THE THREE Ps OF CUSTOMER SERVICE
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WHAT ARE THE THREE Ps?

Professional

Prompt

Proactive
PROFESSIONAL
PROFESSIONAL

“Exhibiting a courteous, conscientious, and generally businesslike manner in the workplace.” (Merriam-Webster)

How?

Dress
Attitude
Communication
**Dress**

- **7/11 effect:**
  - 7 seconds → 11 decisions
  - Honesty, trust, success, economic level
- You are a reflection of your workplace
- Dress for success!
WHAT SHOULD I WEAR?!
BUSINESS CASUAL
EXERCISE: DRESS CODE

What would you include if you were asked to write a dress code for the workplace?
Dress Code Basics

- Clothing:
  - Clean
  - No wrinkles
  - No rips/tears
  - Not too tight
  - Not too revealing
  - No shirts with writing
  - No shorts
  - Denim only when allowed
  - Closed toed shoes (no flip flops)

- Appearance
  - Clean well groomed hair (facial hair for men)
  - No visible tattoos
  - Not too much perfume or cologne
ATTITUDE

- Attitude is everything
- Attitudes are contagious
  - Spread a positive one!
- You can’t control others, but you CAN control your response.
- **Choose** to be positive!
ATTITUDE
Maintain a positive attitude

- Have empathy
- Be present
- Stay interested
- Make a difference
- Fake it ‘till you make it!
COMMUNICATION
COMMUNICATION

Verbal

- Choose wisely and say what you mean
  - No library-speak!
- Choose a pleasant and patient tone
- Actively listen
COMMUNICATION

- Non verbal

- Do’s
  - Smile
  - Give full attention
  - Good eye contact
  - Nodding
  - Open, relaxed

- Don’ts
  - Frowning
  - Yawning
  - Slumping
  - Looking at the floor
  - Crossing your arms
TELEPHONE

- Answer promptly
- Use a complete greeting
- Have pen & paper handy
- Give your full attention
- Put them on hold (carefully)
- Transfer to proper staff
- Call-backs need good info
- Thank you!
VIDEO: PHONE ETIQUETTE

1. Use buffer words
   - “Good afternoon” or “Good morning”

2. Use your library/dept. name
   - “Your County Public Library” or “Reference Desk”

3. Use your name
   - “This is Mike”
Email

- Same importance as other communications
  - Prompt reply
  - Start with hello
  - Concise
  - Choose your tone wisely
  - Use appropriate content
  - Sign your name and contact info
  - Set up a signature
  - Review message before sending
SOCIAL MEDIA

- Keep it professional
- Protect their privacy
- Monitor activity closely
- Know your library’s social media policy
Why is prompt service important?

- Builds loyalty
- Makes customers feel valued
- Word will get around!
PROMPT

- Stop, drop, and help!
- Acknowledge and get help
- Estimate wait time and apologize
- Ask for a deadline
- Be on time
- Prompt is not rushed
  - *Sense of urgency*

[Questioning the Queue](#), Harris Poll
Proactive
PROACTIVE SERVICE

- Customers may not seek help
- Customers may leave angry
Being proactive

- More opportunities for interaction

- Move around
  - Roam close to the desk
  - Roam where customers browse
  - Roam computer area
POAATIVE SERVICE

Video:
Rapid City Public Library
Rapid City, South Dakota
https://www.youtube.com/watch?v=j3wtvUWth0U
APPROACHING THE CUSTOMER

- Make eye contact
- Smile
- Say hello
- Cues from customer
- “May I help you?”
- “Is there something I can help you find?”
WRAPPING UP

- Customer service is the whole package!

- **Professional:** dress, attitude, communication

- **Prompt:** customers needs are first

- **Proactive:** seek out your customers
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Legal Reference for Public Librarians
**Part 1** – Thursday, November 16 – 2-3 pm ET
**Part 2** – Thursday, November 30 – 2-3 pm ET

Best of Summer Reading 2017
Tuesday, November 28 – 1:30-2:30 pm ET

Professional Titles You May Have Missed
Wednesday, November 29 – 10:00-11:00 am ET

Girls Who Code Clubs for Kentucky Public Libraries
Friday, December 1 – 1:00-1:30 pm ET

Adding it Up: Budgeting for Public Libraries
Wednesday, December 6 – 10:00-11:00 am ET
THANK YOU!

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