



Welcoming New Residents: *Customer Service Essentials*

"Your Library: Gateway to the
Community" a project of MHLS

Why Should We Reach Out to New Residents?

- To market library services.
- To create a sense of community.
- Could mean better funding for the library.
- They are an ideal target, because they typically have a lot of information needs.

Profile of a New Resident

- More diverse.
- More money, most are dual-income families.
- Higher expectations.
- Commuter lifestyle.
- Most desire a sense of community.

Top 10 Information Needs of New Residents



1. Community Events
2. Outdoor Activities
3. Town/Village Info.
4. Recreation
5. Local History
6. Directions/Maps
7. Local Clubs/Orgs.
8. Shopping Facilities
9. Emergency Services
10. Garbage Disposal

Assisting New Residents

- Welcome them.
- Demonstrate that the library is a reliable resource for them.
- Help them to learn about the local area.
- Refer them to the resource website.
- **Provide them with a *New Resident Resource Kit*.**
- **Give them an FAQ guide.**



Welcoming New Residents

- Tell them important details about the area. (Things that might have taken you awhile to learn.)
- Invite them to bring their whole family to use the library.
- Introduce them to other people in the community (in the library or outside if you see them around.)

The Library As a Resource For New Residents

Service	Reason for Appeal
<ul style="list-style-type: none">• Home Access, Request-A-Title	<ul style="list-style-type: none">• can access remotely; especially useful for commuters/weekenders who can request items from a different location and pick it up at a convenient time.
<ul style="list-style-type: none">• DVD's & CD's	<ul style="list-style-type: none">• Entertainment materials which have broad appeal.
<ul style="list-style-type: none">• Audio-tapes, CD's, and music CD's	<ul style="list-style-type: none">• provides listening enjoyment for commuters.
<ul style="list-style-type: none">• Tourism/Recreation materials	<ul style="list-style-type: none">• many will want to experience the history and character of the area.

The Library As a Resource For New Residents (cont)

Service	Reason for Appeal
• Adult Programs	• to meet other people; to learn about an area of interest ; to learn about community.
• Children's Programs	• to meet other children and parents; to give busy parents a safe place to bring their children; to give parents a break from their children.
• Homework Help	• support for busy parents who don't have time to assist their kids with homework assignments.; offers designated homework time for students.

The Library As a Resource For New Residents (cont)

Service	Reason for Appeal
<ul style="list-style-type: none">• ESL classes & materials	<ul style="list-style-type: none">• for many new residents, English is not their native language and they wish to become more fluent in it.
<ul style="list-style-type: none">• Bi-lingual storytimes & diversity events	<ul style="list-style-type: none">• these programs reach out to immigrant residents and help create cohesion between immigrants and non-immigrants; residents from NYC are used to cultural activities and likely to find them appealing.
<ul style="list-style-type: none">• Local History & Local Events	<ul style="list-style-type: none">• new residents tend to be interested in the heritage of their community; many desire to participate in local events.



Customer Service Essentials

- I. Review of General Service Skills
- II. Assisting People of Other Languages (Diversity)
- III. Disability Etiquette
- IV. Serving Seniors
- V. Assisting Challenging Customers.



General Service Skills

1. Identify needs by asking good questions.
2. Practice effective listening.
3. Match services to needs/wants.
4. Use good telephone skills.

General Service Skills

Things **Not to Do**

- **Never say “no” to a patron.**
- **Don’t pass the buck.**
- **Don’t speak poorly of patrons.**

Things **To Do**

- **Use the words, “for you.”**
- **Ease tension around touchy issues.**
- **Tell the patron what you *can* do, rather than what you can’t.**
- **Be empathetic and give respect.**
- **Say “I’m sorry” when something has gone wrong.**



