



**University of
Sunderland**

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ADVENTURES IN CONVERSATION

University Library Services, Sunderland

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

KAY GRIEVES

kay.grievess@sunderland.ac.uk

MICHELLE HALPIN

michelle.halpin@sunderland.ac.uk



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



ownership &
responsibility



benefit &
value led



impact &
outcome
not output



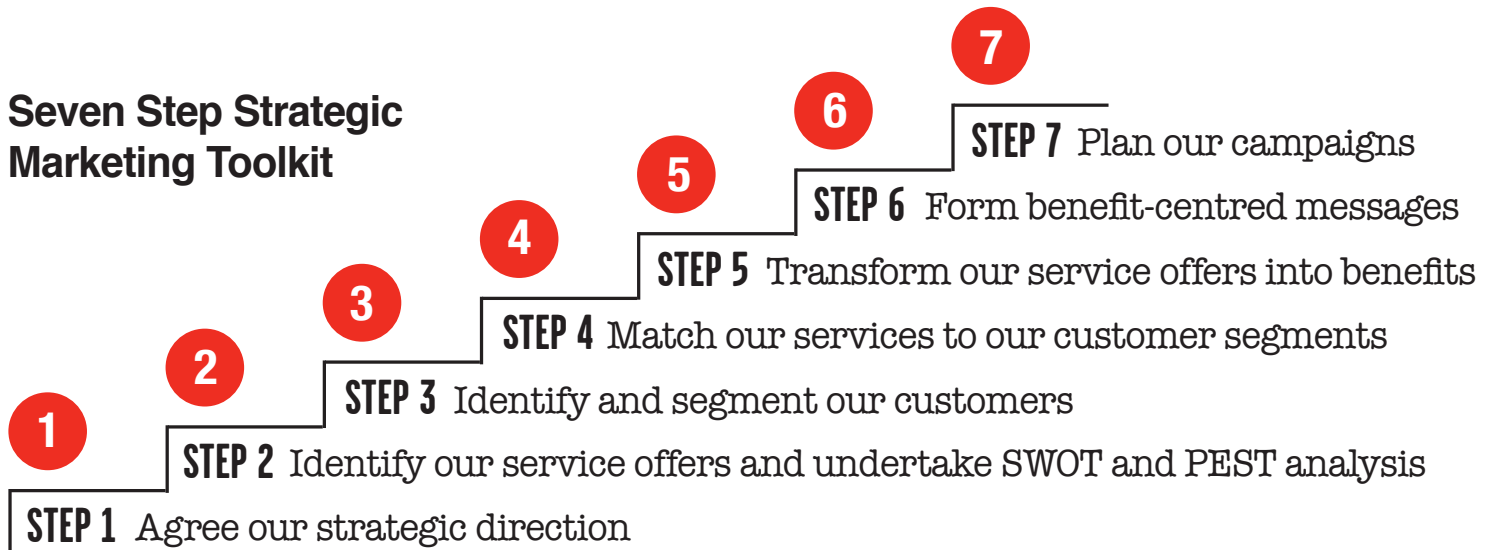
big picture



customer at the heart

OUR 7 STEP MARKETING TOOLKIT

Seven Step Strategic Marketing Toolkit



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:

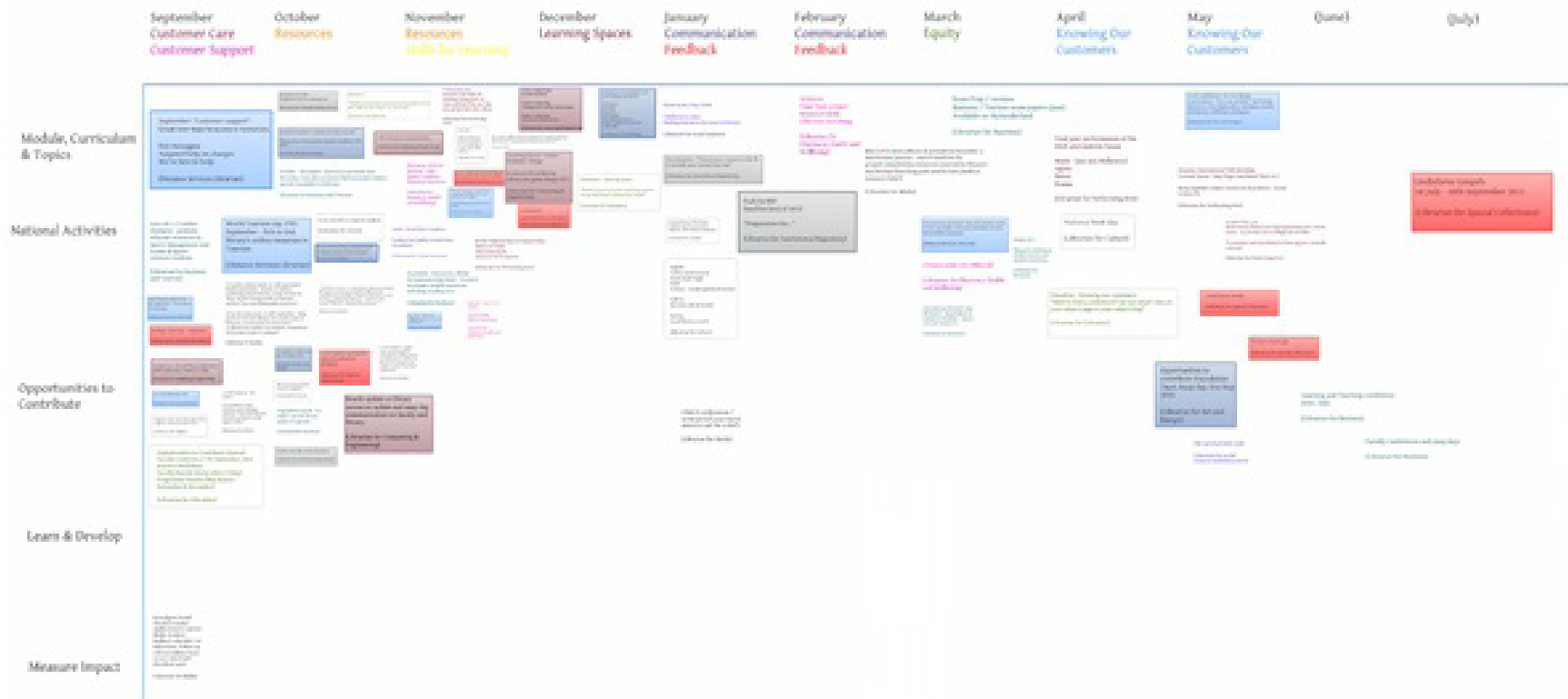
- Strong communities of practice
- Leadership from natural adopters
- Developed ownership amongst all staff teams
- Interactive development sessions



