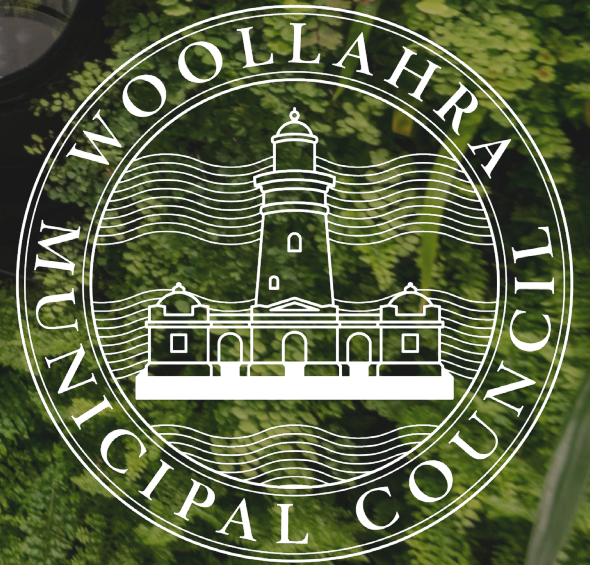


RETURNS

ROVING

CUSTOMER SERVICE

May 2023





What is roving?

“Roving services is a way of taking customer service to the patron, rather than waiting for them to come to a fixed service point with an enquiry.”

State Library NSW Reference Excellence training

<https://www.sl.nsw.gov.au/public-library-services/reference-excellence-training-online>



Example - Qantas hosted self-service zone

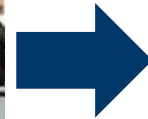


Image: New York Times
<https://www.nytimes.com/2021/09/09/travel/qantas-vaccine-mandate-international.html>

Image: Executive Traveller
<https://www.executivetraveller.com/qantas-adds-self-service-check-in-kiosks-at-sydney-airport-t1>



Why did we start roving?

Old library – since 1957

St Brigid's 1893 building – 468 sqm



New Woollahra Library at Double Bay

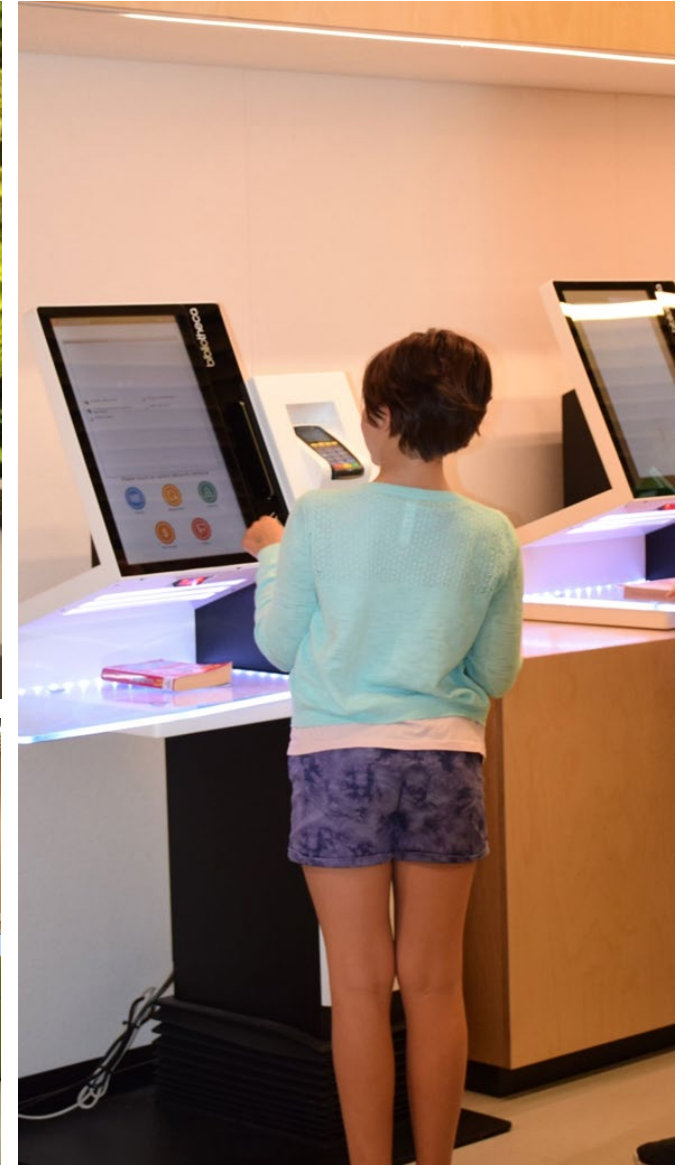
Built in 2016 – 3 levels – 2,234sqm



Self service philosophy

- RFID technology
- Self-check kiosks
- Automated returns
- Tap-and-go cards
- EFTPOS/online payments

Our customers feel independent and they have a greater feeling of ownership of the Library













