

The New York Public Library's Mission

- Inspire Lifelong Learning
- Advance Knowledge
- Strengthen Our Communities



NYPL's Core Values

- Helpful
- Curious
- Resourceful



Our Strategic Priority

More People Reading More



Brand Perception vs. Experience



February 2018

Being Customer Centric



New York
Public
Library

Customer Experience = Experiential Marketing



February 2018

Being Customer Centric



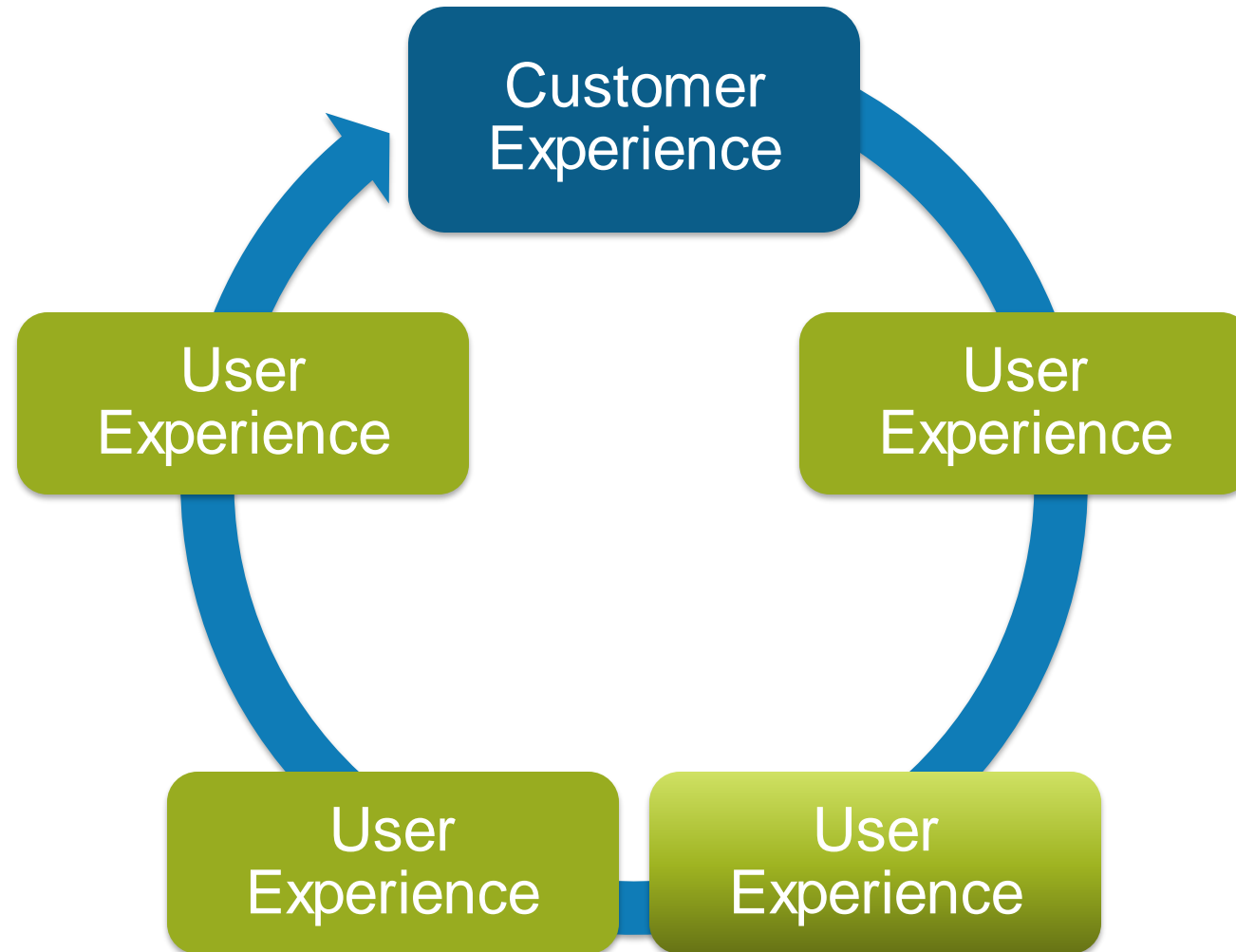
New York
Public
Library

NYPL's Ideal Customer Experience

- Convenient
- Consistent
- Empowering
- Inspiring



Customer Experience (CX) vs. User Experience (UX)



Customer Experience Value Chain



The NYPL Customer Experience Team

Ask NYPL
Customer
Service

Circulation &
Access
Services

Customer
Experience

Reader
Services

Volunteer
Services



Customer Experience Is a Partnership

88 Branch Libraries
&
Educational Programs

4 Research Centers

Customer Experience

Capital Construction & Facilities
Communications & Marketing
Development
Digital
Government Relations
Human Resources
IT
Security

Engaging Staff with Customer Experience



February 2018

Being Customer Centric



New York
Public
Library

Convenient: Library Card Application

Library Card Application

Barcode

Welcome to The New York Public Library! NYPL library cards are available free for anyone who lives, works, attends school, or pays property taxes in New York State. Please return this completed, signed application to the Circulation Desk at any NYPL location, and bring with you a NY State ID or other approved documentation from the list on our website. To learn more or get started online, visit nyp.org/librarycard.

FOR ALL APPLICANTS

Last Name _____ First Name _____
Middle Name or Initial _____ Date of Birth (MM/DD/YYYY) _____
Permanent Street Address _____ Apt # _____
City _____ State or Country _____ Postal Code _____
Local Address (if Permanent Address is outside NY State) _____
Email _____ Phone (_____) _____
How would you prefer to receive notices from the Library relating to your account? Email Phone
 Yes, I would like to receive information about NYPL programs and services by email.

