

C3 Customer-Centred Classification

**Replacing Dewey for Better
Merchandising and Customer
Service**

OLA 2009 Session 316

9:05 a.m. January 29, 2009

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MARKHAM PUBLIC LIBRARY

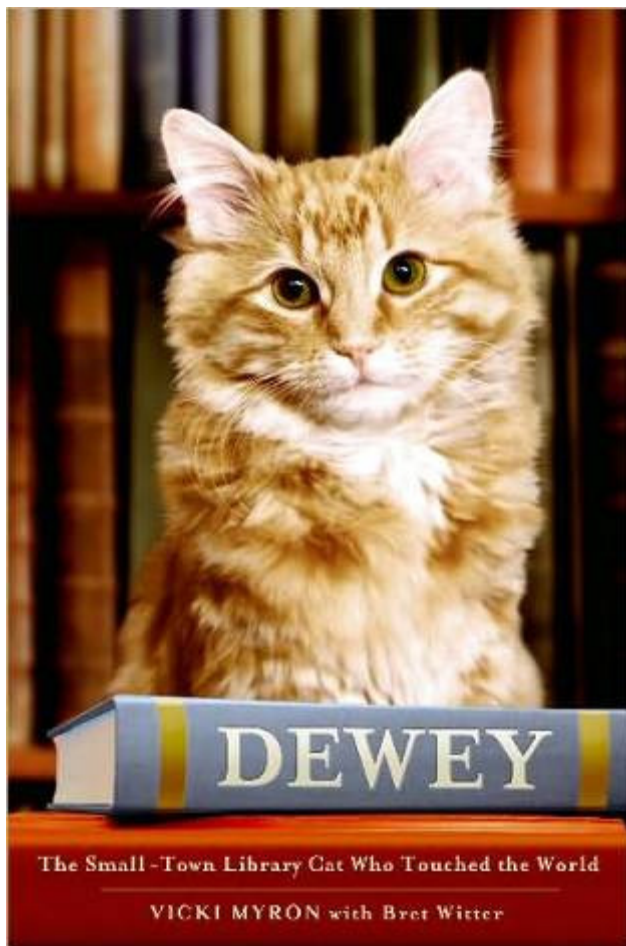
Session Outline

- Context & Origins of C3
 - *Debbie Walker, Director, Library Strategy & Innovation*
- Operational Outcomes & Measures
 - *Andrea Cecchetto, Manager, Markham Village Library*
- Implementation Challenges & Wins
 - *Suraj Sharma, Manager, Technical Services*
- C3 for Children
 - *Amy Dolmer, Teen Librarian, Markham Village Library*
- Q & A



C3 Defined

- Customer-Centred Classification
- A new classification system designed from a customer perspective
- Replaces Dewey
- Part of our strategy for merchandizing library collections
- Went live December 15, 2007



