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

February 2018
Being Customer Centric
Brand Perception vs. Experience
Customer Experience = Experiential Marketing
NYPL’s Ideal Customer Experience

• Convenient
• Consistent
• Empowering
• Inspiring
Customer Experience (CX) vs. User Experience (UX)
Customer Experience Value Chain

Internal Service

External Service

Customer Experience

February 2018
Being Customer Centric
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
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 resources at the library—from more than 16 million books, movies, and more in our circulating collections to 300,000+ books, hundreds of online databases, periodicals, and magazines, and the thousands of public computers available across our 92 locations.

To keep benefiting from everything the library has to offer, you’ll just need to do one thing: renew your library card. Your library card ending in 4629 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 one of our branch locations. Visit nypl.org/locations or call 212-930-0600 for more information.

Renew Your Library Card

It’s your key to:

The New York Public Library

Application  Conversion  Welcome  Renewal
Empowering: Journey Builder
Collecting Email Addresses is Paramount

Email ____________________________
Messages Increased Renewal Rate by 45%

Renewal Rate

Control

Test

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Convenient: SimplyE 2.0 E-Reader App

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
February 2018

Being Customer Centric

Jazz camp was mostly dudes. It was just a scene of way too many dudes. Corey and I were in Shippensburg University Memorial Auditorium for orientation, and it was dudes as far as the eye could see. Dudes were trying with all their might to be mellow and cool. Everywhere you looked, a dude was making a way too exaggerated face of agreement or friendliness. And every ten
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

- Library Management Skills and Tools
- People Management
- Feedback
- Accountability
- Coaching Questions

Staff Behaviors
- Curious
- Resourceful
- Helpful

Customer Experience
- Convenient
- Consistent
- Empowering
- Inspiring

February 2018
Being Customer Centric
Consistent: Internal Support and Feedback

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
Empowering: Digital Training

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

- True
- False

Correct
Empowering: Devices for Training and Support
Empowering: New Support Tools
Replies per Resolved Case Decreased by 11%
Inspiring: Reading Recommendations

10 Books To Make You Think About the Way You Think
by Lynn Lobash, Manager of Reader Services
June 17, 2016

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 (2013)
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.
Inspiring: Staff Picks

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Staff Picks Book Finder

The Arab of the Future

The Fishermen

Seven Brief Lessons on Physics

Shrill

Sweet Lamb of Heaven

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

Book Lists
Come for a Visit: 445 Fifth Avenue

THIRD FLOOR
Customer Experience Development
Government & Community Affairs
Information Technology
Questions & Answers
Thank You