ADVENTURES IN CONVERSATION

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

University Library Services, Sunderland

KAY GRIEVES
kay.grieves@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

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

customer at the heart
OUR 7 STEP MARKETING TOOLKIT

1. Agree our strategic direction
2. Identify our service offers and undertake SWOT and PEST analysis
3. Identify and segment our customers
4. Match our services to our customer segments
5. Transform our service offers into benefits
6. Form benefit-centred messages
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
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
Conversational Campaigns
CAPTURING & SHARING IMPACT
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