**Facilitated Customer Service: Service made easy**

Staff at PCCLD make it easy for customers to get the Library resources they want. Most materials and services are available for self service, easiest for some. Others prefer staff support. From checking out materials and recommending good reads to scheduling time for in-depth support, staff are available to help customers make best use of the many Library resources.

Staff are routinely measured for success within the four phases of a customer service interaction: initiation of service, communication of information, elevating need to content experts, and motivating customers to use other Library services. Service expectations include:

**Initiate** –

Staff are available

* Be at full attention when customers are present, saving other tasks for off-desk time
* Be identifiable, with name tag, mobile technology, and professional attire

Staff initiate service

* Speak first by greeting customers and offering service
* Seek out customers when not engaged in a service interaction

Staff serve with good cheer and empathy

* Connect with customers by repeating the understood customer need, find common ground/agreement, or voice a confirming statement
* Smile and make eye contact with customers moving through the area
* Adjust communication style as needed

**Communicate** –

Staff meet the need

* Share information about events and services
* Provide options when a customer request cannot be met immediately
* Walk customers to items
* Follow-up to ensure customer understands information presented

Staff maintain order

* Use the 5-Step Method of Influencing Customer Behaviors
* Give more attention to situations that seem suspect
* Submit incident reports
* Employ strategies to de-escalate heightened customer response to an issue
* Properly address issues with gate alarms
* Call 911 when necessary

**Elevate** –

Staff master the art of the hand-off

* Recognize when a customer’s need goes beyond scope of front line staff
* Identify expert staff to support requests that require more skilled knowledge
* Share feedback methods such as physical and online forms
* Initiate materials requests in response to identified needs
* Initiate work orders to ensure well maintained and equipped facilities

**Motivate** –

Staff upsell to drive results

* Share current talking points
* Share new services and materials
* Share news of upcoming events
* Invite further engagement with library services