ACCEPTANCE OF RESPONSIBILITY
By submitting this application, I declare that all information provided is accurate and I agree to The New York Public Library's Rules and Regulations and Library Card Terms and Conditions. I accept responsibility for all use of the card, all library materials checked out on the card, and all charges made against it. I understand that use of my library card is non-transferable and in the event either the wallet size or keychain card is lost or stolen, I will notify The New York Public Library immediately. I understand that the Library's use of personal information is governed by its Privacy Policy, available at nyp.org.

Applicant Signature _____ Date _____

FOR PARENTS/GUARDIANS TO COMPLETE, IF APPLICANT IS A CHILD AGES 12 & UNDER:

Parent/Guardian Name _____
My child may borrow (choose one): ALL library materials, including young adult and adult items ONLY children's materials
I hereby grant permission for my child to have a library card and to use NYPL's online services. I accept responsibility for all use of my child's card, all library materials checked out on the card, and all charges made against it.
Parent/Guardian Signature _____ Date _____

FOR TEENS (AGES 13-17)

My parent/guardian(s) may request the status or name of items borrowed on my account: Yes No
Parent/Guardian Name(s) _____

 **92 LOCATIONS**
BRONX • MANHATTAN • STATEN ISLAND nyp.org
For use through May 22, 2017



Empowering: Lifecycle Messages



Dear Cardholder,

As a New York Public Library cardholder, you already know that your library card is your key to the vast array of free resources at the Library—from more than 6 million books, movies, and more in our circulating collections to 300,000 e-books, hundreds of online databases, periodicals, and magazines, and the thousands of public computers available across our 92 locations.

To keep benefitting from everything that the Library has to offer, you'll just need to do one thing: renew your library card. Your library card ending in 5629 is only valid until Sunday, February 5, 2017.

The good news is that it's fast, easy, and free to renew your card. Just bring proof of ID and proof of current address to our staff at the circulation desk on your next library visit. Find a location near you.



**Renew Your
Library Card**

It's your key to:
**The New York
Public Library**

Application

Conversion

Welcome

Renewal

Empowering: Journey Builder

Journey Builder

JOURNEYS > ILS RENEWAL THANK YOU > VERSION 5

ILS Renewal Thank You Version 5

Status: Running

Journey Plan Duration: 1 day

Feedback The New York Public Library Welcome Johannes Neuer

Show Labels Total Population Goal Metrics

DATA EXTENSION

NAME
ILS Renewal Thank You

ENTRY AUDIENCE
ILS_RENEWED

View Event Results

Schedule

EVALUATE NEW RECORDS ONLY
True

AUTOMATION NAME
ILS Renewal Automation

ACTIVITY NAME
ILS_RENEWED

RECORD COUNT
92078

SCHEDULE
January 27, 2018 9:00 AM

TIME ZONE
Eastern Standard Time

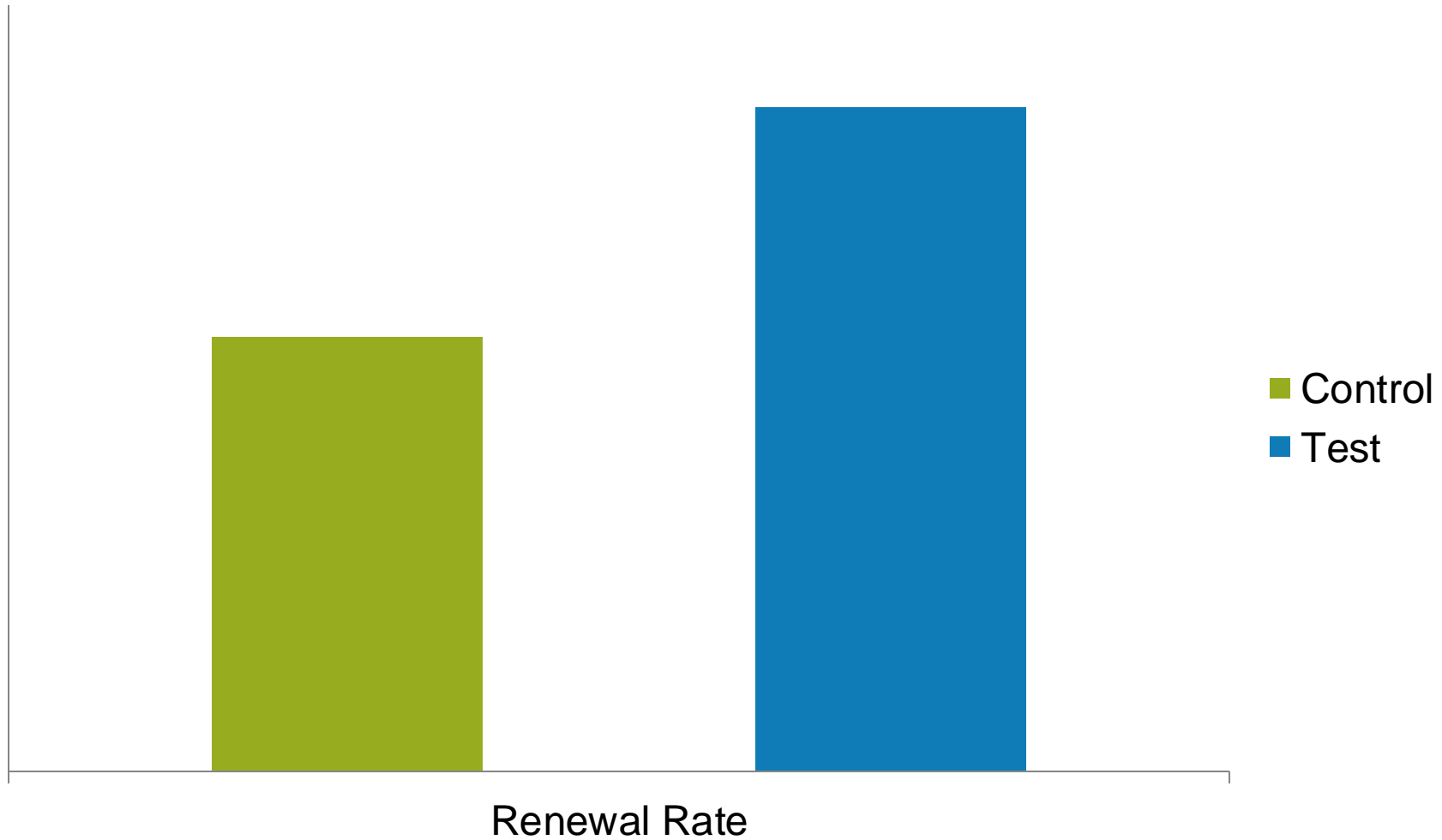
REPEAT
Daily

```
graph LR; Start(( )) --> D1{Patron Type?}; D1 -- Non-Metro --> A1[LibraryCar..._ThankYou]; A1 --> C1((2 Joins)); C1 --> A2[Update Con..._RENEWED]; A2 --> T1[1 day]; T1 --> D2{ }; D2 --> Exit[Exit on day 1]; D1 -- Metro & others --> D3{Library Type?}; D3 -- Mixed Use --> A3[LibraryCar..._ThankYou]; A3 --> J1{Join}; D3 -- High Circ & others --> A4[LibraryCar...ankYou_HC]; A4 --> J2{Join}; J1 --> J3{ }; J2 --> J3; J3 --> M[3,787]; M --> Exit;
```

