

Customer Service for Library Staff

How to create and maintain positive
customer service

Workshop Presenter MARION FOX

This practical and interactive workshop will impart excellent communication skills, attitudes and behaviour for all library staff.

Participants will understand how to:

- > Recognize the importance of their role in the provision of a total quality library service.
- > Review what is working well and what could be developed in customer service.
- > Provide genuine service through planned questioning and active listening.
- > Influence customers positively by careful use of language
- > Defuse difficult people and situations.
- > Develop a personal action plan.

Who Should Attend

Library staff in front line roles with internal and external customers.

**WITH SPECIAL DISCOUNTS
FOR ALIA MEMBERS.**

Strictly Limited Numbers

Numbers are limited to 25 to permit meaningful interaction between the group and to allow Marion Fox to give personal attention to the individual needs of participants.



WORKSHOP DATES

Sydney
9 August 2011

Adelaide
22 August 2011

Melbourne
7 September 2011

All participants
will receive a
certificate of
accomplishment.

Library Best Practice Customer Service

Any library's customer service level is only as good as its staff's.

Staff with professional customer service skills automatically improve customer satisfaction. Happy customers are likely to use more of the library's services and give positive feedback to the user community and resource provider.

Staff employing good listening skills and questioning techniques will have reduced interaction time with customers. They will be able to clearly explain next steps in any process and confirm that the customer is satisfied. The library will service more customers in less time, substantially increasing staff performance and resource productivity.

This course will show front line library staff quality customer service skills, giving them a consistent process and language for dealing with customers and creating a brand of excellence for their library.

Strictly Limited Numbers

To ensure optimum learning, this workshop is limited to 25 participants.

The Program

Library Objectives and Charter

- > What are you trying to achieve for the customer

Representing Your Library

- > Marketing internally and externally
- > What the customers want and expect from you
- > Clarifying your role
- > Satisfaction vs service (surprise and delight)
- > Critical moments for the customer
- > Service cycle and performance standards
- > Accepting responsibility for customer communication
- > What is working well?
- > What improvements can be made?

Styles of Service - Maintaining a Professional Image (Process)

- > The factors
- > The freezer
- > The friendly zoo
- > Quality service
- > What are we aiming for?

Discussion – how customers view us and how we view each other

Service Orientation - Working with Internal and External Customers

- > Effective teamwork
- > How well do you work as a team?
- > Phases of teamwork

Systems and Procedures

- > Communication Channels
- > Feedback, Support, Follow-up

Discussion – what is working well and how to polish and develop internal service

Maintaining a Professional Image (Skills)

- > Face-to-face communication
 - Importance of first impressions
 - Non-verbal communication
 - Assertive communication – difference between assertive, non-assertive and aggressive communication
 - Active listening – questioning tone of voice
 - Killer phrases – avoiding the wrong words
- > Telephone communication
 - Making calls
 - Receiving calls
 - Building rapport
- > Email
 - Things to remember

Dealing with Difficult People and Situations

- > What causes the most stress?
- > What are your current coping mechanisms?
- > Identifying a difficult situation
- > Empathise
- > Look for alternative solutions
- > Take action

Summary, Action Plan and Evaluation

- > Committing to a personal action plan

Program Timetable

Registration & Coffee	8.30am	-	9.00am
Morning Tea	10.45am	-	11.00am
Lunch	12.30pm	-	1.30pm
Afternoon Tea	3.00pm	-	3.15pm
Close	5.00pm		

Breaks and lunch fully provided.

Workshop Presenter

Marion Fox has been conducting training and development programs for the past 20 years in both the public and private sectors in Australia and overseas.



Her impressive list of clients include major national and global corporations, universities and public sector organizations at all levels of government.

Marion has designed this course for library staff wishing to build upon their already considerable professional skills by delivering excellent customer service. It will provide a framework for ongoing professional development and performance excellence.

Marion's workshops are based on practical experience, sound adult learning principles and relevant skills knowledge.

QUALIFICATIONS

- Bachelor Behavioural Sciences
- Post Graduate Diploma of Applied Psychology
- Certificate IV in Workplace Training and Assessment 2007

Training staff to establish rapport and make customers feel good whenever they make contact will give your library a reputation for excellence and responsiveness.

VENUES

SYDNEY

9 August 2011
QUAY WEST SYDNEY
98 Gloucester Street,
The Rocks NSW 2000
Tel: (02) 9240 6000

ADELAIDE

22 August 2011
SEBEL PLAYFORD
ADELAIDE
120 North Terrace
Adelaide SA 5000
Tel: (08) 8213 8888

MELBOURNE

7 September 2011
THE SEBEL MELBOURNE
394 Collins Street
Melbourne Vic 3000
Tel: (03) 9211 6600

IN-HOUSE

Enquiries conducting
Customer Service
for Library Staff in-house
to Jill Moor at PICS
on (03) 9835 8900 or
jillmoor@pics.com.au

Registration and enquiries, please contact:

Jill Moor - P.I.C.S.
PO Box 1040
Hawthorn, Vic 3122
T: 03 9835 8900
F: 03 9835 8999
E: registrations@pics.com.au

Register Online:
www.pics.com.au

PERFORMANCE
IMPROVEMENT
CONFERENCES &
SEMINARS

P i C S
www.pics.com.au

Fee: The registration fee, including GST, is \$660 per attendee including lunches, refreshments and workshop papers.

ALIA Discount: A special discount is offered to current members of ALIA, (individual and institutional). The registration fee, including lunches, refreshments and workshop papers is \$594

Registration: Register online at www.pics.com.au or forward the completed registration form by fax, post or email to secure your place. Payment must be made prior to the workshop

GST: Fees quoted include 10% GST. Registered entities will be able to claim an input tax credit for GST charges on taxable supplies made by PICS. It is the responsibility of those entities to assess their eligibility for any such tax credit.

Payment: On receipt of your registration a GST invoice will be issued by PICS. Payment may be made by cheque payable to PICS, credit card, or electronic transfer.

Cancellations: Should you be unable to attend, a substitute attendee is always welcome at no extra charge. Alternatively, we will make full and prompt refund for cancellations received fourteen days prior to commencement of the workshop less a 20% administration fee.

Accommodation: If accommodation is required it may be booked privately at the conference hotel. Ask for the conference discount rate.

Single accommodation is:

SYDNEY	Quay West Sydney	(02) 9240 6000
ADELAIDE	The Sebel Playford	(08) 8213 8888
MELBOURNE	The Sebel Melbourne	(03) 9211 6600

REGISTRATION FORM

PICS ABN: 15 062 943 766

One form per person.
Photocopy if necessary.

Customer Service for Library Staff

Please complete and return with your payment to PICS as soon as possible. Registration Fees are payable in advance.

Surname _____

First Name (for badge) _____

Position _____

Company Name _____

Address _____

City _____ Postcode _____

Tel () _____ Fax () _____

Email _____

I wish to attend: SYDNEY ADELAIDE MELBOURNE

Discount: ALIA DISCOUNT

CHEQUES PAYABLE TO P.I.C.S. OR CHARGE TO:

VISA MASTERCARD AMEX DINERS

Account Number _____

Name (Please Print) _____ Expiry Date _____

Authorised Signature _____ Authorised Amount _____

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In the event of unforeseen circumstances, PICS reserves the right to substitute other speakers or otherwise amend the program as necessary.