Lifestyle & Family

DEWEY

C3

**636
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929
MYR**

**LF
1910
MYR**

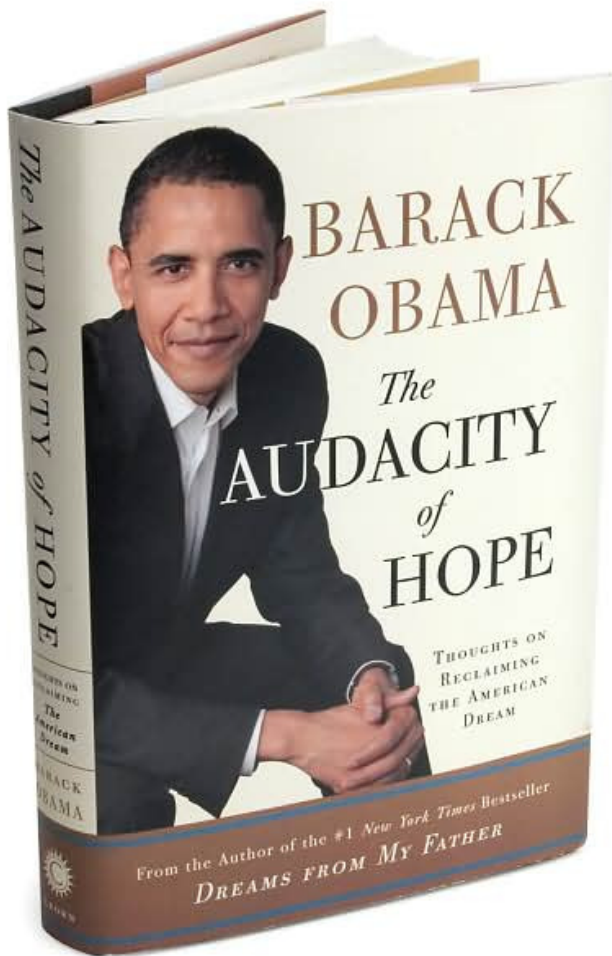
Lifestyle
& Family

LF

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Biography

DEWEY

C3

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OBAMA**

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OBAMA**

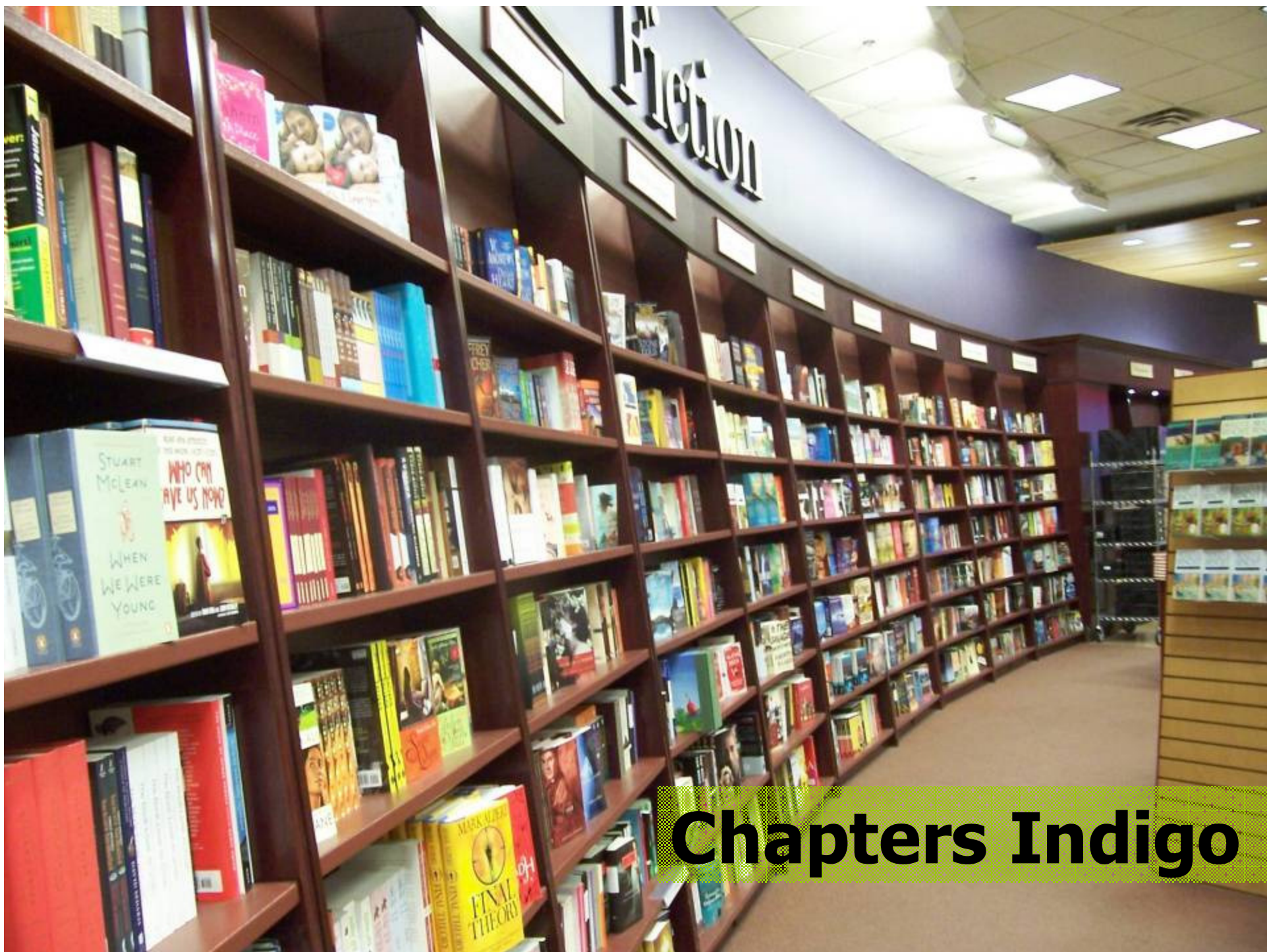
Biography

BI

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Chapters Indigo



Richmond Library of the Future

Angus Glen Library



Angus Glen Library



Markham Village Library

Media Cascades

Power Wall





**Dewey meets
Merchandizing**

Strategic Planning

- Strategic planning
 - Focus on customer experience
- Why do we Dewey?



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Markham Public Library
STRATEGIC PLAN
2007 and beyond

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Who is Dewey?