Collecting Email Addresses is Paramount

Email _____

Messages Increased Renewal Rate by 45%



Convenient: SimplyE 2.0 E-Reader App



SimplyE

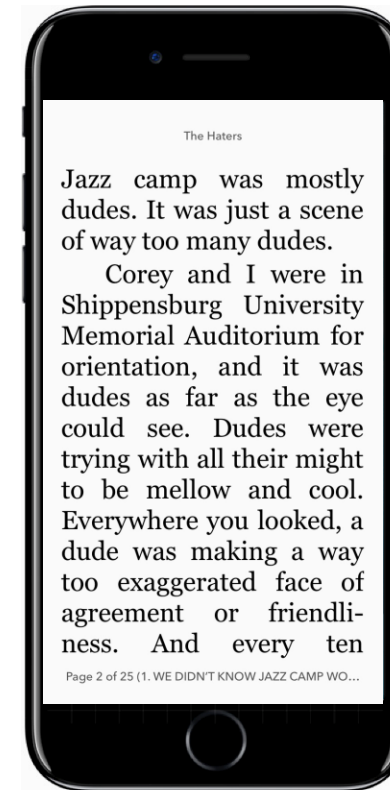
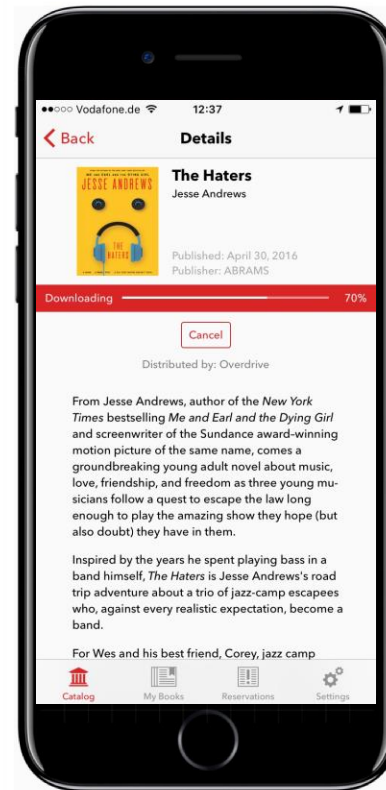
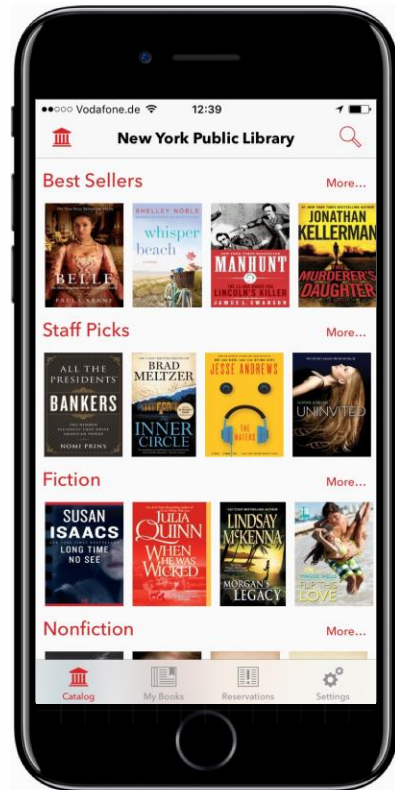
Free e-books from the Library,
MADE SIMPLE

