

# Customer Services Group UK Annual Conference 2019



## New directions in customer services

### Conference Biographies & Abstracts



#### **Chris Powis, University of Northampton**

Chris Powis is Head of Library and Learning Services at the University of Northampton having previously worked for Oxford University and UWE. He is a Fellow of CILIP, a Principal Fellow of the HEA, a National Teaching Fellow and an author on teaching and learning and library spaces. He is currently researching the iconography of learning spaces and especially the place of the library on a campus.

#### **Where's the library then?**

The University of Northampton moved to a brand-new purpose-built campus in August 2018. Rather than replicating the way that campuses have grown up to mirror the organisational structure of the university (with a library, Faculty buildings, a Student Centre etc) the Waterside Campus compacts its academic operations into just three buildings. A Creative Hub contains the labs and studios, Senate has the research units and some general teaching rooms and everything else is found in the huge Learning Hub. This integrates the academics and all student-facing professional services hotdesking across open workspaces, over half of the teaching rooms, social and other open learning spaces, food and drink outlets and the library collections. In doing so it provides all the resources, people and space that a student would need in one building, but without differentiating spaces and without any one person or department owning any of the space.

Many of our services were previously linked to our control of 'library' space including stock management, opening hours and direct student support. The keynote will explore how moving from a Library to a more fluid concept of a library service within a democratic space ownership model has worked for students and staff.

## **Hannah Roberts, House of Commons Library**

Hannah Roberts is Head of Customer Service at the House of Commons Library and responsible for developing and delivering a customer engagement strategy to drive behaviour change.

Previously Hannah worked in Parliament's public engagement directorate leading a national team of outreach officers who worked in partnership with organisations from a variety of sectors to increase public engagement with Parliament. Audience engagement was focused on communities identified as less politically engaged such as BAME, unemployed and young people. Before joining Parliament, Hannah worked in the charity sector.



### **House of Commons Library: audience segmentation and intervention using best practice from different sectors**

The House of Commons Library is currently using audience segmentation in order to drive behavioural change amongst customers through targeted engagement efforts. The presentation will examine the methodology used to segment the customer groups and explore how customer insight has shaped the engagement approach.

The presentation will discuss how the interventions were designed to create customer behavioural change to help the Library achieve key strategic objectives. It will look at how best practice from a variety of different sectors was identified and used to shape both the segmentation approach as well as the interventions.

The presentation will also investigate how the segmentation approach has been embedded into everyday practice to ensure a consistent customer experience. It will look at how customer data is used to shape and refine both the interventions and the messaging as part of the customer relationship management approach.



## David Turpie, The Open University

David has worked at The Open University for 20 years and for the last 4 years has held the role of Library Manager for Enquiry Services at The Open University Library. The enquiry service David manages is a 2-tier support team made up of Library Assistants on 1<sup>st</sup> line support and Librarians covering 2<sup>nd</sup> line support.

David graduated with a BA(Hons) in Information Management and previously held the role of Information Manager before moving into a customer services role and taking on the management of the Enquiry Service.

## Managing enquiries to continuously improve our service

The Open University is the UK's largest academic institution dedicated to distance learning, with over 173,000 students. Library Services within the University provide students and staff with access to predominantly electronic information resources; digital and information literacy skills training and a 24/7 virtual enquiry service.

The Open University Library Enquiry Service uses phone, web-chat and email to support the OU's staff and distance learners. In 2004 the University introduced an institutional wide customer relationship management (CRM) system to record all student enquiries which was subsequently introduced to manage Library enquiries in 2008.

CRMs are traditionally used in the commercial sector and some Universities may use them within marketing rather than more traditional enquiry logging. In this short presentation David will explain:

1. How the CRM is an established part of the Library Enquiry Service workflow
2. How the library works with other areas of the university to deliver best practice in using the CRM
3. The value of the data captured in the CRM to improve support to the Students, inform the services of the Library and manage the staffing requirements of the Enquiry Service



### **Sarah Cull, Royal College of Nursing**

Sarah's career has been varied, including academic, civil service libraries and the banking sector. Her first role (18 years ago) at the Royal College of Nursing Library and Archive Service was Serials Librarian with responsibility for introducing e-journals to the 400,000 remote RCN members.

Sarah's current role is joint Customer Services Manager with responsibility for effective delivery and development of all front facing services. She led the team's successful application for Customer Service Excellence accreditation in 2017 and manages the many continual improvement projects implemented as part of that. Last year Sarah completed a 6 month secondment at Wellcome Collection supporting the team in starting their CSE journey.

### **Peer observation on the front line**

At the RCN Library and Archive Service, we deliver excellent customer service and have achieved Customer Service Excellence accreditation to prove it! As part of our ongoing service improvement activities, we have introduced an innovative peer observation project where frontline staff observe each other answering enquiries face-to-face and on the phone. With no obvious models for peer observing frontline services, we loosely based our model on techniques common in academic libraries for information skills teaching sessions.

However, we turned to the team themselves to guide us and shape the way they wanted to implement peer observation with some astonishing results. Despite initial reluctance from some staff, everyone is now enthusiastically participating and asking their partners to regularly observe them on specific issues. We now have another way to prove our excellent service and the team are more reflective and open.