- Designed as a 19th century inventory system for closed stacks retrieval
- Not designed to be easy for customers in self-service public libraries

Who is Dewey?



- Dewey-World 1876
 - Religion (200-299) dominated by Christianity (220-289)
 - 600s (technology) don't include computer science (004-006)
 - History over-emphasizes American history
 - Literature dominated by U.S.

What's wrong with Dewey?

- Long strings of numbers and letters
 - Confuse and frustrate customers
 - Slow down sorting and shelving
 - Slow down finding a specific item
- Impact on material flow
 - Efficiency
 - Turnover

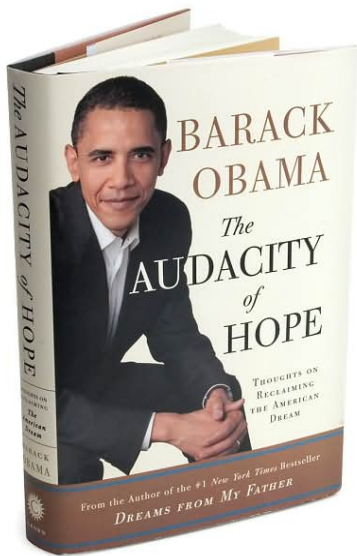
People just don't get it



Other Solutions to Dewey



- Maricopa – Dewey or don't we?
 - To make the library as easy as a bookstore
 - 75% wanted a browsable collection
 - The world doesn't think like librarians do
 - Numbers scare customers



Dewey or don't we?

DEWEY

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C3 – Thinking like a Customer