Download
the SimplyE app to get started

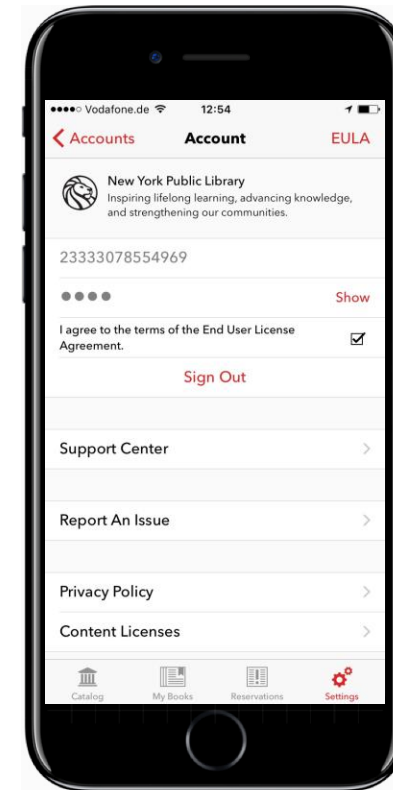
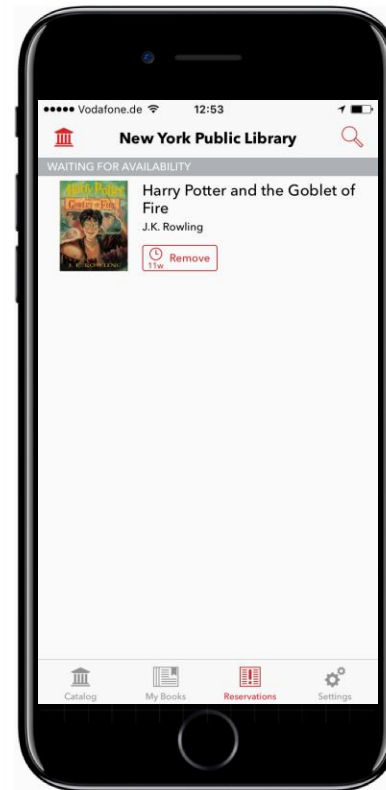
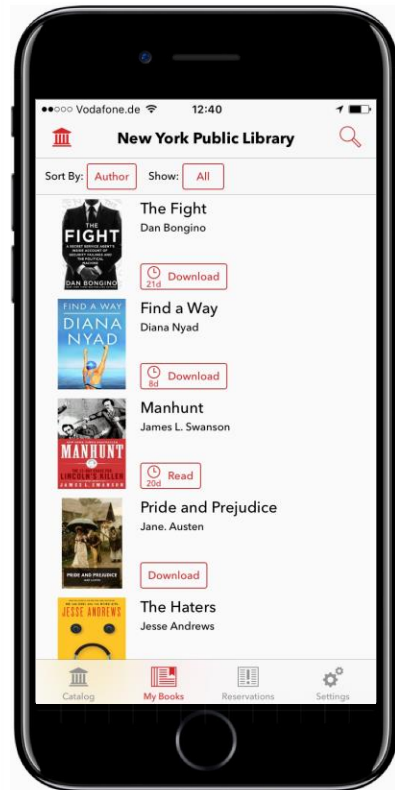
Browse
300,000+ e-books, from bestsellers to classics

Read
instantly—anywhere, anytime

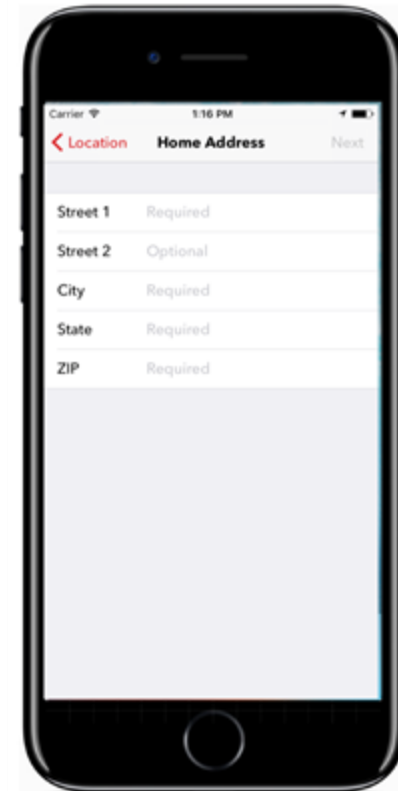
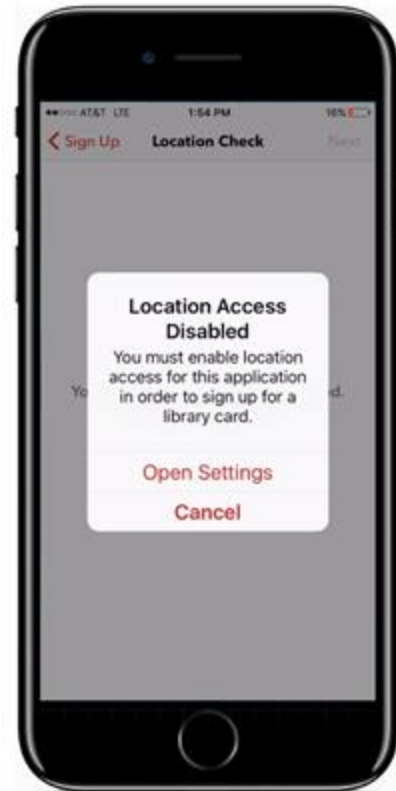
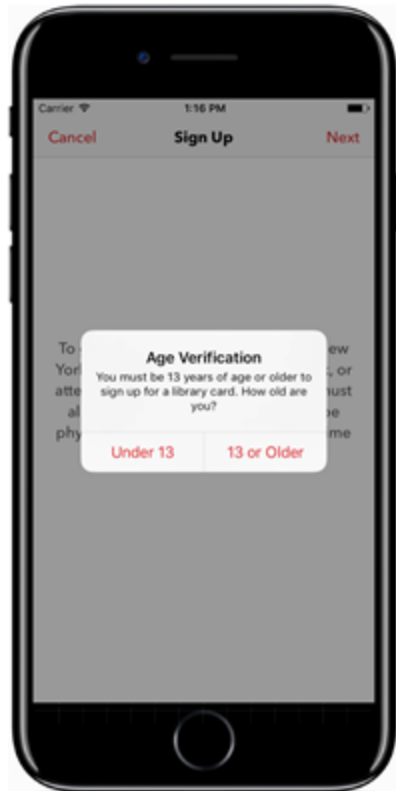
Browse – Download – Read



