STRATEGIES FOR SUCCESS:
REMOTE REFERENCE SERVICE
WITH FACE-TO-FACE QUALITY

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Mary Reinertson-Sand
Kathleen Spencer
OBJECTIVES

What is Great Customer Service?
Why it’s important
Elements of Great Service
Service with Enthusiasm and Compassion

WHAT IS GREAT CUSTOMER SERVICE?

- Satisfies/Responsive
- Prompt
- Organized
- Compassionate
- Proper Etiquette
- Attitude
WHY IS IT IMPORTANT?

Customer Loyalty

"TREAT EVERY CUSTOMER AS THOUGH THEY WERE YOUR FAVORITE CELEBRITY, HERO, NEIGHBOR, OR YOUR GRANDMOTHER."

*Customer Satisfaction is Worthless; Customer Loyalty is Priceless*

Jeffrey Gitomer
REMOTE REFERENCE SERVICE

Face to face communication
• 55% body language
• 38% tone of voice
• 7% words used

Telephone communication
• 82% tone of voice
• 18% words used

Email communication
• 100% words used?

HOW DO WE PROVIDE GREAT TELEPHONE SERVICE?
• Answer the phone
• Be friendly and personable
• Take good notes
• Clarify their expectations
• Find out what they want, not just what they need
• Prompt responses
CONTINUED…

- Under promise – over deliver
- Give the service you’d hope your grandmother would receive
- Thank the client for contacting you

WHAT IS DIFFERENT ABOUT EMAIL REQUESTS?

- No body language to be read
- No tone of voice to be understood
- No immediate response from librarian
- No immediate response from client
EMAIL REQUESTS CONTINUED:

• Be friendly and personable in your text
• Clarify their expectations with email replies
• Provide prompt responses
• Using Caps: DON’T!!
• Thank the client for contacting you

ADD THESE:

• Respond ASAP even if you are not ready to answer
• Provide vacation notice if you will be out
• Never forward an email without the author’s permission
• Double check the client’s email address
• Use the subject line!
AND THESE…

• Organize your responses by topic – use bullets
• List the most important info at the top.
• Make sure all your links work
• Proofread, proofread, and proofread
• Close with an offer of follow-up
• Add a graphic!

DO YOU EVER HAVE DIFFICULT CLIENTS?

• Use open ended questions
• Don’t be afraid to ask for clarification
• Paraphrase if possible
• Use a closed question when appropriate
• Avoid saying No
• Keep your cool!
“PEOPLE DON’T REMEMBER WHAT YOU SAID AS MUCH AS HOW YOU MADE THEM FEEL.”

Chris Thompson, Microsoft Customer Service Trainer

ACTIVITY!
ELEMENTS OF GREAT SERVICE

- Determine what they want
- Error on the side of too much communication
- Under promise and over deliver
- Give the service you’d give your grandmother
- Proofread your response
- Make your client’s day!

JOHNNY THE BAGGER
GREAT SERVICE COMES FROM THE HEART!