

EMEARC18

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REGIONAL COUNCIL
MEETING

Hello.

I'm the **Smarter** Library.



Focus on customer orientation in Bremen public library

LUCIA WERDER, BREMEN PUBLIC LIBRARY

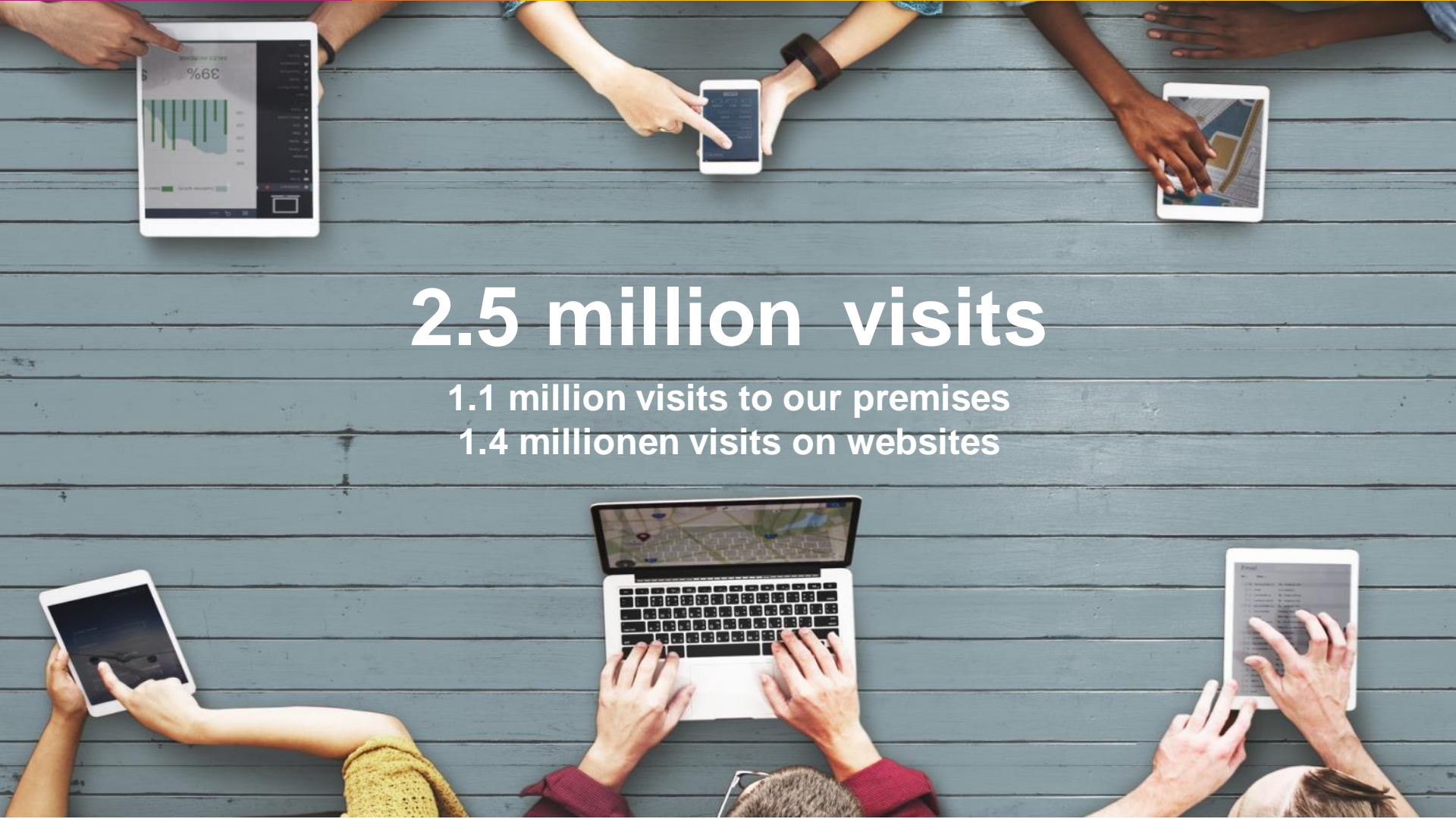


Lucia Werder

Deputy Director, Bremen Public Library

Impressions of Bremen Public Library





2.5 million visits

1.1 million visits to our premises

1.4 millionen visits on websites

Quality management

Mandate and Mission Statement of Bremen Public Library:

“The Public Library of Bremen gives access to cultural heritage, to knowledge and up-to-date information.

