C3 Customer-Centred Classification

Replacing Dewey for Better Merchandising and Customer Service

OLA 2009 Session 316
9:05 a.m. January 29, 2009
Session Outline

• Context & Origins of C3
  – Debbie Walker, Director, Library Strategy & Innovation

• Operational Outcomes & Measures
  – Andrea Cecchetto, Manager, Markham Village Library

• Implementation Challenges & Wins
  – Suraj Sharma, Manager, Technical Services

• C3 for Children
  – Amy Dolmer, Teen Librarian, Markham Village Library

• Q & A
C3 Defined

• Customer-Centred Classification
• A new classification system designed from a customer perspective
• Replaces Dewey
• Part of our strategy for merchandizing library collections
• Went live December 15, 2007
Lifestyle & Family

DEWEY

636
.800
929
MYR

C3

LF
1910
MYR
Biography

DEWEY

973 .0496 073 0092 OBAMA

C3

BI 5171 OBAMA
Richmond Library of the Future
Media Cascades

Power Wall
Dewey meets Merchandizing
Strategic Planning

• Strategic planning
  – Focus on customer experience
• Why do we Dewey?
Who is Dewey?

- Designed as a 19th century inventory system for closed stacks retrieval
- Not designed to be easy for customers in self-service public libraries
Who is Dewey?

- Dewey-World 1876
  - Religion (200-299) dominated by Christianity (220-289)
  - 600s (technology) don’t include computer science (004-006)
  - History over-emphasizes American history
  - Literature dominated by U.S.
What’s wrong with Dewey?

• Long strings of numbers and letters
  – Confuse and frustrate customers
  – Slow down sorting and shelving
  – Slow down finding a specific item

• Impact on material flow
  – Efficiency
  – Turnover
People just don’t get it
Other Solutions to Dewey

- Maricopa – Dewey or don’t we?
  - To make the library as easy as a bookstore
  - 75% wanted a browsable collection
  - The world doesn’t think like librarians do
  - Numbers scare customers
Dewey or don’t we?

DEWEY
973
.0496
073
0092
OBAMA

MARICOPA
POLISCI
US

C3
BI
5171
OBAMA
C3 – Thinking like a Customer

• The best of Bookstores
  – Browsing-friendly
  – Intuitive finding

• The best of Dewey
  – Finding specific items
941.085092

- BI 5173
- Biography – Royalty
How do customers like C3?

Customer Survey 2008:

“Not too familiar with C3-more familiar with Dewey. C3 straight forward and easy.”

“Books are easy to find (library is very spacious-which makes it comfortable for browsing).”
How do customers like C3?

Customer Survey 2008:

“It's faster to find what I'm looking for”

“It’s better organized now than before”

“The sections are well-labeled and obvious - you know exactly where to look"
How do customers like C3?

Customer Survey 2008:

“I like the combination of bookstore categories and call numbers.”

“C3...it works. It does what its suppose to”.

“Books are in nice categories”
How do customers like C3?

It wasn’t all good:

“Didn't even notice the new system until it was pointed out over the course of this survey.”

“It is confusing right now because this branch is different from the others.”
How do customers like C3?

Customer Survey 2009:

Are you finding what you need?

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87%</td>
<td>100%</td>
</tr>
<tr>
<td>No</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>
How do customers like C3?

Customer Survey 2009:

Are you looking for something specific today?

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>59%</td>
<td>44%</td>
</tr>
<tr>
<td>No</td>
<td>41%</td>
<td>56%</td>
</tr>
</tbody>
</table>
How do customers like C3?

Customer Survey 2009:

Are you browsing?

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>80%</td>
<td>82%</td>
</tr>
<tr>
<td>No</td>
<td>20%</td>
<td>14%</td>
</tr>
</tbody>
</table>
How do customers like C3?

Customer Survey 2009:

Was it easy to find items in the Non-Fiction collection?

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>78%</td>
<td>96%</td>
</tr>
<tr>
<td>No</td>
<td>22%</td>
<td>4%</td>
</tr>
</tbody>
</table>
C3 in the Branch

Feedback from Staff:

“It is easy to find books since there aren’t so many numbers – the categories are really helpful for customers and since there are only four numbers, it looks nicer. It is easier for shelving and easier to help customers. It makes my job easier”.

- Eddie, MV Page
C3 in the Branch

Feedback from Staff:

“I dream in Dewey. However, I can see that C3 is more efficient from the staff’s perspective. There is no reason for a public library to have to go to 16 decimal points. The subject categories are what does it for most customers”.