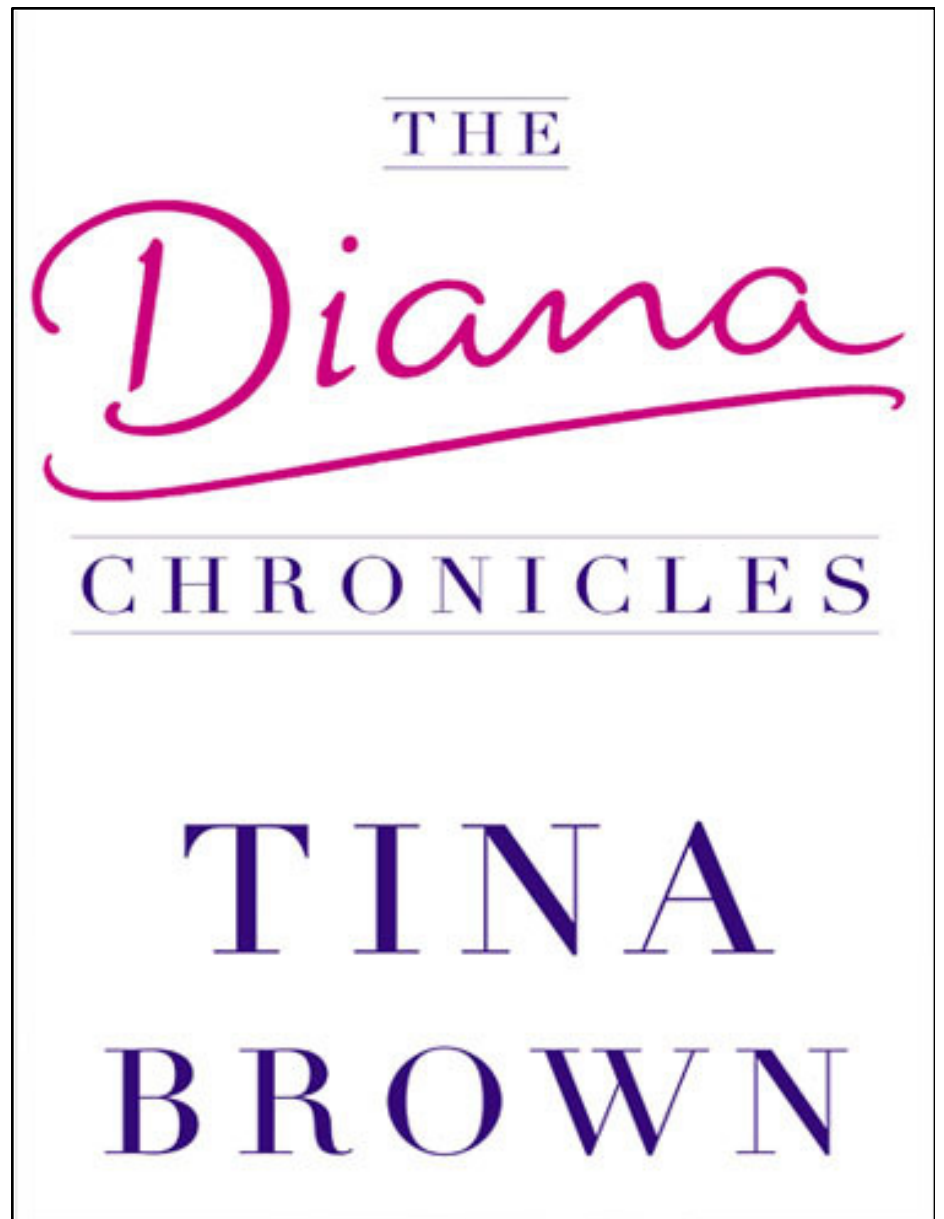
- The best of Bookstores
 - Browsing-friendly
 - Intuitive finding
- The best of Dewey
 - Finding specific items

941.085092



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- BI 5173
- Biography – Royalty



How do customers like C3?

Customer Survey 2008:

“Not too familiar with C3-more familiar with Dewey. C3 straight forward and easy.”

“Books are easy to find (library is very spacious-which makes it comfortable for browsing).”

How do customers like C3?

Customer Survey 2008:

“Its faster to find what I'm looking for”

“It’s better organized now than before”

“The sections are well-labeled and obvious
- you know exactly where to look”

How do customers like C3?

Customer Survey 2008:

"I like the combination of bookstore categories and call numbers."

"C3...it works. It does what its suppose to".

"Books are in nice categories"

How do customers like C3?

It wasn't all good:

"Didn't even notice the new system until it was pointed out over the course of this survey."

"It is confusing right now because this branch is different from the others."

How do customers like C3?

Customer Survey 2009:

Are you finding what you need?

	Dewey	C3
Yes	87%	100%
No	13%	

How do customers like C3?

Customer Survey 2009:

Are you looking for something specific today?

	Dewey	C3
Yes	59%	44%
No	41%	56%

How do customers like C3?

Customer Survey 2009:

Are you browsing?

	Dewey	C3
Yes	80%	82%
No	20%	14%

How do customers like C3?

Customer Survey 2009:

Was it easy to find items in the Non-Fiction collection?

