University of Nebraska—Lincoln Libraries

Values

Customer service that exceeds expectations

Curiosity, innovation and discovery

Respect for individual differences

Flexibility and proactivity

Connectedness, collaborative relationships and systems thinking

http://libraries.unl.edu/ visionmission

THINK yes!

These guidelines set the minimum expectations for Libraries employees when interacting with each other and with patrons. They reflect the Reference & User Service Association (RUSA) *Guidelines for Behavioral Performance of Reference and Information Service Providers* (http://www.ala.org/rusa/ resources/guidelines/guidelines behavioral) as well as the UNL Libraries' Core Competencies: http://libraries.unl.edu/StaffDev Core and may be expanded by each Libraries department.

Guidelines for Exemplary Service

Our customers include both Libraries patrons and fellow Libraries employees. In all of our interactions, whether in-person or virtual, we aim for customer service that exceeds expectations and work relationships that exemplify respectful, collaborative partnerships.

General

- **Model the behavior you want to see.**
- **Be courteous and kind.**
- **Be positive and attentive.**
- **Take initiative.**
- **Ensure that customers are happy.**

Answering Questions

- **Be ready to help:** Make eye contact with the customers. Greet and offer assistance throughout the library.
- **Listen to the customer:** Allow customers to use their own words to pose their questions. Rephrase the questions and/or ask your own to clarify their needs.
- **Set your boundaries:** Redirect unkind or inappropriate conversations.
- **Answer general questions yourself, whenever possible:** Answer directional questions, item availability, account creation, and other non-research questions.
- **Answer specific questions when you are able**: Refer people to appropriate personnel.
- **Be prepared to work collaboratively:** Ensure that the customers receive seamless service by knowing your fellow faculty and staffs areas of expertise.

Referrals (see also Guidelines for Exemplary Referrals)

- **Referrals should be positive and conversational:** Refer to other faculty/staff, not desks (i.e., reference desk, circulation desk), as often as possible. Let the people know why you are referring them to other faculty/staff members.
- **Ask the right people:** Who are the experts in our library?
- **Walk with customers on referrals whenever possible.**
- **Follow up:** Was the question answered?

Customers = Libraries patrons + Libraries employees

Guidelines For Exemplary Referrals

THINK *yes!*

Customers = Libraries patrons + Libraries employees

Be ready to help

- Greet customers throughout the library.
- Make eye contact.
- Offer assistance.

"Can I help you with anything?"

"Are you finding what you need?"

"How is your search going?"

Listen to the customer

- Focus complete attention on the customer and his/her information need.
- Use open-ended questions.

"What additional information can you give me?"

"Please tell me more about your topic."

"What have you already found?"

"What is the scope of your project?"

Make referrals positive, conversational, and collaborative

- Err on the side of referral. (If in doubt, refer.)
- If possible, refer to a person, not a department or service point.

"What do you think, Becky?"

"I'm not sure, but Joe is an expert on this. Let's check with him."

"Amy would be a good person to ask about this. She's helping someone else right now. Let's get you logged on to a computer and I'll ask her to check in with you as soon as she's free."

Ask the right person

- Who and what are your resources?
- Find the Libraries employee who can best assist or resolve the customer's issue.

"You tried to register but weren't able to because of a library hold? Let's ask Sid how to resolve that quickly."

"Ben is the project manager. We can ask him about that."

Walk customer to location or other Libraries employee, if possible

- Stay with the customer as you consult another Libraries employee.

"This item is in Media Services. I'll take you there."

"Let's head to the reference desk. Sally is there and can help you search this database."

Close the loop

- Make sure the customer gets what he/she needs.
- Evaluate the total interaction with the customer.

"Have your questions been completely answered?"

"Do you need further information?"

"If you need additional information, please contact us again and we'll try something else."

"Does this fully resolve the issue?"

Portions adapted from the RUSA *Guidelines for Behavioral Performance of Reference and Information Service Providers* (http://www.ala.org/rusa/resources/guidelines/guidelinesbehavioral).

Approved June 3, 2014 by Executive Committee