## Jenny Foster, Edge Hill University

Jenny Foster is Customer Support Manager for Learning Services at Edge Hill University and has been with the service since November 2017. She leads on developing excellent customer support and learning spaces within the Catalyst, the converged Learning Services, Student Services and Careers building at the Ormskirk campus. Before joining Edge Hill she worked in both large and small HEIs but started her career in public libraries. She is a champion of user experience (UX) and is interested in collaborative working around the sector and the use of technology to improve the student experience.

Pronouns: She/her

Twitter: @libraryclimb

## Delivering frontline wellbeing support as part of a converged helpdesk

In September 2018 Edge Hill opened a converged frontline service located in Catalyst, the new home of Student Services, Careers and Learning Services.

The helpdesk acts as first line contact for all services in the building as well as managing the study spaces and virtual support desk. Alongside library enquiries the team respond to queries including student funding, job seeking, IT issues, accommodation and disability support. Like many universities Edge Hill has experienced increase in demand for counselling and wellbeing with students accessing these services some of the most vulnerable seen at the helpdesk.

During this session I will discuss how we have managed demand for the service and ensured that both students and staff have the support and information they need. The session will cover:

- An overview of the triage process for counselling and wellbeing.
- Management of change, including the need for ongoing engagement, support and training.
- Management of risk and professional boundaries for front line staff.
- New expectations for the closure of the enquiry loop and availability of services.

## **Sally Bridge, Queen's University, Belfast**

Sally Bridge is the Borrower Services Librarian at the McClay Library, Queen's University Belfast. She manages Criterion 3 of the Customer Services Excellence Standard and, in her day to day role, she has special responsibility for minority customer groups. She is the Disability Liaison representative for the Library and also works with the International Student Group. Outside the Library, she is the co-chair of the staff LGBT+ staff network and is also a committee member of the all-Ireland CONUL Training and Development Group.



### **Different – not less: enabling ASD students to learn**

The number of Autism Spectrum Disorder (ASD) students registering with Disability Services at Queen's University Belfast has risen by over 200% in the last five years. This figure is set to continue to rise as prospective ASD students, who previously would have discounted university as a possibility for themselves, are beginning to find a place where they fit in the world of academia. In order to facilitate this move, we need to understand what makes life difficult for these students and to equip our services in ways which allow independent, unhindered and equal access to all of the services in the Library.

This presentation will give practical examples of working with and increasing our understanding of this particular customer group. This includes bespoke induction for the students and their parents; a priority booking system to guarantee them desks in silent areas during peak exam times and working with them to produce a video on how to use the Library for new and potential ASD students. The presentation will conclude with this video.



### **Laura Waller, University of Warwick**

Laura is the Library Disability Support Officer at the University of Warwick. Laura develops the Library's physical environments, technologies, and virtual/online provision for students with disabilities, creating a positive and supportive learning environment and student experience.

She also provides advice and support for students and works with Library staff to promote best practice in the provision of inclusive services, developing staff training and focused awareness raising events.

### **Sensory study in the library**

It has now been two years since the initial Sensory Study Room was opened at the University of Warwick Library. Laura will discuss how the initial concept has developed over this time, leading to the creation of further sensory spaces within the Library, Sensory Refresh events, interactive staff training and inclusive Library services.

Sensory Refresh is a cross-departmental drop-in session run by the University's Wellbeing Advisors, the Library's Community Engagement Teams and Library Disability Support. Sensory Refresh creates different activities designed to encourage students to explore their sensory preferences and use this knowledge to improve the ways they study, as well as relax, whilst raising awareness of the diverse needs of all students.



### Leo Appleton, Goldsmiths

Leo Appleton is Director of Library Services at Goldsmiths, University of London. Leo has worked in several higher and further education institutions in various leadership and management roles and has particular professional interests around customer service, student engagement, performance measurement and digital literacy and capabilities. Leo led the Customer Service Excellence and Leadership and Management programme for the Student Experience Directorate at Goldsmiths and continues to chair the CSE Steering group which monitors how the directorate continues to meet the standards achieved.

### Nuala McLaren, Goldsmiths

Nuala McLaren joined Goldsmiths in 2017 as the Reader Services Librarian having previously worked in leadership and management roles in public libraries and arts organisations. Her professional interests include customer service, UX, community building and engagement and innovative space design. She has a healthy enthusiasm for data, unearthing the stories behind the numbers and translating these into improved services and student experiences. Nuala led on Customer Service Excellence for the Library at Goldsmiths, chaired the Metrics Group for the Student Experience Directorate and continues to work on the CSE steering group.



## Where the library leads, others will follow: experiences of leading organisation-wide customer service change at Goldsmiths, University of London

At Goldsmiths, University of London, Library Services is part of a wider directorate called the Student Experience Directorate, which is headed up by the Academic Registrar. The Directorate comprises of Library Services, Careers & Employability, Student Administration, Student Recruitment, Student Support Services, Student Engagement and Quality Assurance. Within the university, Library Services is highly regarded as having strong student focused values and an embedded high performing customer focused culture. Therefore, Library Services was approached and asked to lead on a project to establish a student focused culture across the whole of the Student Experience directorate. Two external kite-marks were considered as appropriate frameworks for delivering such a project: Customer Service Excellence; and, Leadership and Management.

This presentation will focus on the role that Library Services has played in the leadership and management of this project and how, as a constituent part of the wider directorate the library has been able to contribute to the strategic direction of the Goldsmiths student experience, whilst also benefiting from working collaboratively across the college. Key elements will include the challenges of leading teams across the organisation, and how the leadership and management kite-mark enables greater scrutiny of organisational structure and leadership.