**Assisting People
Who Are Different**

*Exercise: Attitudes &
Responses*

Person # 1



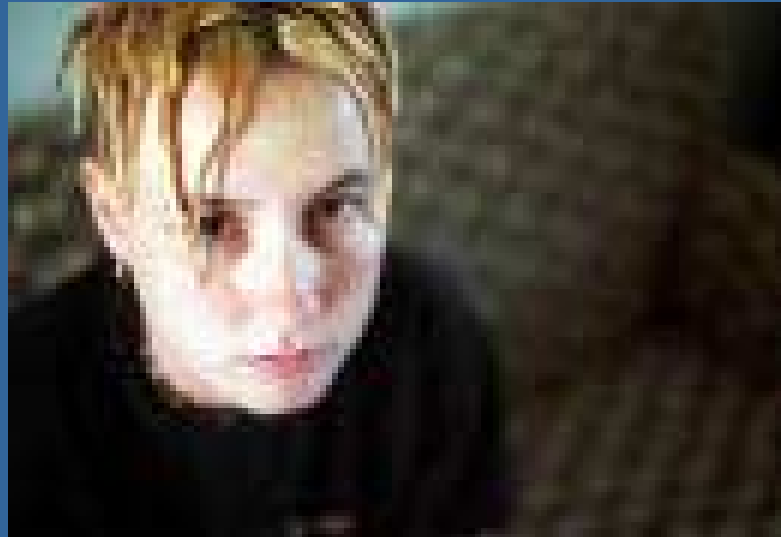
Person # 2



Person # 3



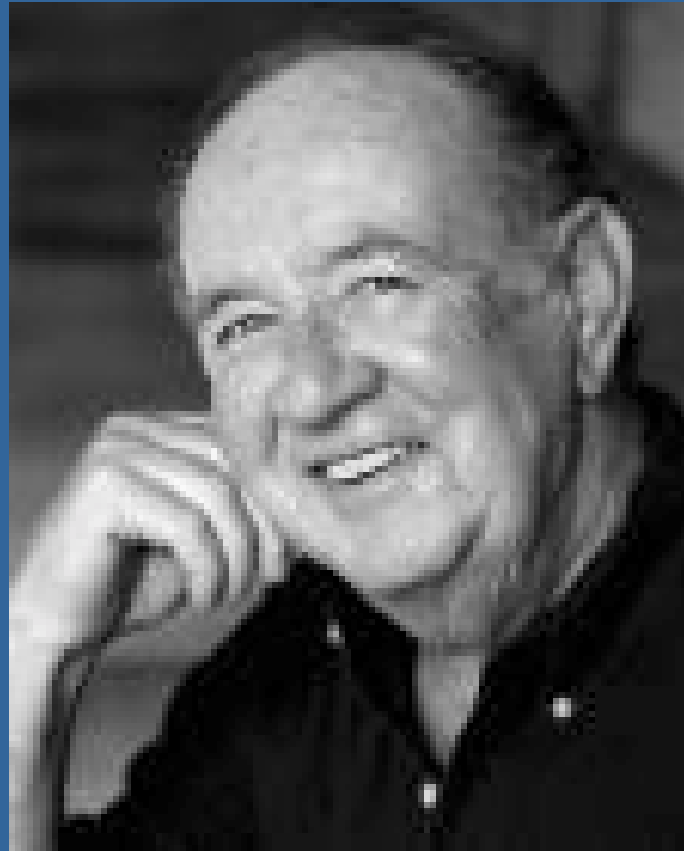
Person #4



Person # 5



Person # 6



Person # 7



Person # 8



Person # 9



Person # 10



Discussion

- What are some behaviors you would express in each of the five tolerance categories.



Assisting People Who Are Different

Some Statistics – MHLS Service Area

Group Name	Ratio
Ethnic-Minority	28 people out of every 100
Persons with a Disability	18 people out of every 100
Seniors	15 out of every 100
Primary Language is Not English	13 out of every 100

Source: Census 2000

People Who Look Different

- Offer a smile.
- Include the person in what is going on at the library.
- Talk to the person, not at them.
- Be considerate of persons with disabilities.
- Be natural and respectful.



People Who Sound Different

- Give your full attention.
- If you don't understand after a few tries, ask person to write down their request.
- A quiet environment will help communication.
- Respond graciously.
- Try to avoid miscommunication.



Assisting People When English is Not Their First Language

- Have them write down what you don't understand.
- Refer to the Spanish library phrases sheet.
- Make connections in the community with people who might assist with communication.
- Use Non-English Resources from MHLS webpage & En Espanol resource page



People Who Act Different

- Treat each person as an individual.
- Remain calm with the person – stress often makes interacting more difficult.
- *Ask* how you can help.
- Be willing to rephrase or write things down.

Serving Seniors

- Young old (ages 60-75)
- Middle-old (ages 75-85)
- Oldest old (85+)
- Library can meet needs and interests of each group.





Serving Seniors

Some Challenges:

- Computer phobic
- Hard-of-hearing
- Visual Impairment
- Mobility Impairment

Challenging Patrons

Handling Patron Problems/Complaints

- 1. Listen.**
- 2. Identify Facts & Feelings.**
- 3. Be empathetic.**
- 4. Summarize the problem.**
- 5. Offer solutions.**
- 6. Thank them.**

