

PR Idea Exchange

MHLS Directors Association | 9.5.2018

Tweet Out

#1 PR Success this year (so far!)

30 seconds each

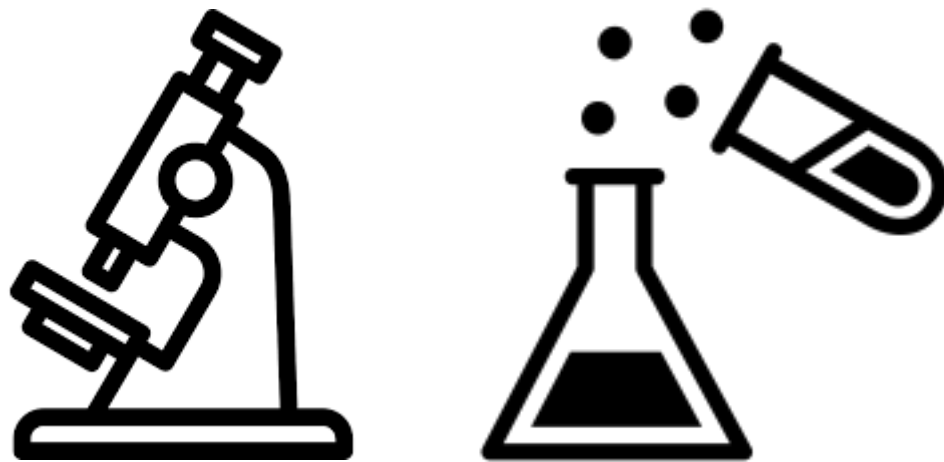
Panel Discussion

2018 Lab Project

- **Gillian Thorpe**
Julia L. Butterfield Memorial Library in Cold Spring
- **Gloria Goverman**
East Fishkill Community Library
- **Emily Chameides**
Hudson Area Library
- **AnnaLee Giraldo**
Kinderhook Memorial Library
- **Daniela Pulice**
Pleasant Valley Free Library

2018 Lab Project

Active Cardholders



DRAFT - Library Card Holders Activities in 2017 -10/17/2017

	Chartered Population	Card Holders	% Of Chartered Population with a Card	# of Card Holders Active* in 2017	% of Card Holders Active* in 2017
	4,436	1,284	29%	342	27%
	3,058	1,722	56%	547	32%
	27,294	11,239	41%	3,777	34%
	14,621	6,645	45%	2,380	36%
	18,404	5,801	32%	1,871	32%
	6,670	4,079	61%	984	24%
	7,698	4,014	52%	1,508	38%
	12,473	5,765	46%	1,809	31%
	9,459	4,651	49%	1,818	39%
	4,642	1,369	29%	603	44%
	4,312	1,607	37%	608	38%
	2,641	3,354	127%	1,394	42%
	8,918	2,979	33%	902	30%
	8,699	4,621	53%	1,235	27%
	29,029	12,660	44%	4,926	39%
	9,041	4,006	44%	1,451	36%
	12,608	5,017	40%	1,826	36%
	7,021	2,437	35%	913	37%

To engage with current cardholders **in a way that** inspires them to interact with library services and programs **so that** more citizens in our community are aware of, use, and find value in their local public library.

“Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections.”

RETENTION STRATEGIES

CHURN RISK

Preemptive



Not thinking about leaving



Proactive



Thinking about leaving



Reactive



Leaving



WinBack



Left



RETURN ON INVESTMENT

More effective

Most expensive

Low effectiveness

- **Increasing customer retention** by 5% can lead to an increase in profits of 25% – 95% depending on your industry
- The likelihood of **converting an existing customer into a repeat customer** is 60% – 70%
- The probability of **converting a new lead** is 5% – 20%, at best

“Customers are **five times more likely** to engage with you in **the first 90-100 days** than at any other point.”