	Dewey	C3
Yes	78%	96%
No	22%	4%

C3 in the Branch

Feedback from Staff:

“It is easy to find books since there aren’t so many numbers – the categories are really helpful for customers and since there are only four numbers, it looks nicer. It is easier for shelving and easier to help customers. It makes my job easier”.

- Eddie, MV Page

C3 in the Branch

Feedback from Staff:

"I dream in Dewey. However, I can see that C3 is more efficient from the staff's perspective. There is no reason for a public library to have to go to 16 decimal points. The subject categories are what does it for most customers".

- Pat, MV Circulation Supervisor

C3 in the Branch

Feedback from Staff:

“In the beginning I didn’t like it. It didn’t feel like a library without Dewey and I wasn’t used to it. Now that I’ve used it for some time, I’m more familiar with it and can see how the customers really like it. It is quite user friendly”.

- Peggy, Information Services

C3 in the Branch

Feedback from Staff:

“I love the browsability of it. It feels more like a bookstore where things are new and clean looking and easy to scan”.

- Cera, Librarian

C3 in the Branch

Retrieving items:

	Dewey	C3
Test #1	20 min	7 min
Test #2	15 min	4 min
Test #3	13 min	3 min
Average Time	16 Minutes	4.6 Minutes

C3 in the Branch

Retrieving Items – Impact on Productivity:

	Dewey	C3
Items per hour	37.5	130
Items per year	65,625	227,500
Increased Productivity with C3:		346.7%

C3 in the Branch


Shelving items:

	Dewey	C3
Test #1	115 min	25 min
Test #2	115 min	21 min
Test #3	55 min	14 min
Average Time	95 min	20 min

C3 in the Branch

Shelving Items – Impact on Productivity:

	Dewey	C3
Carts per hour	0.63	3
Cost per cart	\$ 15.87	\$3.33
Carts per year	1,102	5,250
Increased Productivity with C3:		476.4%

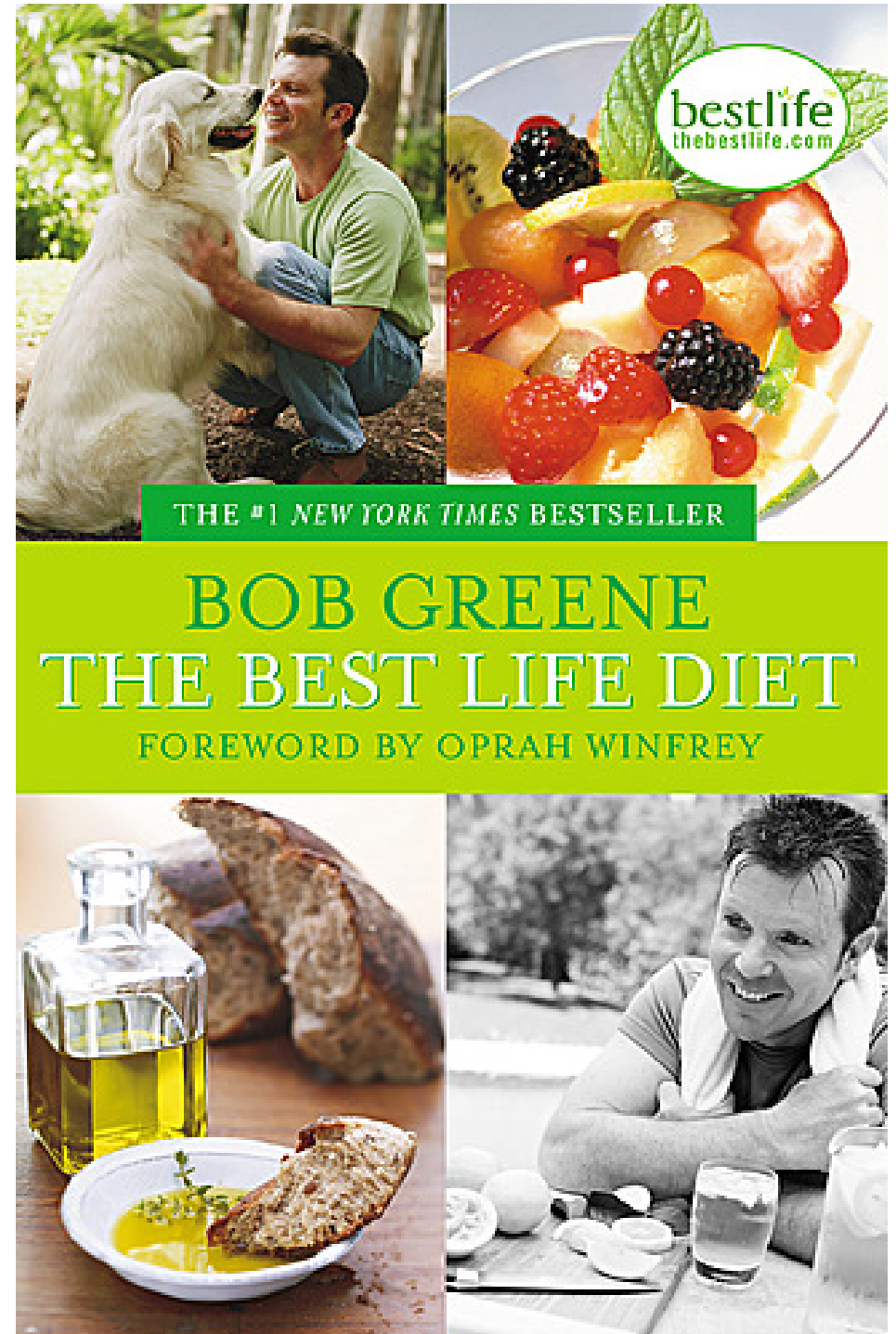
A painting of a panda sitting on a dark, textured rock. The panda is white with black patches on its ears, eyes, and limbs. It is holding a small white object in its paws. The background is a textured red, framed by a thick yellow border. The entire scene is set against a blue background. The number 641.5635 is overlaid in large black font across the center of the image.