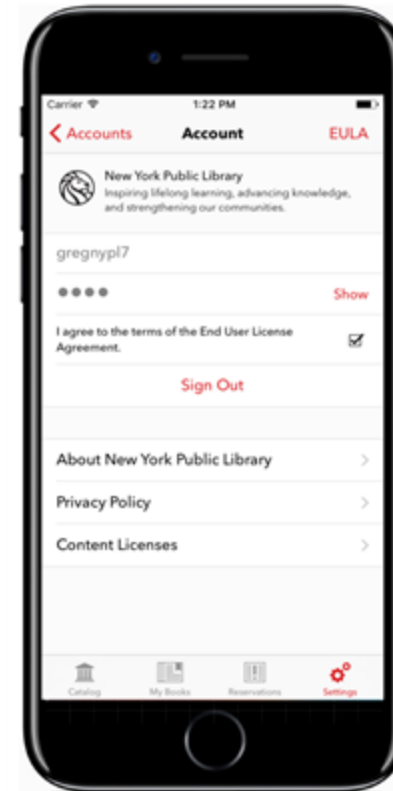
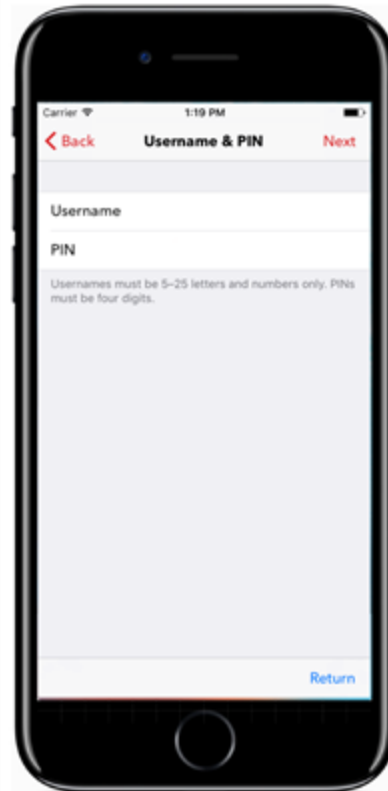
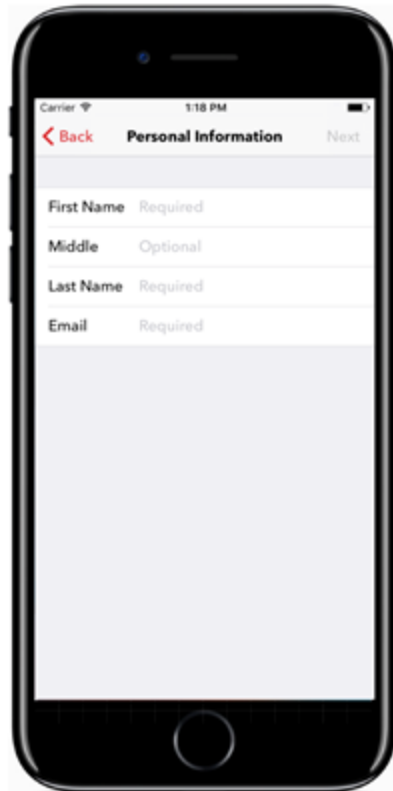
My Books – Reservations – Account



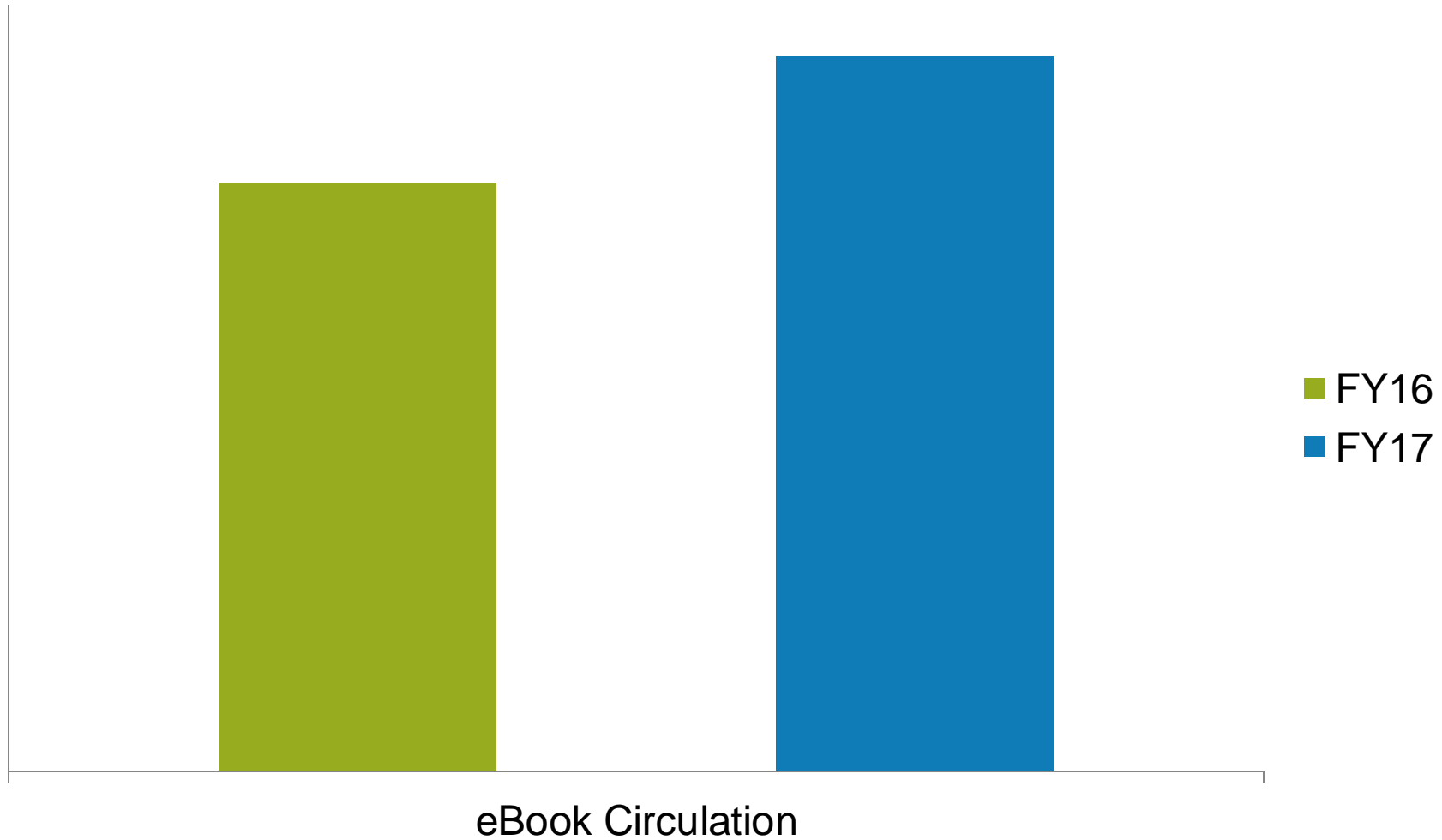
Convenient: Get a Library Card with SimplyE



