

CONTENTS

<i>List of Figures</i>	<i>vi</i>
<i>List of Abbreviations</i>	<i>xiii</i>
<i>About the Editor</i>	<i>xv</i>
<i>About the Contributors</i>	<i>xvii</i>
<i>Acknowledgments</i>	<i>xix</i>
<i>Introduction</i>	<i>xxi</i>
1. “Customer Service”—What’s the Big Deal?	1
Stephen Mossop	
What’s in a Name?	1
Thinking Like a Customer	6
Mapping Your Customer’s Experience	9
Customer Service Standards	13
Building Customer Relationships	14
2. Staffing the Front Line	17
Stephen Mossop	
Recruiting, Developing, and Rewarding Staff	17
Listen and Learn	25
3. Marshalling a Century of Experience: Customizing Services for the Next Generation of Users	31
Esther Woo	
An Institution Amidst Rapid Changes	31
Historical and Emerging Roles of the Libraries	33
Holistic Approach to Building a Service Culture	35
Knowing the Users and Striving for Continuous Quality Assurance	36
Nurturing a Customer-Centered Team	42
Strategic Application of User and Staff Surveys	46
Next Goal—All-Dimensional Experience	48
4. Customer Service in a 24/7 Environment: The Exeter Experience	51
Roxanne Crabb	
Background	51
Why Rove?	52

Initial Training and Mobilization	54
Maintaining a Roving Culture	58
Roving and Communication	60
Recognition and Feedback	63
Ongoing Challenges and Developments	65
5. Customer Service at Victoria University, St. Albans Campus Library	67
Tracy Dexter-Ingram	
Customer Service: What Does it Mean to Me?	67
Organizational Structure	68
VU Focus on Customer Service, Drivers, Etc.	69
Library Structure	70
Our Libraries	71
Library Focus: What Does Customer Service Mean to Us as a Service	73
St. Albans Campus Focus: What Does Customer Service Mean to Our Staff?	75
How Do We Recruit for Customer Service?	76
How Do We Train Staff?	78
Student Mentors: Rovers, Student Assistants, Research Ambassadors, and Writing Space Mentors	79
How Do We Know When We are Getting it Right?	80
What Have We Learnt So Far?	80
Future Considerations?	81
6. Innovations in User Services at Sabancı University Information Center	83
Mine Akkurt	
About Sabancı University	83
About the Information Center	85
Introduction	86
Rooms Booking System	88
Nothing Endures But Change. (Heraclitus, 540–480 BC) (Fechete 2014)	89
Customer Satisfaction	89
Improving Ideas Comes with Erasmus	91
Standards	92
Problems with the Reservation System	95
Teamwork	96
Finally	97
Conclusion	99

7. Library Services for Falmouth University and the University of Exeter, Penryn Campus: Listening to Our Customers in a Shared Services Environment	103
Doreen Pinfold	
Background and Context	103
Library Structure	106
Customer Care and Our Customers	106
Customer Consultation and Feedback	107
UCF LibQual Survey 2013	112
Conclusion	114
8. Where Next for the “Front Line”?	115
Stephen Mossop	
<i>Bibliography</i>	121
<i>Index</i>	125