641.5635

641.5635

- FD 4190
- Low-fat diets –
Recipes

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C3 in Technical Services

The Plan - Merchandizing

- Collection codes created for merchandizing categories
- Using group editor the collections converted to merchandizing categories based on Dewey ranges
- Merchandizing labels affixed based on Dewey ranges
- C3 numbers developed

C3 in Technical Services

The Challenge

- Staff reaction
- Impending re-opening
- Assigning of C3 numbers
- C3 numbers did not cover all subjects
- More than one subject in book

C3 in Technical Services

The implementation

- C3 easy to use
- Extra staff brought in
- Adjustments made to C3
- Customers perspective
- Listened to staff input
- Constructive use of staff criticism
- C3 tweaked

C3 in Technical Services

Success

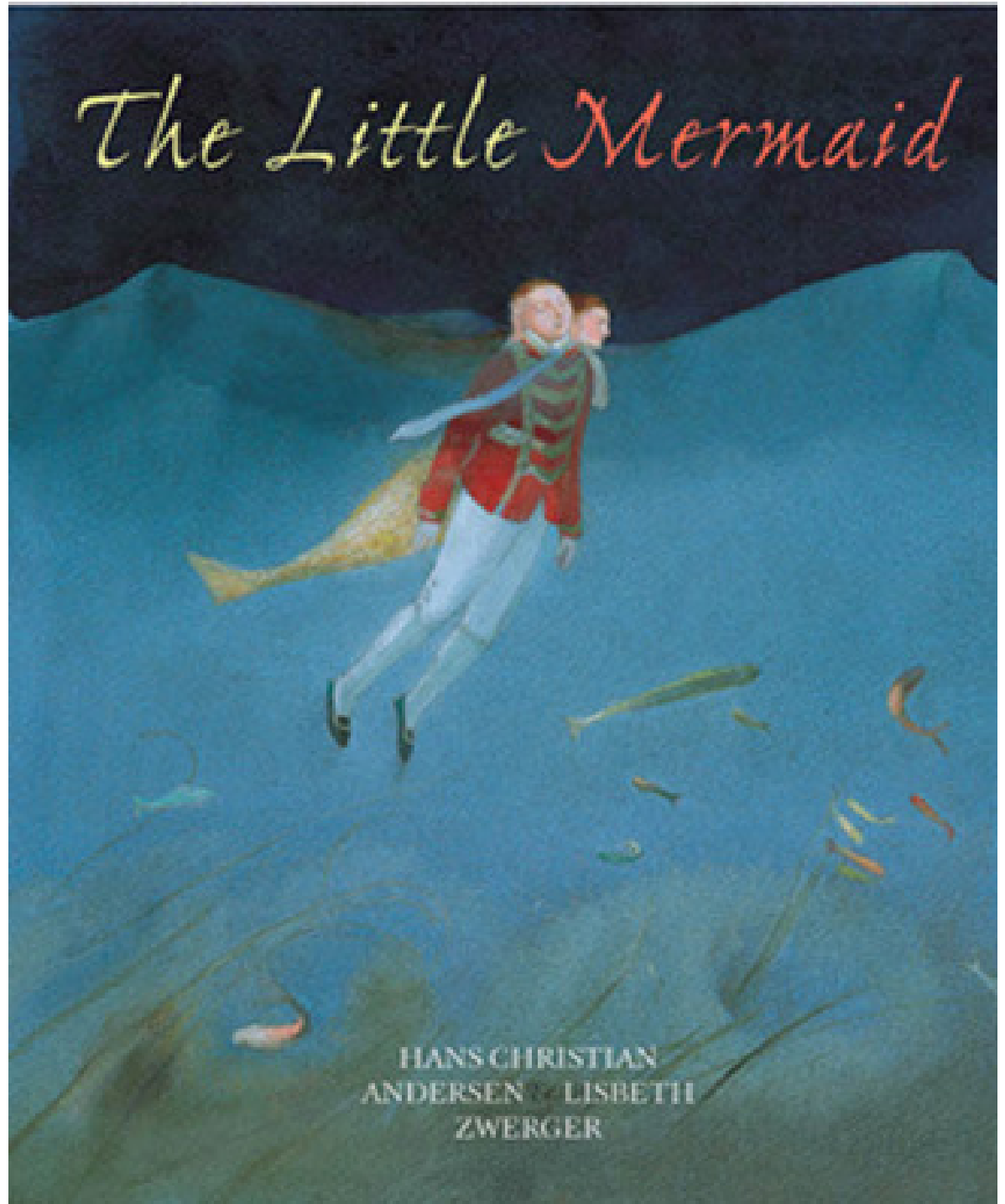
- Biography collections
- Juvenile collections
- Plan to C3 other collections



398.20948901

398.20948901 Ander

- Fairy Tales – Denmark
- JLF 6426 Littl



C3 For Children

Children's Collections:

- Contain as many subject areas as their adult counterparts, but with different areas emphasized.
- Contain materials that are found exclusively, or almost exclusively, in children's collections.

Children:

- Are more frequent researchers than adults.
- Are more often on deadline.
- Are at vastly different stages of intellectual maturity.

Challenges in Expanding C3 to Include Children's Collections

Merchandizing Categories:

- Were in place before the reclassification project began, and have undergone some changes.
- Needed to have kid-friendly names.
- Needed, in some cases, to have different subjects represented therein, in accordance with a kid's-eye view of the world.

Challenges in Expanding C3 to Include Children's Collections

Sub-Categories:

- Needed to have kid-friendly names (for small shelf labels).
- Quite frequently needed to be expanded, with new numbers created, to accommodate subjects that are more popular with children.
- Needed the classification numbers to match adult classification numbers.

Challenges Overcome

Children's framework:

- Maps almost directly to adult C3. Where expansion was necessary, expansion occurred for both adult and children's C3. Cataloguers need only use a single document.
- In determining which subjects belonged in which merchandizing categories, we simply asked children for their opinions, using a very simple verbal survey.

Next Steps

- Working with operational collections.
- Judgement calls regarding subject.
- Educating the public and staff.