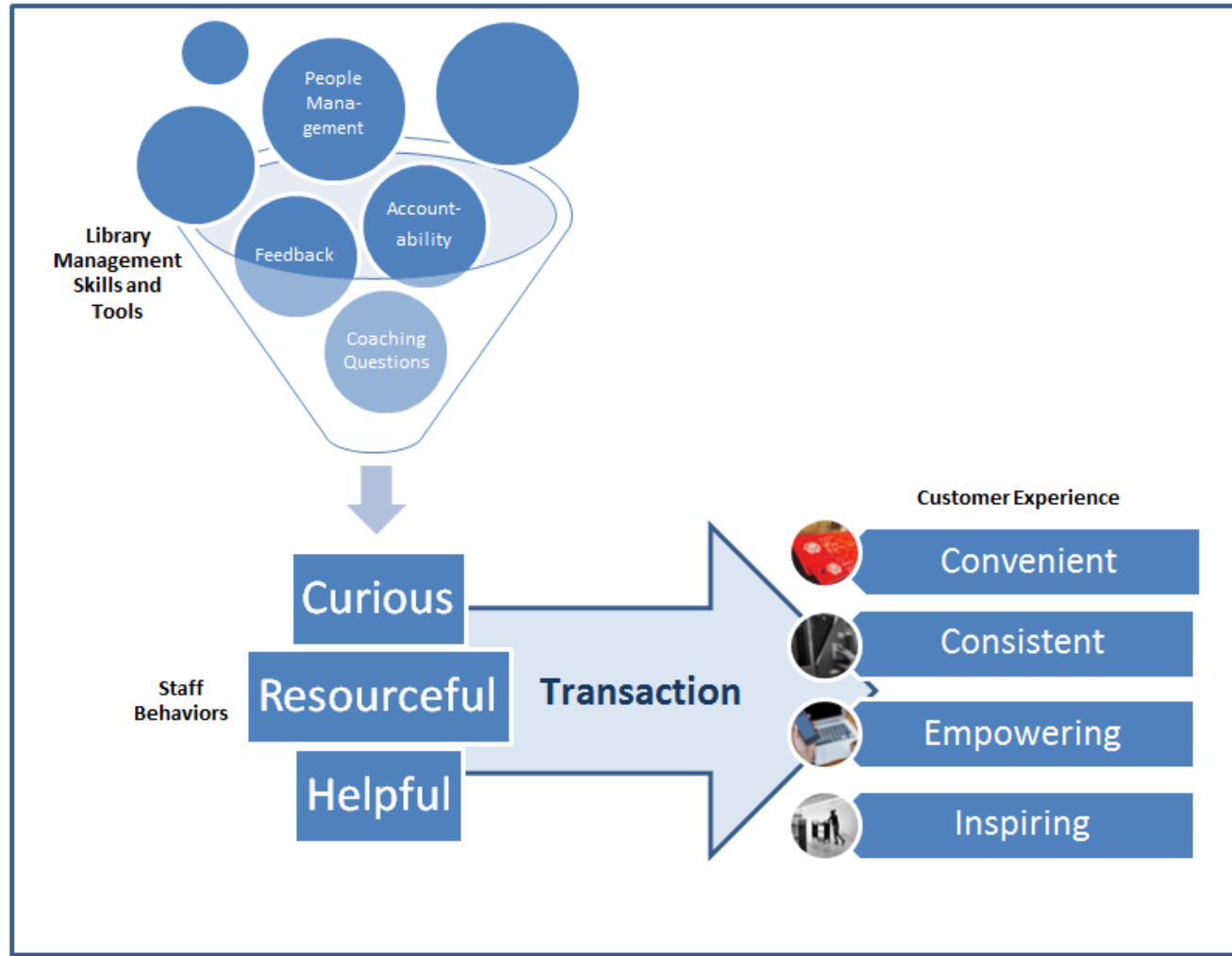
Convenient: Get a Library Card with SimplyE



eBook Circulation Increased by 22%



Consistent: Customer Service Training



Consistent: Internal Support and Feedback



User name

Password

Remember me

Login

Login Instructions: NYPL & BookOps Staff [\(Including 1st Time Logins\)](#)

Windows 7 users, please enter your username and password.

If you do not know your login **username**, please [click here](#).

If you do not know, or have forgotten your login **password**, please [click here](#) to have a temporary password emailed to you.

Consistent: Staff Service Awards



February 2018

Being Customer Centric



New York
Public
Library

Empowering: Digital Training

[← BACK TO MY LEARNING](#)

True or False: Patrons under the age of 13 can sign up for a Library card within the SimplyE app?

True

False

[←](#) [CONTINUE >](#)

Correct

Empowering: Devices for Training and Support



Empowering: Get Help Support Center



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NYPL SUPPORT CENTER

Find the answer to your question in our help articles.

Q Have a Question? Ask or enter a search term here.