Paula Tompkins, CEO, ChannelNet

Retention Rate

$$((CE-CN)/CS) 100$$

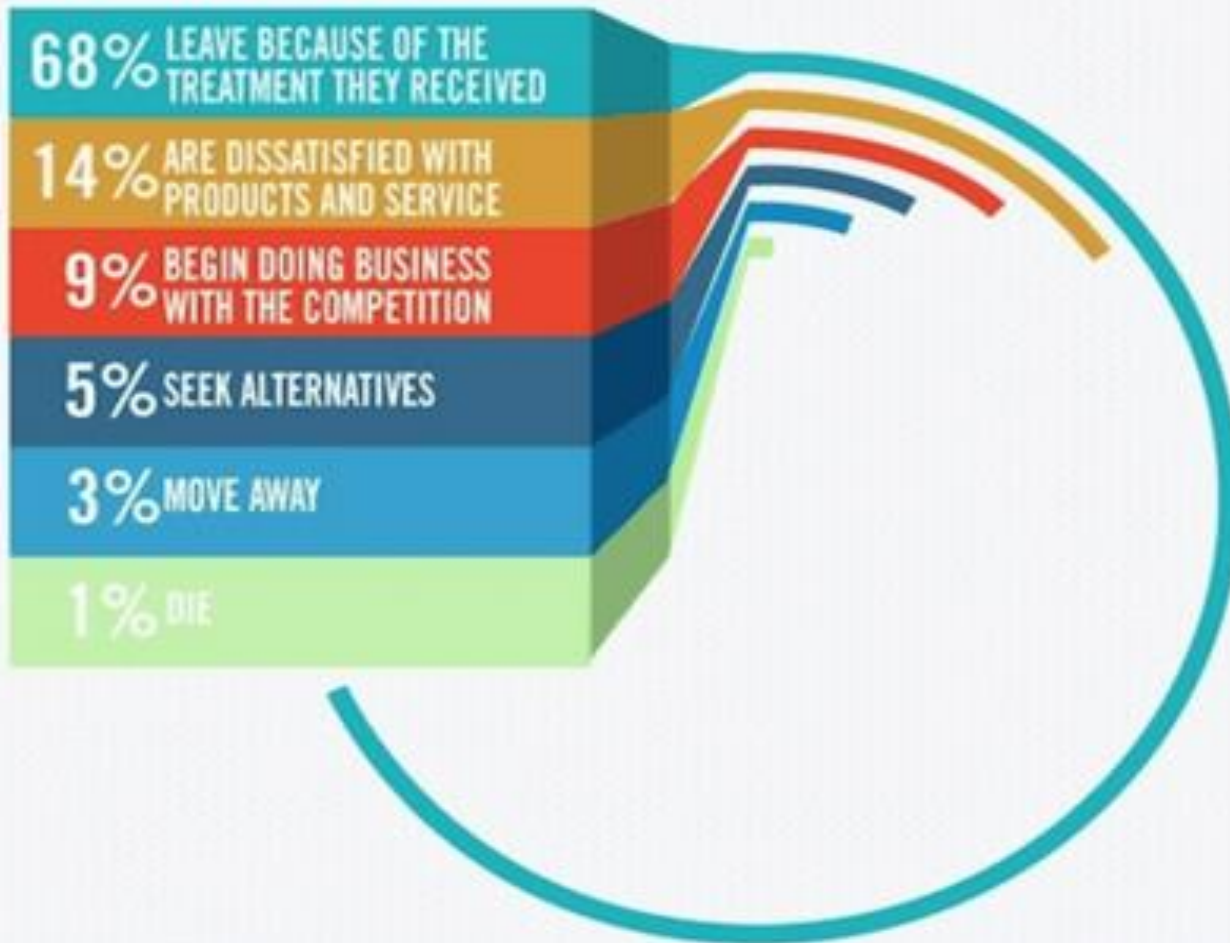
CE = number of customers at end of period

CN = number of new customers acquired during period

CS = number of customers at start of period

FASTEST WAYS TO → LOSE CUSTOMERS

WHY DO CUSTOMERS LEAVE A COMPANY?



***“Why Your Customers Are Leaving
and How To Retain Them,”***
by Pravya Pravin, 6.29.2017

68%

Leave because they think you don't care about them

Customer Experience

- Employee Engagement
- “Reducing Friction”
- Analyze “the whole experience”



Action Plan Focus



1. User Experience: New Card Edition

- Analysis of current registration processes: in person & online
- Staff Education & Talking Points
- What is handed to a new patron?
- Tours for new patrons
- Proof of residence postcards
- Temporary cards

2. Welcome Email

3. Proactive notification of imminent card expiration

Goal:
Retention Rate +5%

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