INSPIRING INNOVATION IN SERVICE

Bringing Customer Service Trends to Library Services
Join the Conversation

#innovatelib
#OLASC17
Our story ...
Please join us for a CSSC Forum...

Library Services: Thinking Outside the Box

Tuesday, December 15 at 2:00 pm in TSC 121
or
Wednesday, December 16 at 10:00 am in TSC 120

RSVP to Doodle Poll by Friday, December 11
“Patrons will judge the service they receive in a library against comparable retail experiences, whether it’s a bookstore or Apple store, […] there’s an expectation in terms of how patrons interact with technology [and staff]…that they bring with them when they enter the library. For the library to remain relevant and continue to engage their users, they have to step up their game.”

Matt Enis, “Meet the Tabletarians” Library Journal
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MOBILE FIRST
MOBILE FIRST

“Good for our catalogue”

“Users won’t have to resize regular, full size catalogue or website”

“We need to make our library website responsive ASAP!”

“Could potentially increase use of our services like My Library Account.”
GOOGLE INDOOR MAPS

GO INSIDE WITH INDOOR MAPS

Create a more convenient and enjoyable visitor experience at no cost, available on Google Maps across all devices.
“Could be across campus map”

“This would save library staff a lot of time.”

“It would be awesome if we could get call #s into it”

“It could show users where our learning zones are.”

“Yes Duh- NOW!”
What did we learn?

• Stepping off point to developing innovative and user-centred services

• Foundation in building culture of innovation

• Taking risks

• Value in failing
innovation, _n._

_a._ The action of innovating; the introduction of novelties; the alteration of what is established by the introduction of new elements or forms. †Formerly const. of (the thing altered or introduced).

_b._ Révolution (= Latin _novæ res_). _Obs._
Work + Play =  

FUTURE ARCHAEOLOGY

www.StrangeCosmos.com

OUR BEST GUESS IS THAT IT WAS SOME SORT OF LATE 20TH CENTURY PRISON...
“The options for incorporating play into the library workplace are numerous, but what is most important is that libraries provide environments that allow employees to dream.”

“A rigid, overly structured environment can squelch the possibility for spontaneity and improvisation that lead to imaginative journeys.”

“Only libraries willing to step out of their comfort zone will thrive in the 21st Century.”

Barriers to Library Innovation

• Conflict between efficiency and new ideas.

• Structure of library work

• Libraries are afraid to fail

• Lack of risk-taking behaviour

Jantz, Ronald C. Library & Information Science Research (2012)
“Culture eats strategy for breakfast”

Peter Drucker, Management Consultant
“Without a structure established and legitimized, putting new ideas into practice is proving difficult”

“Overcoming” Accenture (2007)
Framework for Managing Innovation

1. Idea generation and identification
2. Concept development
3. Concept evaluation and selection
4. Development
5. Implementation

# Needs and Drivers for Innovation

<table>
<thead>
<tr>
<th>Needs</th>
<th>Drivers</th>
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<tr>
<td>• Integration between Functions</td>
<td>• Market pull</td>
</tr>
<tr>
<td>• Exploitation of new innovations</td>
<td>• Technology push (IoT)</td>
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<tr>
<td>• Open Innovation</td>
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Four Approaches to Open Innovation

- Directed, invitational
- Directed, participative
- Suggestive, invitational
- Suggestive, participative

gartner.com/SmarterWithGartner
Trendwatching 101

• Why? → Discover new user expectations.
• Trends vs. Fads
• Be universal → Step outside the box of library land
  • Hospitality, retail, technology industries
• It takes time → make it a habit
• Be curious and open minded
• Don’t do it alone
Trendwatching Sources

• Trendwatching
• Trendhunter
• Smallbiztrends
• PSFK.com
• Springwise.com
• TechCrunch
• Mashable
• Gartner

• Forbes
• Harvard Business Review
• Ted.com
• Blogs
• White papers
• News Reports
Trends in Customer Service 2017

• Artificial Intelligence
• Social media $\rightarrow$ increased engagement
• Self-service
• Omnichannel
• Internet of Things
• Big Data
• Personalized Service
Explore!

For each discuss:

1) Could we do this in a library setting? What could that look like?

2) What concerns do you have?
• Favourite example?

• Least favourite example?

• Any other ideas/additional thoughts?

Discuss!
Key Takeaways

• Libraries are competing with industry.
• Embed innovation into library culture.
  ✓ Strong leadership
  ✓ Time/space to explore
• Leap! Try, fail, try again, succeed.
• Strategy is important.
  • develop an innovative framework
Thank-You!
Keep the Conversation Going!

#innovatelibs
#OLASC17

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Images

“Mobile First”

“Google Indoor Maps”
https://www.google.com/maps/about/partners/indoormaps/

“Google HQ in Los Angeles”
https://i.cbc.ca/1.3405451.1452873033!/fileImage/httpImage/image.jpg_gen/derivatives/original_620/google-drumkit-california.jpg

“Google HQ in Toronto”
https://www.flickr.com/photos/mathewingram/3082735263/in/album-72157611151307287/

“Working in Van”
http://thevanual.com/working-and-living/
Images

“London UnLab”
https://wiki.hackerspaces.org/UnLab

“Strange Cosmos Cartoon”

“Markham Public Library TedX”
http://www.accessola2.com/superconference2016/sessions/1200WE.pdf

“Gartner Open Innovation”
http://www.gartner.com/smarterwithgartner/develop-an-open-innovation-framework/
Works Cited


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