Self service philosophy

- One-stop-shop OPACs
- Bookings solution
- Print/copy/scan
- Online membership

Woollahra Libraries



 Catalogue search Search for books, DVDs, magazines, historical images and more in our collection. > Search the collection	 Library website	 Join the Library Membership is free and you can join online. > Join now	
 Library events View upcoming library events and reserve your place! > Find an event	 Book a space	 Book a 3D printer	 Book a computer
 Member login	 e-Newsletters	 Library feedback	



Quick Browse collection

- 6,000 items
- 4,000 fiction and 2,000 non-fiction
- Demand driven “Just in time” collection
- Multiple copies
- Collection placed in high traffic area
- 48% of fiction and 57% of non-fiction currently on loan



What you see at Woollahra

Friendly staff moving around the library.

Doing tasks like shelving, directional help, reference and readers advisory, helping customers with technology.

Looking approachable, smiling and being aware of who might need help.

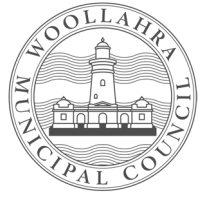
Assisting people when and where they need it.



COVID-19 public safety

- Limited number of visitors allowed
- Only library members could enter
- Enhanced cleaning
- Encouraged safe distancing
- Continued roving





Statistics

Dramatic increase in visitation, membership and circulation after moving to the new Woollahra Library at Double Bay

Even post COVID-19 all three measurements stay high and now continue to increase

	March 2016 – before the move	March 2023 – post COVID-19	March 2023 compared to March 2016
Circulation	19,353	30,434	57% increase
Membership	16,309	27,230	67% increase
Visitation	17,428	38,272	120% increase



Why are we roving now?

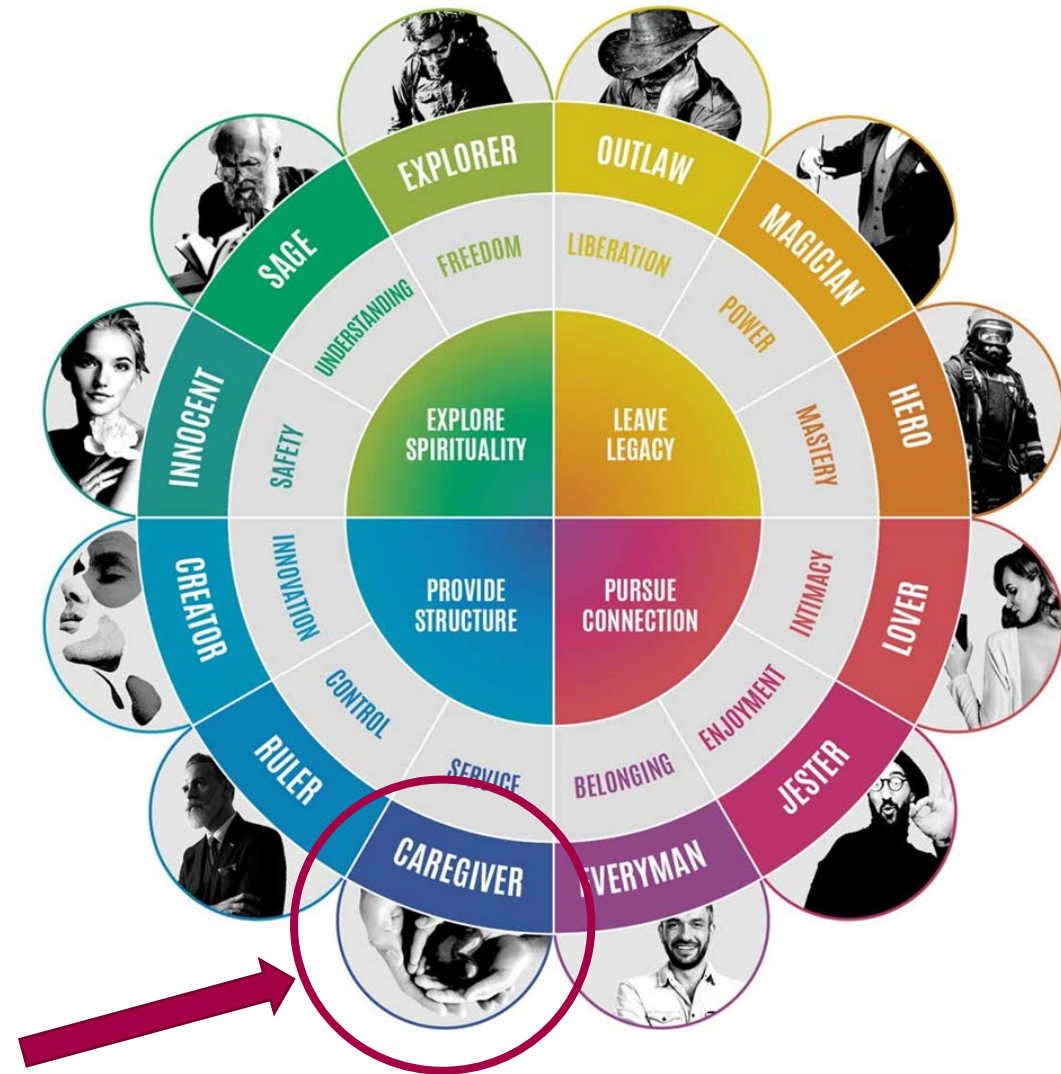
Our brand Architype is Caregiver

Best known for providing:

- Help
- Support
- Service
- Safety

Known for being:

- Warm
- Responsive
- Friendly
- Generous
- Strong/Protective



Why are we roving now?

