Customer service
From transactions to transformations
What we want you to know

- It has been a few hard years with lots of constant change.
- Library work is people work; people can be difficult.

What we are going to do today

- Discuss ways staff have adapted over the last 2 years.
- Learn about the Transformation Model and how it applies to customer service
- Brainstorm what we intentionally want to carry forward.
What is your favorite part about working at the library?
A place with books
Err....
A place with stuff
Err....
A place for community
Err....
For? Of?
People?
Things?
Stuff → Thing
Ways we get a person to the thing

Responsive  Predictive  Encouraging  Engaging  Empowering
Why do people come to the library?
Are any of you experiencing a downward spiral?

(If yes, that is ok!)
How have you had to adapt at work?
What worked well?

What did not?
How can we be intentional with what we keep?
DOWNWARD SPIRAL

CONFUSION → UNCERTAINTY
FRUSTRATION
STUCK ← SELF-DOUBT
ANXIETY → STRESS
HELPLESSNESS
DEPRESSION

UPWARD SPIRAL

INSIGHT / TRANSFORMATION
CHOICE / EMPOWERMENT
OPTIONS & POSSIBILITIES
DISCOVERY
CURIOSITY ← EXPLORATION
BEFUDDLEMENT ← UNCERTAINTY
UPWARD SPIRAL
Transformation Action Plan

1. What is one thing from this session you would like to explore or learn more about?

2. What is one thing you can commit to practicing in the next month to make your interactions more transformational?

3. What are two things your organization can start, stop, or change to transform a service?
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