

An Integrated Service Model

Discovery Service @ EPL



**Ontario Library Association Conference
January 2016**

Spread the words.

Discovery Service

It started with some questions.



Which of these is not like the other?



Information Services Revisioning



Linked to our Vision and Focus

EVOLVE OUR DIGITAL ENVIRONMENT:

OBJECTIVE 1:
EPL HAS DEFINED AND CREATED A DIGITAL PUBLIC SPACE IN COLLABORATION WITH COMMUNITY AND PARTNERS. DIGITAL ONLINE SPACES ARE INTENDED TO PROVIDE A VENUE



Our goal is to create a digital environment that fuels Edmontonians' experimentation, discovery and wonder, delight and engage our customers with incredible content, collaboratively-created and nurtured digital public

DESIRED IMPACTS:

1. EPL public digital spaces are welcoming and accessible to all
2. Edmontonians use EPL's digital public space and tools for online experimentation.
3. EPL is recognized as a leader for its online content and spaces.

* Online spaces created for sharing and collaboration.

TRANSFORM COMMUNITIES:

OBJECTIVE 1:

MISSION

WE SHARE.

EPL shares expertise, information, technologies and spaces with Edmontonians for learning, connecting, creating, discovering, enjoying and enriching our communities.

VISION

EPL is the gathering place for people and ideas, enabling a lifetime of learning, engagement and possibility for every Edmontonian.



Our goal is to grow literacies and life skills for an active, engaged community to enhance their health and success. The input and ideas of our diverse communities will drive our services.

DESIRED IMPACTS:


1. Socially excluded communities confidently engage with the library to contribute their views to service development.
2. EPL and its services are considered to be an essential part of eliminating homelessness and poverty.
3. Literacies and life skills of Edmontonians are improved.
4. Increase in organizations partnering with EPL on literacy.

STRATEGIC GOALS
TO REALIZE OUR VISION BY 2018 WE WILL:



JUST GETTING STARTED!

2014 – 2018 EPL Strategic Goals
2014 – 2016 EPL Business Plan



The Discovery Service Team

Imagine,
Incubate,
Innovate!



Putting It All Together

Discovery Services

Discovery Services is a single, all-encompassing approach for membership, reference, advisory, referral, digital literacy and technology services... and what underlies it all — Customer Service!



The Components

**Surprise and
Delight**

Search

Spread the Words

Make it Personal

Learn

Recommend

It Was Pretty Much Like This



Discovery Service



Customer Service

That's What It's All About

The 5 C's of Customer Service



Customer Service –

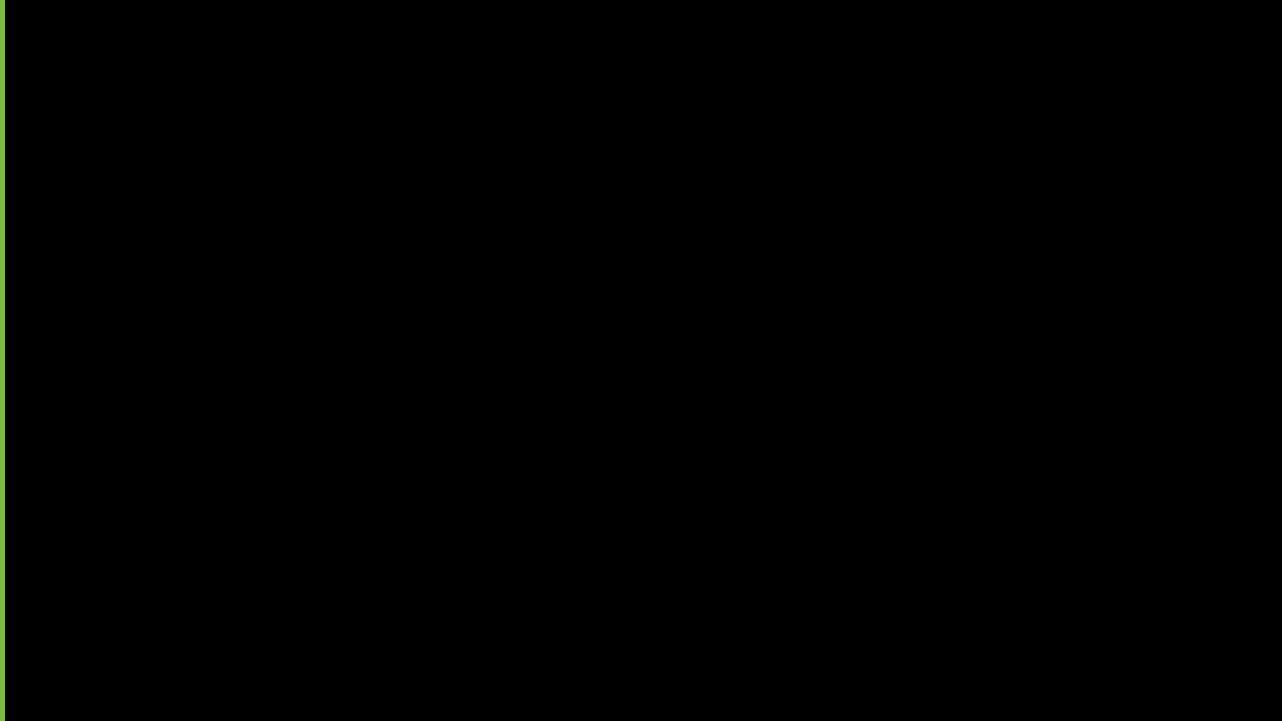
It's Personal

Our Customer Service Training

EPL Created
EPL Delivered



It's Personal: The Video



Customer Service @ EPL II: It's *Still* Personal



Challenging the Expert Model



Search Strategy Training

**Strategies that
apply across the
board**

**No individual
database training**



Discovery Conversation Training

**“...a creative,
problem-solving
process that is
collaborative.”**

Catherine Sheldrick Ross.

Kluegel, K., & Ross, C. (2003). The Reference Interview. *Reference & User Services Quarterly*, 43(1), 37-43.



Co-Learning Training

**We Learn From
Each Other, and
We Learn as We Go.**



Engaging Our Staff

Getting Staff and Managers Onboard

- **Contests**
- **Forums**
- **Performance Objectives**
- **Peer Recognition**

Meet the Roving Rockstar Award



How Are We Doing?

Secret Shopper Evaluations

“Let you know what is happening ‘in the trenches of you business, at the moment of truth, where your customers meet your frontline teams”

What We Evaluate

- **Staff Identification & Personal Appearance**
- **Staff Demeanor**
- **Roving and Greeting**
- **Our Physical Library Environment**
- **Overall Customer Experience**

Evaluating Through Scenarios

- **Recommending**
- **Youth Services**
- **Membership**
- **Digital Literacy**
- **Fund Development**

The Follow-Up Questions

So What?

Now What?

Smile, Smile, Smile!



Understanding What Our Customers Want

Incorporating Our Community-Led Service Philosophy

- **Role of our Community Librarians**
- **Tracking questions**
- **Customer feedback**

2016!

What's Got Us Excited!

What's Next?

- **Service Triage Training**
- **De-escalation Training**
- **Results of 2015 Secret Shopper visits**
- **Workforce Development Services Intern Report**
- **Results of staff confidence survey**

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