**Lead with your customer: Opportunities at your local library**

Jeff Kober

This presentation was significantly longer than the presentation he gave at lunch.

Why do we provide GREAT customer service? Most frequently stated was that we want our patrons to have a positive experience so they will make a return visit. You must understand their needs—to be heard and understood, to belong & contribute, to feel stable & in control, to feel significant & special, to be successful & reach one’s potential. (Notice how these ideas would apply to your staff, not just your patrons.) Have you ever walked in their (patron or staff) shoes to discover what they have been experiencing? What are the positive & negative perceptions of your organization? What is your leadership style? (analytical, driver, expressive, amiable)

Know your six P’s—Promise, people, place, process, product, price. Deliver more than you promised.

Promise < people + place + process + product >Price (what is received is more than the cost of providing the promise).

How do you build the brand or, how do you make people want to return or work at your library?

People—provide the product, build relationships and have INTERACTIONS (not just transactions).  
Place—should feel like grandma’s house. Should be accessible and convenient to use.  
Process (policies)—what can you back off of? When can you back off? Are they lousy rules?  
Product—know your product, how do you tailor your service, how do you show that you are more than a large warehouse of materials?

Provide service to difficult customers. Use the L.A.S.T. model:  
**L**isten actively not passively. Be empathetic. Let them know you understand how they feel.  
**A**pologize  
**S**olve the problem  
**T**hank them sincerely.

\*\*\*\*\*\*\*\* The greater the severity of the issue the more responsibility you have.

**Chain reaction of excellence model**   
Leadership excellence-🡪 Engaged Employees🡪 Highly satisfied customer🡪Long term loyalty & success.

Great leaders use influence and not control.

Planned follow-up library activity: I will invite faculty who are ‘great teachers’ to see how they act as leaders in their classrooms.