Focus on customer orientation in Bremen public library

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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
Customer Service Standards Wheel

Listen

Understand

Prevent

Act

Communicate
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
Evaluation

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

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