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



Our Conversational Tools



Conuersational Campaigns



Librarian (Don't be scared of Open Access - Come to the Open Access Halloween Horror Film Festival)

UniofSunLib University of Sunderland from Uploaded by user



These are the reservation flyers we put these into the waiting list - when our customers collected their reserved books.

1 repin

UniofSunLib University of Sunderland from Uploaded by user



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

UniofSunLib University of Sunderland from Uploaded by user



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

Sunderland <http://library.sunderland.ac.uk/> - at University of Sunderland - St.Peters.



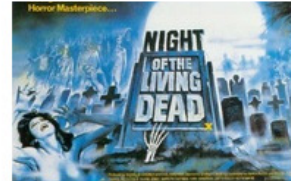
This is one of the displays we made to promote our eBook resources - it all had a very spooky theme!

1 repin

UniofSunLib University of Sunderland from Uploaded by user



Here is a page of the stickers we stuck on our books to make our customers aware that this book is also available



UoS Media Librarian (Don't be scared of Open Access - Come to the Open Access Halloween Horror Film Festival)

1 repin

UniofSunLib University of Sunderland from uoslibmedia.tumblr.com



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 halloween!

1 repin

UniofSunLib University of Sunderland from Uploaded by user



UoS Media Librarian (Don't be scared of Open Access - Come to the Open Access Halloween Horror Film Festival)

1 repin

UniofSunLib University of Sunderland from uoslibmedia.tumblr.com



This is our Open Access poster. We love the pumpkins!

UniofSunLib University of Sunderland from Uploaded by user

UniofSunLib University of Sunderland from uoslibmedia.tumblr.com



Look at this brilliant spooky pumpkin that a member of our art staff made for us. It was to promote open access resources, hence the Damian Hirst look!

2 repins

UniofSunLib University of Sunderland from Uploaded by user

what's new in ebooks?

CAPTURING & SHARING IMPACT

This is how our display looked at The Murray Library.

UniOfSunLib University of Sunderland from Uploaded by user

Our 'scientific' survey revealed that 72% of our customers thought our welcome was warm. We promoted this result with images on our Facebook, Twitter and library web page presences.

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

Liking this display!

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

Our very scientific bowls of pink (for warm) and blue (for um, not warm) pom poms!

UniOfSunLib University of Sunderland from Uploaded by user

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UniOfSunLib University of Sunderland from Uploaded by user

Our 'share your ideas and watch them grow' tree in The Murray Library.

UniOfSunLib University of Sunderland from Uploaded by user

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We used the Learning Spaces themes identified by our customers in previous feedback campaigns to inform the content our 'share your ideas and watch them grow' visiting trees.

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This is our Feedback brand button. We've placed it as a clickable icon on our webpages - when customers click on it they link straight to our online feedback database where they can tell us their ideas, comments and where we can respond and discuss.

UniOfSunLib University of Sunderland from Uploaded by user

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UniOfSunLib University of Sunderland from Uploaded by user

As well as inviting feedback it was an important priority to talk to customers about what the great new services we had been able to develop as a result of them talking to us and telling us what they needed. We created a suite of 4 trees to each of which represented new service developments within key quality promise themes - this is our 'new learning spaces' tree.

UniOfSunLib University of Sunderland from Uploaded by user

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UniOfSunLib University of Sunderland from Uploaded by user

Post one thing about the library that will help others

Win an iPad!

UniOfSunLib University of Sunderland from Uploaded by user

We also made these flyers that we put into our book stock and table displays to advertise our 'share one wonderful thing' competition.

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

When we were only a few days away from the end date of our competition we ran some ads to tempt some more 'one wonderful thing' comments...

UniOfSunLib University of Sunderland from Uploaded by user

We made this banner and used it as our library Facebook banner for the time that we ran our 'share one wonderful thing' competition.

UniOfSunLib University of Sunderland from Uploaded by user

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UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

This is a little animation we made to support our 'share something wonderful, win something wonderful' competition. We put this on our library Facebook page.

UniOfSunLib University of Sunderland from Uploaded by user

UniOfSunLib University of Sunderland from Uploaded by user

Tell us one thing you've learned about the library that will help others

Post one thing about the library that will help others

Win an iPad!

Here's a picture of the A1 posters we used within the library buildings to advertise the 'share one wonderful thing' competition.

UniOfSunLib University of Sunderland from Uploaded by user

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>



Kay Grieves

Quality and Marketing Manager

University Library Services

University of Sunderland

email **kay.grieves@sunderland.ac.uk**

telephone **0191 515 3273**



Michelle Halpin

Quality and Marketing Co-ordinator

University Library Services

University of Sunderland

email **michelle.halpin@sunderland.ac.uk**

telephone **0191 515 2417**