ADVENTURES IN CONVERSATION

“nurturing customer relationships and capturing impact through service culture change”

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Cultural Change

To place our **customer** and their **experience** at the heart of all we do

- Values-based with ownership, shared responsibility, teamwork, innovation and leadership as drivers rather than hierarchy
- Service performance measured by impact and outcome rather than output and process
- Ability to articulate the difference our services make and gather impact evidence through open and honest conversation
- Use our impact evidence to further develop our service
- Develop advocacy amongst our customers and staff
OUR QUALITY MODEL

1. ownership & responsibility
2. benefit & value led
3. impact & outcome not output
4. big picture

customer at the heart
OUR 7 STEP MARKETING TOOLKIT

STEP 1: Agree our strategic direction

STEP 2: Identify our service offers and undertake SWOT and PEST analysis

STEP 3: Identify and segment our customers

STEP 4: Match our services to our customer segments

STEP 5: Transform our service offers into benefits

STEP 6: Form benefit-centred messages

STEP 7: Plan our campaigns
Our Quality Promises

CUSTOMER CARE
Every time you talk to us you will meet approachable, knowledgeable, caring staff whose key motivation is to help you and ensure you get the most out of library services.

CUSTOMER SUPPORT
We will give you help and support to enable you to use library resources to best effect.

COMMUNICATION
You will always have the information you need to ensure that you are aware of service developments that may affect you.

EQUITY
No matter where you are, when or how you reach us, we will strive to deliver an equivalent library service.

FEEDBACK
We will always consider your comments and suggestions and respond to you. We will take action and develop services where appropriate.

KNOWING OUR CUSTOMERS
We will always treat you as an individual and where possible will deliver support and services to meet your specific needs.

LIBRARY SPACES & ENVIRONMENTS
Library spaces and virtual learning environments that are responsive to your learning needs.

RESOURCES
You will have access to appropriate resources when you need them.

SKILLS FOR LEARNING
You will have the opportunity to develop information literacy skills that will help you to use library services to your best advantage, support your academic progress and your future development.
Our Quality Model Campaign

Ownership for customer audiences
Timely
Contextualised

IMPACT
Articulate difference & impact
Listen to customer experience
Develop customer advocacy and staff confidence

capture use share
NURTURING CONVERSATION through social media

TECHNOLOGICAL RETICENCE ADDRESSED BY:

• Strong communities of practice
• Leadership from natural adopters
• Developed ownership amongst all staff teams
• Interactive development sessions

CONVERSATIONAL RETICENCE ADDRESSED BY:

• Marketing workshops - developing ownership for customer groups
• Planned service-wide quality-based conversational themes that could be adapted and contextualised for individual audiences
• Involvement of wider teams through planning and development
OUR CONVERSATIONAL TIMELINE
Conversational Campaigns

As part of our Open Access promotional displays within our library buildings, we made some banners to hang from our tables.

This is one of the displays we made to promote our eBook resources - it all had a very spooky theme!

Here is our Open Access flyer. Open Access was part of our Resources / Skills for Learning promotion. The orange and yellow international branding for open access tied in beautifully with our quality promise colours and hallowe'en.

This picture shows you some of the shelf edge labels we created to support our Resources promotion. We

Here is a page of the stickers we stuck on our books to make our customers aware that the book is also available.
It's good to talk!

AMONGST OURSELVES
• Our customer at our heart
• Engaged staff
• Culture of conversation
• Impact and advocacy

WITH YOU ALL
• Sharing our adventures
• Conferences and articles
• CILIP PPRG Marketing Excellence Gold Award Winners 2012/13
keep on talking... 

http://uosinternetlibrarian.wordpress.com

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