SEARCH

Account and General Questions

Any person who lives, works, attends school, or pays property taxes in New York State is eligible to receive a library card. Learn how to get a card, manage your online account, and use our catalog.

- Eligibility Requirements
- Apply for a Library Card
- Pin Reset
- Expired Library Card
- Brooklyn and Queens Library cardholders

[VIEW ALL \(23 ARTICLES\)](#)

SimplyE

The Library's e-reader app makes browsing, borrowing, and reading e-books easier than ever. Find out how to download and use SimplyE on your iPhone, iPad, or Android device.

- Get Started with SimplyE for Apple iOS
- Get Started with SimplyE for Android
- 3M Cloud Library E-books Temporarily Unavailable
- Log into SimplyE with your NYPL Library Card
- Open and Read E-Books in SimplyE

[VIEW ALL \(26 ARTICLES\)](#)

CONTACT US

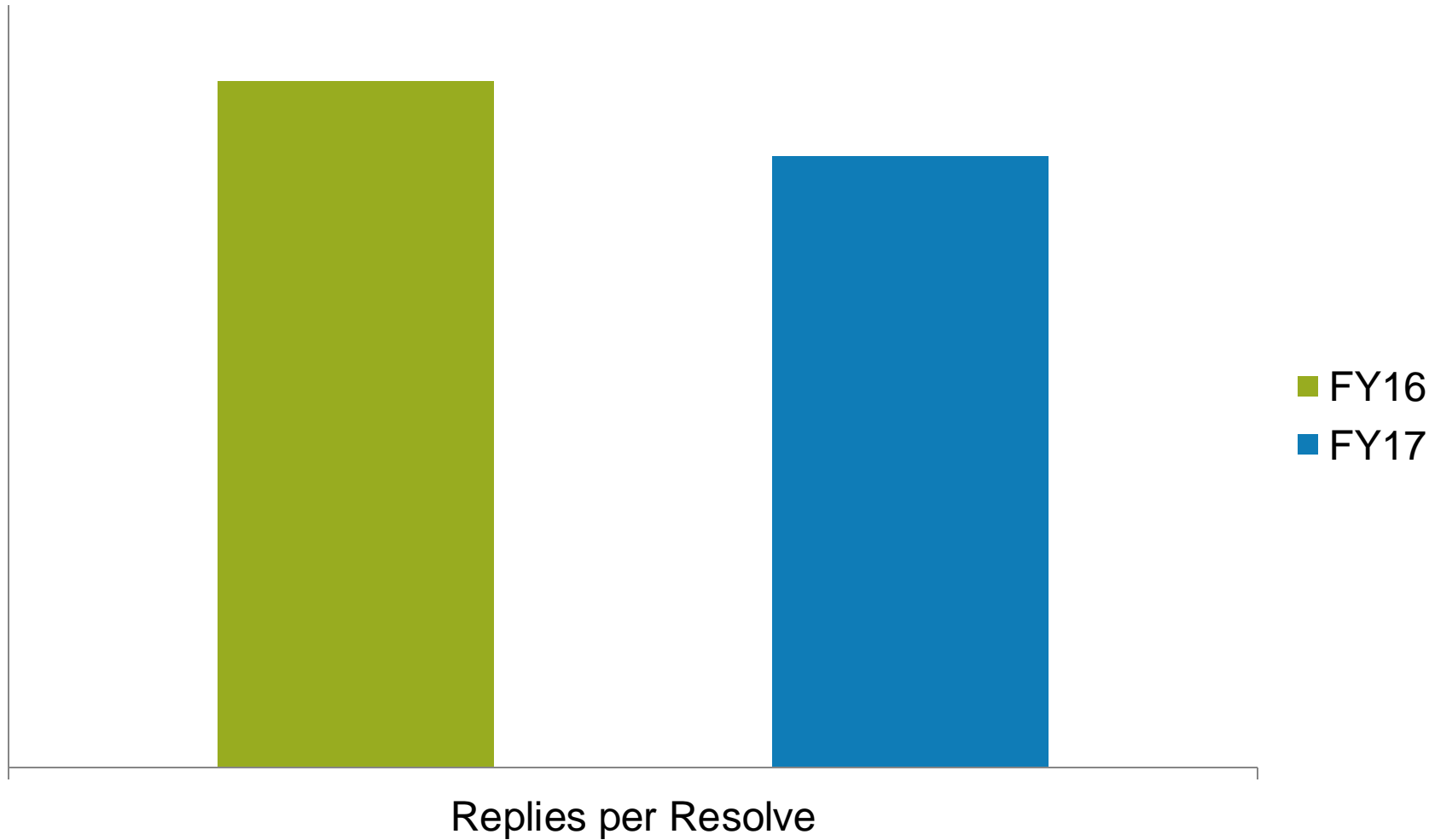
[E-MAIL US](#)

[CALL 917-275-6975 \(ASK NYPL\)](#)

Empowering: New Support Tools

The screenshot displays a customer support dashboard. On the left, a sidebar lists 'CASE FILTERS' with categories: 'Inbox' (16), 'My Cases' (4), 'Confirmation Issue' (2), 'Twitter Cases' (5), and 'Facebook Cases' (3). The main area shows a list of cases with columns for status, subject, customer name, and agent. Two cases are highlighted in yellow and marked with a 'Confirmation' label. On the right, a detailed view for '2 CASES SELECTED' is shown, featuring a 'REPLY:' text area, 'STATUS:' (Pending), 'PRIORITY:' (no change), 'GROUP:' (no change), and 'AGENT:' (no change) dropdowns. A 'LABELS' section lists 'Confirmation', 'Abandoned Chats', 'Credit Error', 'Eager Customer', 'Escalated', and 'Extension Request'. At the bottom right, there is a 'Use macro' dropdown and an 'Update' button.

