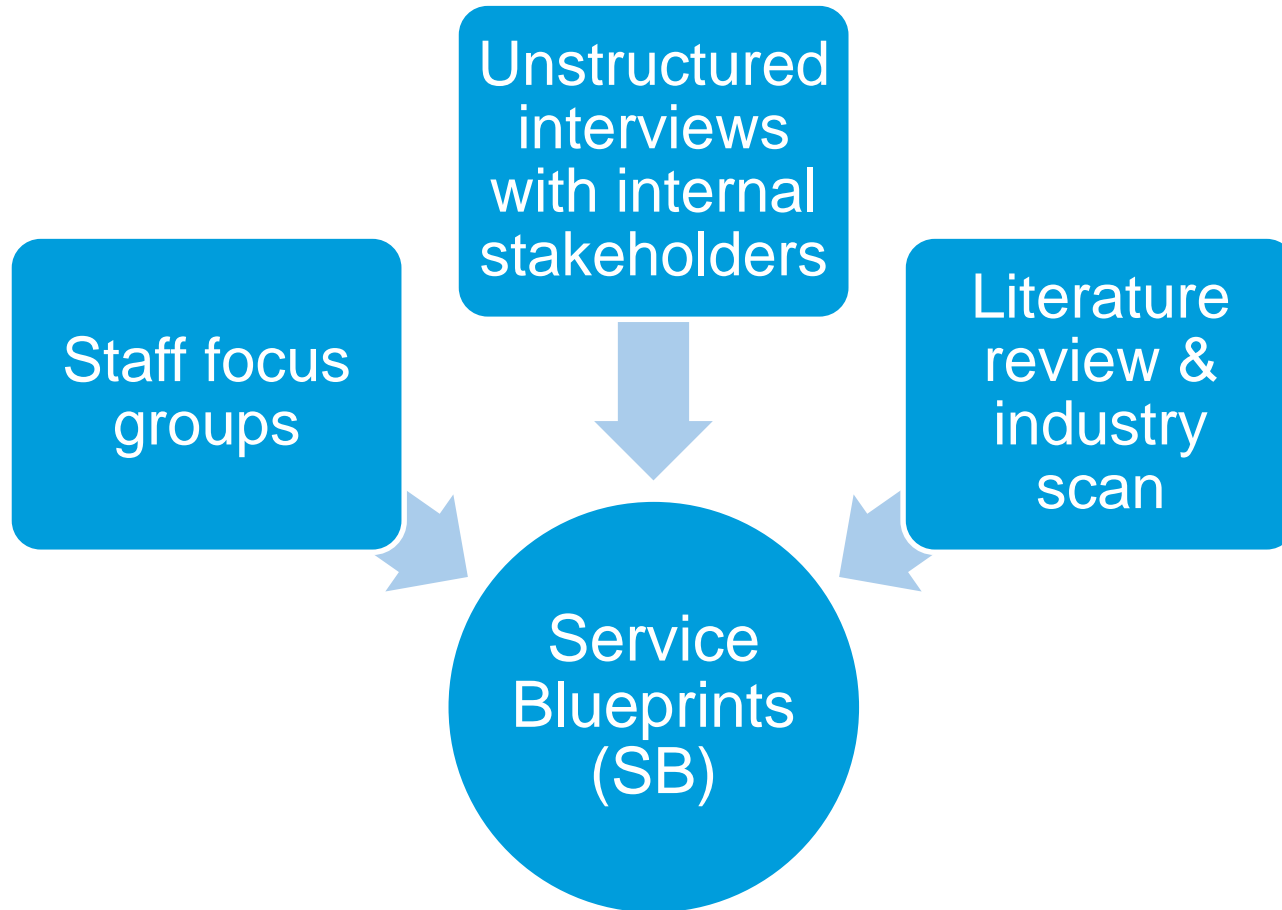
# Activity: CJM



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

# Staff Perspective

# What we did



# Membership Service Blueprint

CUSTOMER PAIN POINTS	1 Google does not consistently use branch names, every branch is displayed as Edmonton Public Library	2 The front entrance & the hours of operation are not always clear	3 Concerns about cost of card or previous fees	4 Customers will not have appropriate ID (i.e. proof of address)	5 Not knowing how or where to wait for help	6 Information Dump
EPL EMPLOYEE ACTIONS (FRONTSTAGE)	<p><b>Marketing &amp; Communication</b> Decide that all locations on Google appear as "Edmonton Public Library"</p>	<p><b>Marketing &amp; Communication</b> Makes decisions as to how the outdoor signage works</p>	<p><b>Front-Line Staff</b> Communicates limited access to library services due to library fines. Lack of emphasis of the fact that the card is free?</p>	<p><b>Front-Line Staff</b> Communicates need for ID to obtain a library card in-branch, create options to get library card to customer in the future but often no immediate solution</p>	<p><b>Marketing &amp; Communication</b> No specific signage for lineups or memberships</p> <p><b>Front-Line Staff</b> Lack of staff greeting and anticipating customer needs</p>	<p><b>Front-Line Staff</b> 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 transactional relationship with customers</p>
INTERNAL SUPPORT & INFLUENCES (BACKSTAGE & SUPPORT)	<p>"One Library," organizational emphasis on brand consistency</p>	<p>Cautiousness to not overwhelm the customer with too many signs</p>	<p>Library Use Policy</p> <p>EPL cards are free, big push for memberships in 2014</p>	<p>Library Use Policy</p>	<p>Lack of signage real estate in some branches</p> <p>Cautiousness to not overwhelm the customer with too many signs</p> <p>Staff feeling overwhelmed by volume of customers</p> <p>Staff's perception of time pressures from other job responsibilities (i.e. selling bus pass)</p>	<p>Pressure from previous Secret Shopper Assessment</p> <p>A lot of resources and services are available to EPL customers</p> <p>Staff's perception of time pressures from other job responsibilities (i.e. selling bus pass)</p>
EXTERNAL INFLUENCES (SUPPORT)	<p>The City of Edmonton Recreation Centers show up on Google maps as their individual title</p>	<p>Modern aesthetic of simplified signage</p>	<p>Customer's previous experience &amp; knowledge of other library systems</p>	<p>Customer's lack proof of address</p> <p>Library Funding Model</p>	<p>Library best practice of flexible space</p> <p>More organized lineups at other business &amp; organizations that customers frequent</p>	<p>Customer expectations from other organizations</p>
IDEAS & QUESTIONS TO EXPLORE FURTHER	<p>Add branch name to Google EPL locations in addition to EPL</p>	<p>Make front entrance and whether the library is open more evident through signage</p> <p>Push notifications to customer phone as to if library is open when driving nearby</p>	<p>More communication as to the ease of getting a library card</p>	<p>Review Library Use Policy and explore possibility of newcomer card</p>	<p>Free standing signage for where to wait for help</p> <p>More specific training of staff greeting &amp; anticipating customer needs &amp; line management</p> <p>Electronic ticketing system</p> <p>More staff at branches during front-desk initiatives (i.e. selling bus passes)</p>	<p>Emphasis on training staff to provide personalized service</p> <p>More staff at branches during front-desk initiatives (i.e. selling bus passes)</p>

# Activity: Focus-group design sprint

## Goal:

To create the fewest solutions for the most problems

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## 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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