# G22. CUSTOMER SERVICE WORKSHEET

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| --- | --- |
| Library / Branch: | |
| Completed by: | Date: |

## Objective

This Guideline presents general information on customer service principles, with reference to established standards. Please note that the provision of high quality customer service underpins the targets set in the Standards, and the suggestions made in the Guidelines. In addition, customer service involves not just ***what*** is delivered, but ***how*** it is delivered, i.e. there are both quantitative and qualitative aspects to customer service.

## Guidelines

**Note:** Relevant standard: S18: Satisfaction with library services.

| **Guidelines**  *These Guidelines are from* Living Learning Libraries *6th ed. 2015* | **Action indicator**  *Select from drop down list* | **Commentary**  *Add comments on the library’s performance in the context of each Guideline* |
| --- | --- | --- |
| Library has developed or adopted guidelines for customer service, which are promulgated to all staff, and which are reviewed periodically. |  | Comments: |
| All library staff display a positive and helpful attitude in conformance with Library policy and standards of behaviour |  | Comments: |
| Library has a published Customer Service Charter |  | Comments: |
| Customer service training is identifies in the library’s training plan |  | Comments: |
| Library staff receive diversity and ability awareness training for communicating with library patrons and co-workers, including persons with physical and mental disabilities, those from diverse cultural backgrounds, adult new readers and individuals speaking languages other than English (LOTE) |  | Comments: |
| Library staff are available during opening hours for customer assistance and inquiries |  | Comments: |
| Staff members are easily identifiable when working on public service points |  | Comments: |
| Staff clothing conforms with the dress code established by the library or Council and with work health and safety requirements |  |  |
| Good quality informational and directional signage and material are provided |  | Comments: |
| Staff rosters are arranged to ensure that staff numbers are sufficient to deliver the services set out in the Library Act Section 10 [[1]](#footnote-1) and other services appropriate for the library’s community and library opening hours. (See also S3–S4 and G2, Opening hours; S6–S8 and G8, Staffing; and G13–G19, Targeted services) |  | Comments: |
| Library communicates information about new items, services or programs to customers, using means such as email, RSS, website, mass media, social media. (See also G5, Marketing and promotion) |  | Comments: |
| Library communicates with individual customers according to customer preference by means such as email, SMS, RSS, online messages/announcements. |  | Comments: |
| Within the library, communication with customers is by appropriate means such as public address announcements, programmable electronic signs, online messages/announcements |  | Comments: |
| Clear directions for use are provided for all equipment used by customers (for example, self-checkers, photocopiers, printers, wireless Internet access). |  | Comments: |

**Suggested performance indicators**

* Satisfaction rate for service delivery standards (customer survey results)

**Things to consider**

The Council may have customer service principles and requirements which are suitable for adoption or adaptation by the Library. Similarly, Council may have a customer service training program which is suitable for Library staff.

Council or Library may have a dress code or uniform.

**Other resources**

* *The library and information sector: core knowledge, skills and attributes*, published by the Australian Library and Information Association: <http://www.alia.org.au/about-alia/policies-standards-and-guidelines/library-and-information-sector-core-knowledge-skills-and-attributes>
* *Guidelines for behavioral performance of reference and information service providers*, published by the Reference and Users Services Association (RUSA) of the American Library Association, is a standard set of guidelines with the goal ‘to create a conceptual framework and service ethic with which reference professionals can consider all customer reference interactions, and help establish a service standard for their institution’. These guidelines address approachability, interest, listening/inquiring, searching, and follow-up: http://www.ala.org/rusa/resources/guidelines/guidelinesbehavioral
* National and State Libraries Australasia, *Service guidelines; information and research services at NSLA libraries*, November 2010: <http://www.nsla.org.au/publication/service-guidelines-information-and-research-services-nsla-libraries>

1. Guidelines relating to Section 10 of the *Library Act 1939* as amended by the *Library Amendment Ac*t of 1992: <http://www.sl.nsw.gov.au/services/public_libraries/legislation_policies_guidelines/guidelines_section_10.html> [↑](#footnote-ref-1)