Customer service
From transactions to transformations

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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.

Reflection: What is your favorite part about working at the library?
Types of Interactions

Responsive

Predictive

Encouraging

Engaging

Empowering
Reflection: Why do people come to the library?

The Spiral Model

- Downward Spiral:
  - Confusion ↩️ Uncertainty
  - Frustration
  - Stuck ↩️ Self-doubt
  - Anxiety ↩️ Stress
  - Helplessness
  - Depression

- Upward Spiral:
  - Uncertainty ↩️ Befuddled
  - Curiosity
  - Exploration
  - Options & Possibilities
  - Choice / Empowerment
  - Insight / Transformation
Reflection: How have you had to adapt at work?

Reflection: What worked well? What did not?

Reflection: How can we be intentional with what we keep?
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 2 things your organization can start, practice, or do more of to transform a service?