Replies per Resolved Case Decreased by 11%



Inspiring: Reading Recommendations



LOG IN GET A LIBRARY CARD GET EMAIL UPDATES DONATE

Browse Learn Attend Research Find Us Give Get Help Search

Blogs

Blog Channels
Posts by Subject
About NYPL Blogs
Blogger Profiles

Audio & Video
Digital Projects
Print Publications
Connect with NYPL

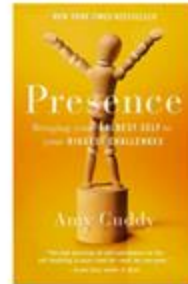
BIBLIO FILE

10 Books To Make You Think About the Way You Think

by Lynn Lobash, Manager of Reader Services
June 17, 2016

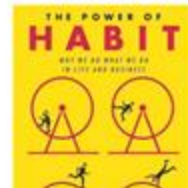
Like 348 RECOMMEND +1 13 Tweet EMAIL PRINT SHARE

Reflecting on our beliefs and motives, decisions and reactions, helps us grow. Here are a few titles from the arenas of Human and Social Behavior that offer insight into our psyches. [Originally published on [Tech Insider](#).]



Presence: Bringing Your Boldest Self to Your Biggest Challenges by Amy Cuddy (2015)

Learn how to be your best self in the moments that terrify you the most.



The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg (2015)

An exploration of how habits work and how we can use this information to our advantage.



ASK NYPL >

Chat with a librarian now

THIS POST FILED UNDER:

Lynn Lobash (Author)
Biblio File (Channel)

RELATED BLOG TOPICS

Book list
Nonfiction

ALSO OF INTEREST

Jill Leovy Wins 2016 Helen Bernstein Book Award for Excellence in Journalism
New York StartUP! 2015 Business Plan Competition Judges
Diversity Visa (Green Card Lottery)

Inspiring: New Arrivals



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NEW ARRIVALS **New Arrivals**

Use filters to browse new books, DVDs, and music by language, age level, and genre. Toggle to list view to see more information about each title. Check back regularly to see our most recently acquired materials.

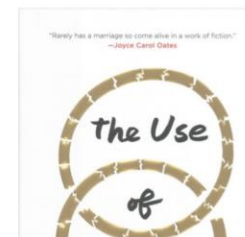
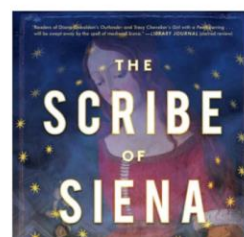
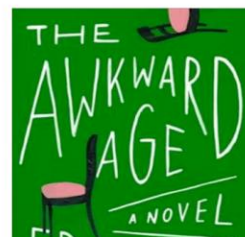
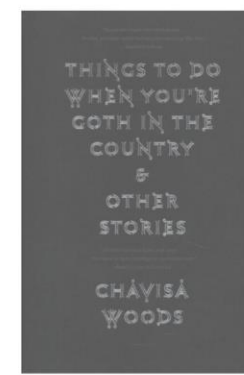
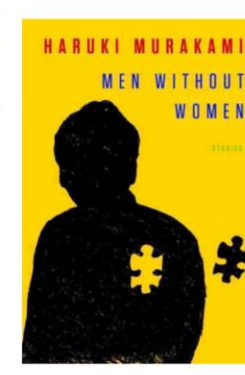
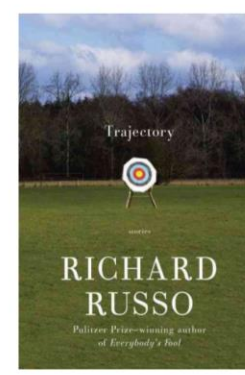
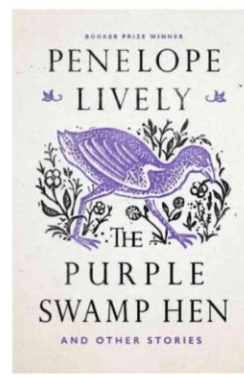
BOOK X ADULT X ENGLISH X LITERARY X

NEW ARRIVALS ON ORDER

LIST

GRID

FILTER



Inspiring: Staff Picks



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< BOOKS/MUSIC/DVDS

RECOMMENDATIONS

Staff Picks Book Finder

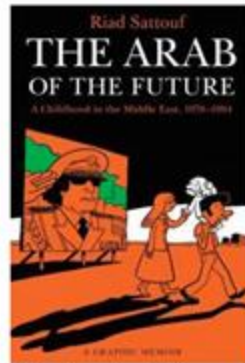
Book Lists

Personalized
Recommendations

Podcast: The Librarian Is In

NYPL Award-Winners

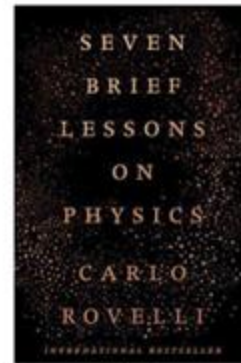
Staff Picks Book Finder



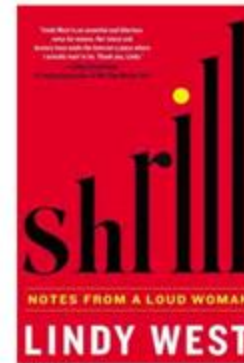
The Arab of the Future



The Fishermen



Seven Brief Lessons on Physics



Shrill



Sweet Lamb of Heaven

... SEE MORE

Nobody loves books more than our experts. Use this interactive tool to find out what we couldn't put down.

Book Lists

February 2018

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Stay connected with the latest happenings at the Library. From our cultural events and exhibitions to family programs and research news, there's something for everyone.

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Twitter

Never miss an update from NYPL. From books and authors we love to what's on now at the Library.



Instagram

Follow us on Instagram for a window into our collections and fun peeks behind the scenes at the Library.



Come for a Visit: 445 Fifth Avenue

3

THIRD FLOOR

Customer Experience

Development

Government & Community Affairs

Information Technology



Questions & Answers



Thank You