- Pat, MV Circulation Supervisor
C3 in the Branch

Feedback from Staff:

“In the beginning I didn’t like it. It didn’t feel like a library without Dewey and I wasn’t used to it. Now that I’ve used it for some time, I’m more familiar with it and can see how the customers really like it. It is quite user friendly”.

- Peggy, Information Services
C3 in the Branch

Feedback from Staff:

“I love the browsability of it. It feels more like a bookstore where things are new and clean looking and easy to scan”.

- Cera, Librarian
C3 in the Branch

Retrieving items:

<table>
<thead>
<tr>
<th>Test</th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test #1</td>
<td>20 min</td>
<td>7 min</td>
</tr>
<tr>
<td>Test #2</td>
<td>15 min</td>
<td>4 min</td>
</tr>
<tr>
<td>Test #3</td>
<td>13 min</td>
<td>3 min</td>
</tr>
<tr>
<td><strong>Average Time</strong></td>
<td><strong>16 Minutes</strong></td>
<td><strong>4.6 Minutes</strong></td>
</tr>
</tbody>
</table>
# C3 in the Branch

## Retrieving Items – Impact on Productivity:

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items per hour</td>
<td>37.5</td>
<td>130</td>
</tr>
<tr>
<td>Items per year</td>
<td>65,625</td>
<td>227,500</td>
</tr>
</tbody>
</table>

**Increased Productivity with C3:** 346.7%
C3 in the Branch

Shelving items:

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test #1</td>
<td>115 min</td>
<td>25 min</td>
</tr>
<tr>
<td>Test #2</td>
<td>115 min</td>
<td>21 min</td>
</tr>
<tr>
<td>Test #3</td>
<td>55 min</td>
<td>14 min</td>
</tr>
<tr>
<td><strong>Average Time</strong></td>
<td><strong>95 min</strong></td>
<td><strong>20 min</strong></td>
</tr>
</tbody>
</table>
C3 in the Branch

Shelving Items – Impact on Productivity:

<table>
<thead>
<tr>
<th></th>
<th>Dewey</th>
<th>C3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carts per hour</td>
<td>0.63</td>
<td>3</td>
</tr>
<tr>
<td>Cost per cart</td>
<td>$15.87</td>
<td>$3.33</td>
</tr>
<tr>
<td>Carts per year</td>
<td>1,102</td>
<td>5,250</td>
</tr>
</tbody>
</table>

Increased Productivity with C3: 476.4%
Dewey Quiz Time

641.5635
C3 in Technical Services

The Plan - Merchandizing

• Collection codes created for merchandizing categories
• Using group editor the collections converted to merchandizing categories based on Dewey ranges
• Merchandizing labels affixed based on Dewey ranges
• C3 numbers developed
C3 in Technical Services

The Challenge

• Staff reaction
• Impending re-opening
• Assigning of C3 numbers
• C3 numbers did not cover all subjects
• More than one subject in book
C3 in Technical Services

The implementation
• C3 easy to use
• Extra staff brought in
• Adjustments made to C3
• Customers perspective
• Listened to staff input
• Constructive use of staff criticism
• C3 tweaked
C3 in Technical Services

Success
- Biography collections
- Juvenile collections
- Plan to C3 other collections
398.20948901
Ander

• Fairy Tales – Denmark
• JLF 6426 Littl
C3 For Children

Children’s Collections:
• Contain as many subject areas as their adult counterparts, but with different areas emphasized.
• Contain materials that are found exclusively, or almost exclusively, in children’s collections.

Children:
• Are more frequent researchers than adults.
• Are more often on deadline.
• Are at vastly different stages of intellectual maturity.
Challenges in Expanding C3 to Include Children’s Collections

Merchandizing Categories:

• Were in place before the reclassification project began, and have undergone some changes.

• Needed to have kid-friendly names.

• Needed, in some cases, to have different subjects represented therein, in accordance with a kid’s-eye view of the world.
Challenges in Expanding C3 to Include Children’s Collections

Sub-Categories:

• Needed to have kid-friendly names (for small shelf labels).
• Quite frequently needed to be expanded, with new numbers created, to accommodate subjects that are more popular with children.
• Needed the classification numbers to match adult classification numbers.
Challenges Overcome

Children’s framework:

• Maps almost directly to adult C3. Where expansion was necessary, expansion occurred for both adult and children’s C3. Cataloguers need only use a single document.

• In determining which subjects belonged in which merchandizing categories, we simply asked children for their opinions, using a very simple verbal survey.
Next Steps

• Working with operational collections.
• Judgement calls regarding subject.
• Educating the public and staff.
Dewey Quiz Time

391.65
391.65

- Tattoos
- LF 1200
Questions?

imagine learn grow