The library's services and collections are based on the principle of neutrality.

The library has central and decentral services which are based on and developed along societal and technical developments as well as **oriented on the changing expectations of the citizens.**”

➡ Customer satisfaction is our prime concern!

Essential aspects:

- Customer orientation
- Personnel selection and development
- Controlling e.g. of performance figures
- Evolving new services to meet new user requirements

Substantial challenge

Real

& digital



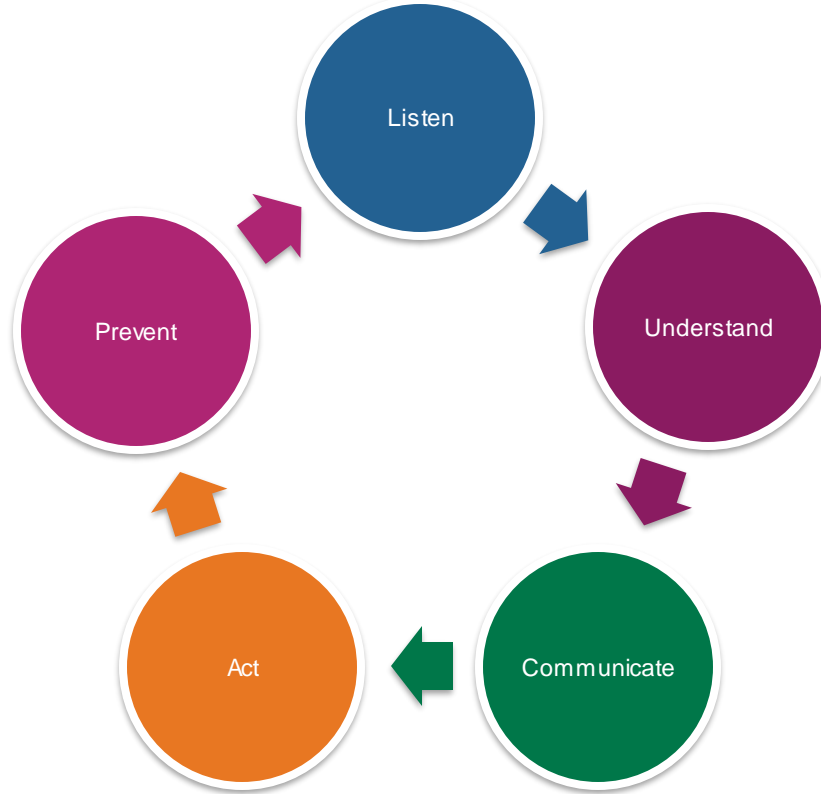
Customer service

- Fundamental factor of success
- Cross-sectional task
- Permanent task → **customer orientated attitude** of each employee
- Creates a welcome culture



— Mo Hardy

Customer Service Standards Wheel



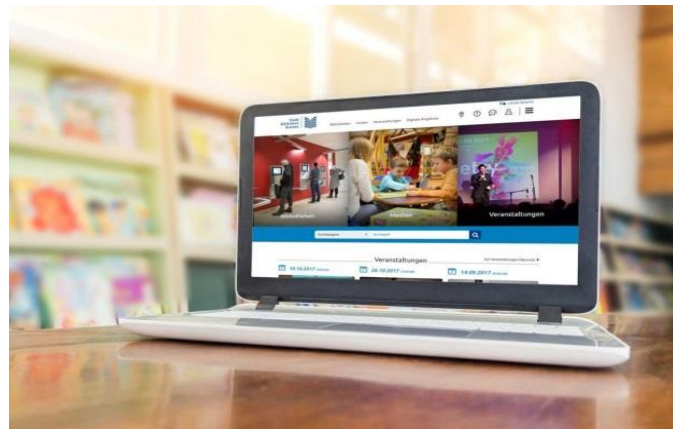
Customer Service digital

Website

- responsive design (100% mobile)
- Single-Sign-On

Digital Customer Communication

Website, Newsletter, Social Media



Customer Service analog

- Service Standards
- Collegial feedback
- Trainings and Workshops
- Reaching out activities
- Partnerships



Die Service-Standards
der Stadtbibliothek Bremen
für ZW (und ZB)

Stand: September 2012



Evaluation

- Internal discussions
- Customer surveys and feedback (analog & digital)
- Mystery shopping
- Customer behaviour and usage figures

Thank you

Lucia Werder

BREMEN PUBLIC LIBRARY

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