

THE THREE PS OF CUSTOMER SERVICE

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WHAT ARE THE THREE PS?

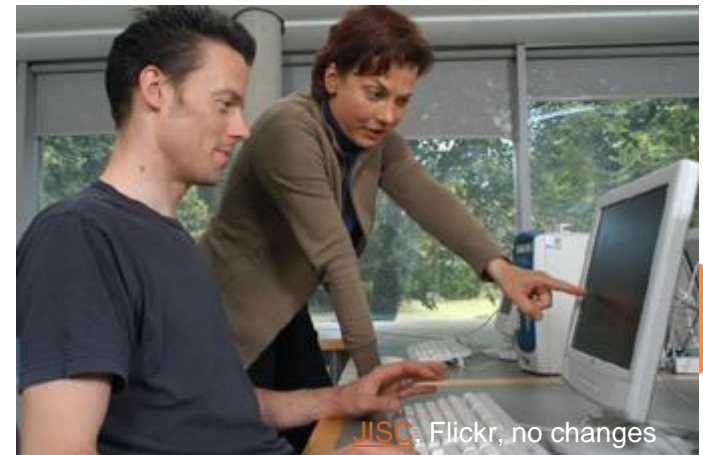
Professional



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

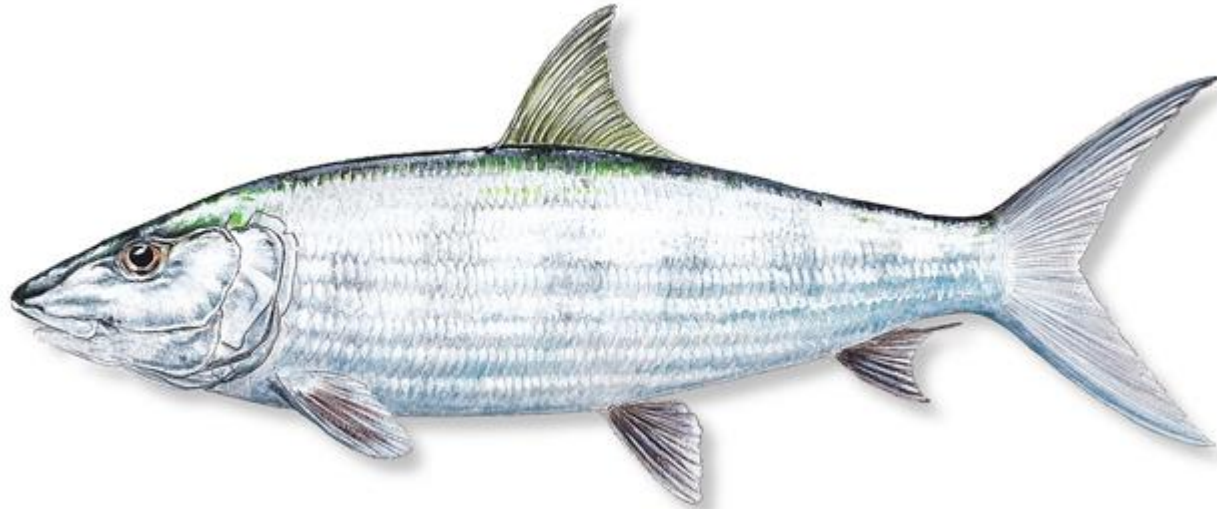


ATTITUDE

- 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”



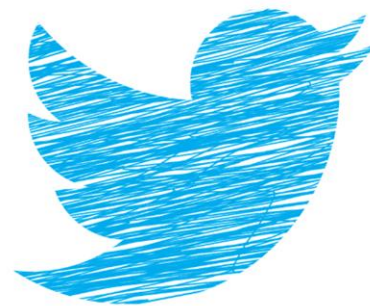
EMAIL

- 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



PROMPT



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

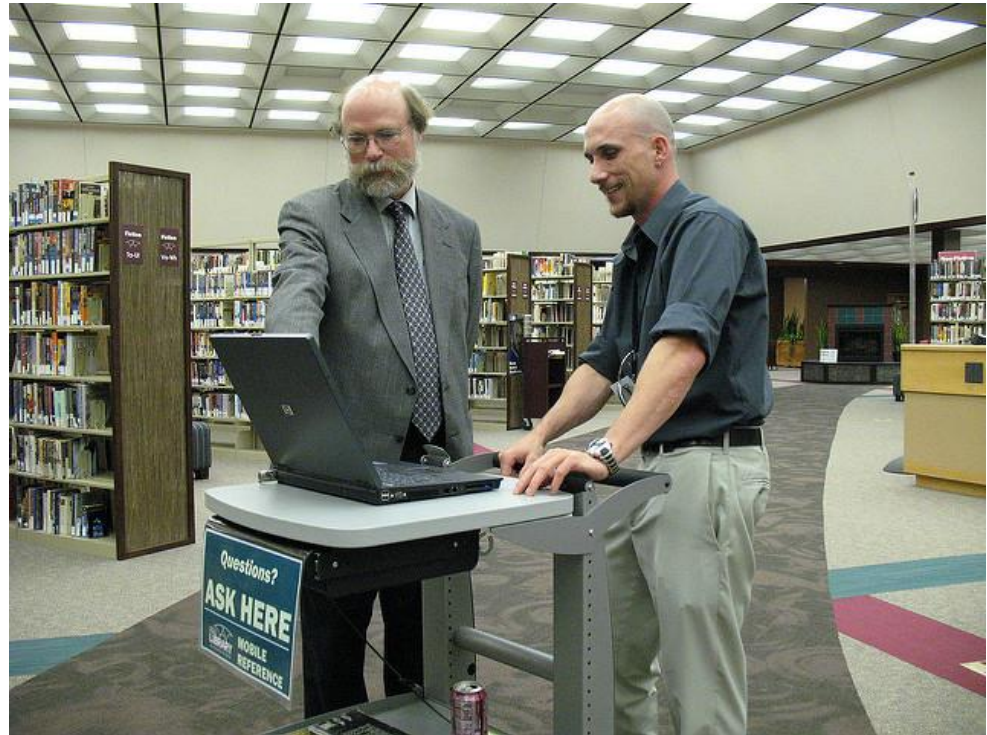


BEING PROACTIVE

- More opportunities for interaction
- Move around
 - Roam close to the desk
 - Roam where customers browse
 - Roam computer area



PROACTIVE 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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