Increased focus on Customer Experience

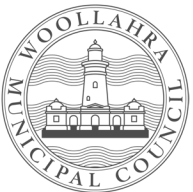
“Every interaction we have with a customer ...is a chance to make or break our reputation or brand and shape customer experience.”

Craig Swift-McNair, Woollahra GM



Why are we roving now?

- Everyone is welcome at Woollahra Libraries
- Roving supports a more welcoming and proactive service that engages with the community
- This philosophy is also facilitated by the building design



Staff training

Roving procedure

- *Why are we roving?*
- *Who do I approach?*
- *What tech do I use when?*
- *What if there are no customers to help?*
- *How long do I spend with one customer and how do I control this?*

Buddying system for the new staff

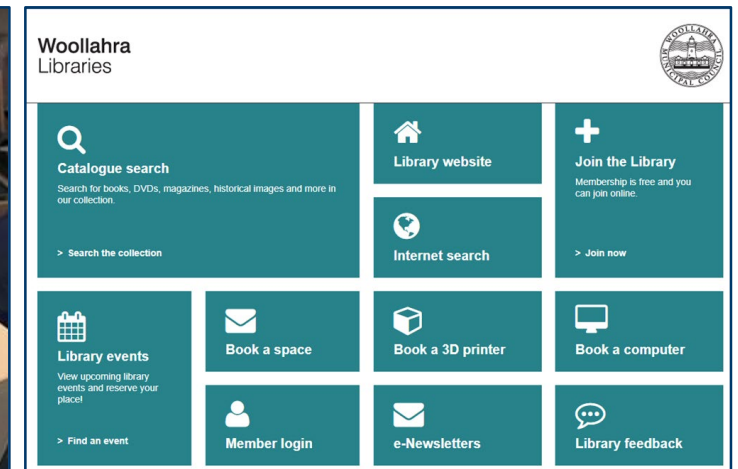


Technology supporting roving

Staff iPads

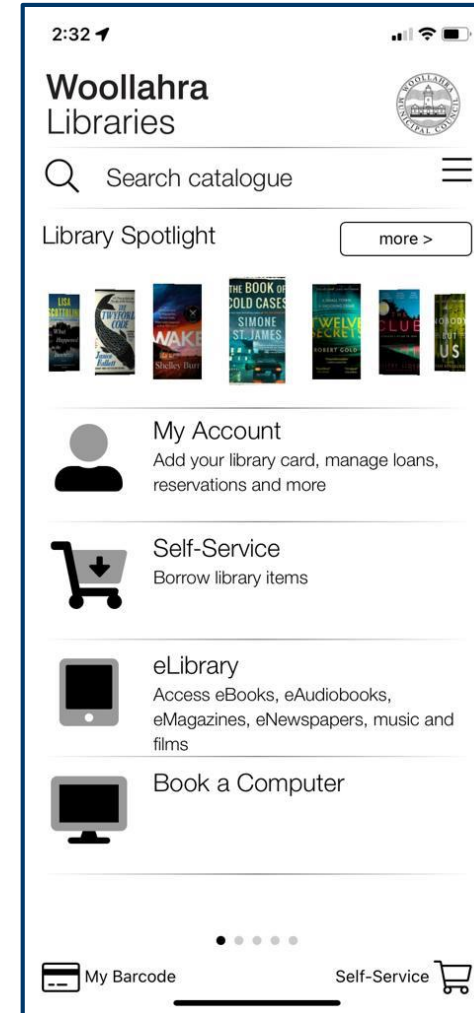
- Library Management System
- Pushover app
- Skype for Business
- Headsets

Call for assistance iPad mini on every level with custom-made app that sends a message to the Pushover app



Library App

- Library barcode – “virtual card”
- Self-service check out – just tap the books with your phone
- All the library services available from the phone



Customer Feedback

Our customers appreciate the friendly approach:

“I walked in last week on Monday and received the kindest smile and greeting. It’s usually the case at this location which—aside from the appreciated interior design & vibe and books—is why I return again and again...Laura along with many others make the place feel like community. There’s nothing better, I’m so grateful. Love this library!!”

“You are left to do what you need to do but plenty of staff are available should you need them.”

“The librarians are so friendly and helpful.”

(from Google reviews)

