

If Franz Kafka were alive today he'd be writing about customer service. - Jonathan Alter

To Save the Time of the User: Customer Service in Libraries

Termin : 21. März 2011 (10:00 – 17:00 Uhr)

Ort : Zentral- und Landesbibliothek Berlin / Berliner Stadtbibliothek,
Schlossplatz 7, 10178 Berlin, Haus 4, **Seminarraum 334**

Veranstalter: Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und
verwandte Einrichtungen e.V.

Overview:

Participants will have the opportunity to reflect about the meaning of customer service. The workshop content includes interactive lectures, case studies, creative small group problem-solving activities, and discussion of questions to explore external and internal customer relationships. Many of the cases and references will be drawn from *Leading from the Middle*, the collection of John Lubans' original research and essays published in 2010.

By the end of the day participants will:

- have identified customer service problems/challenges and applied a process toward resolution,
- better understand customer relationships and strengthen their customer/supplier role, and,
- have gained practical ideas for application in their work places.

Agenda:

10:00 hours	Introductions, what's on for the day, handouts, the Three Whats? Questions.
10:20 hours	Customer Service. An interactive talk touching on definitions and the requisite organizational leadership and culture for outstanding customer service.
11:30 hours	Break
12:00 hours	<i>Bibliofoon</i> : Giving the user what she/he wants. Internal and external customers aligned. A problem-solving initiative. Tips for improving library customer service: use of space, navigation, information, interaction and promotion (marketing).

13:15 hours Lunch

14:00 hours Questions, quotes & comments

14:30 hours Big customer service attitudes in little books – add a page

15:15 hours A case study of outstanding customer service: Southwest Airlines DVD and discussion of organizational culture and leadership. Employee/customer DVD.

16:00 hours Time permitting: Case studies and role-plays.

17:00 hours End of session.

Referent: **John Lubans Jr.**
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Teilnehmerzahl: begrenzt auf 25

Kosten: EURO 60,-- (early bird-Tarif bei Anmeldung bis 22. Februar 2011);
danach: EURO 90,--)

Anmeldung: **mit Angabe der Rechnungsadresse** bei Evelin Morgenstern -
Initiative Fortbildung ... e.V. - c/o ZLB - E-Mail:
morgenstern@initiativefortbildung.de

Anmeldeschluss: 14. März 2011

John Lubans Jr., writes and teaches about library leadership and teamwork. He is a former academic librarian, currently an online adjunct teacher at Rutgers University. In early 2011 he will be living in Riga and teaching at the University of Latvia, as part of a Fulbright Scholarship Lecturing Award.