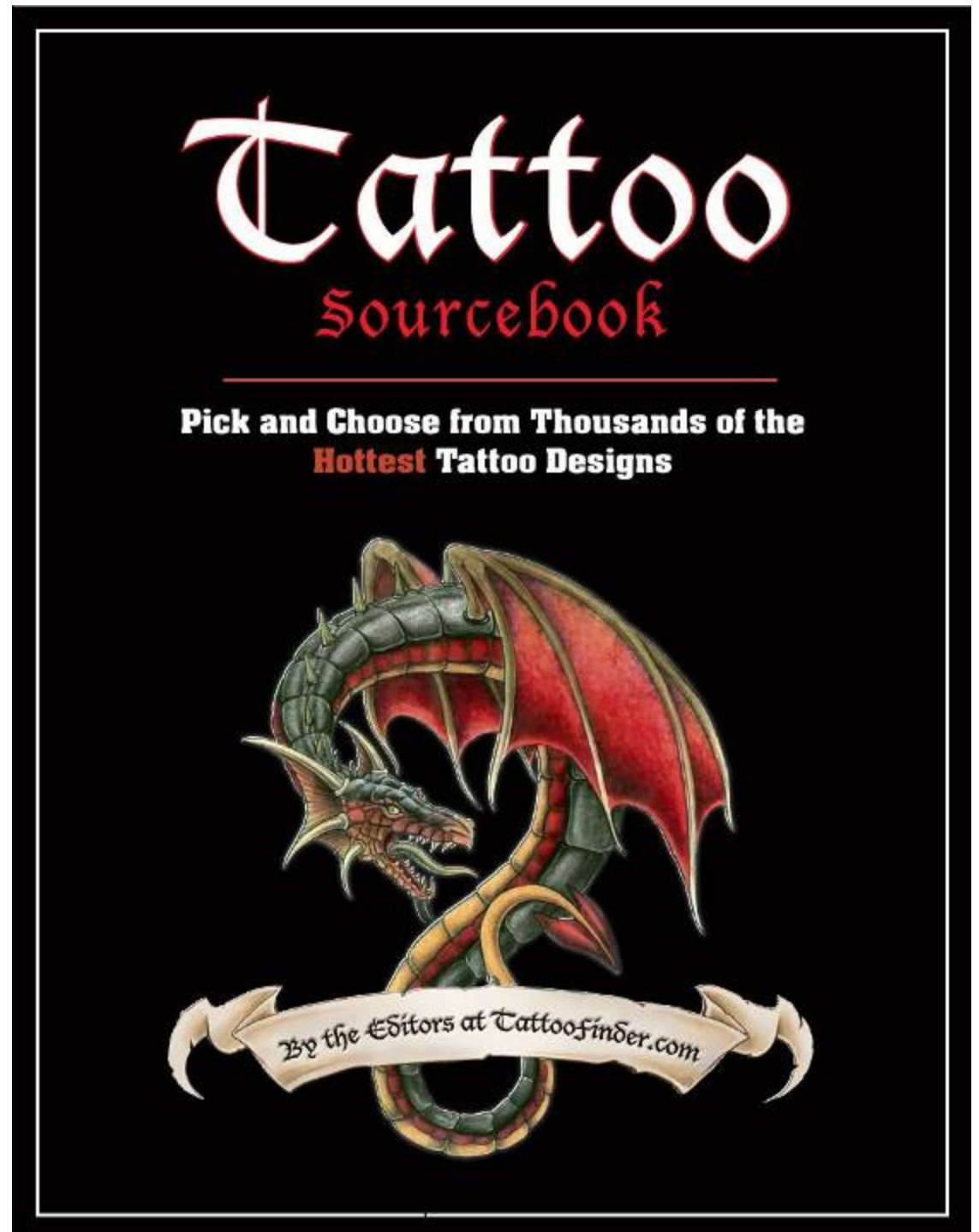
A painting of a panda sitting on a dark grey rock. The panda is white with black patches on its ears, eyes, and body. It is positioned in the center of the frame. Behind the panda is a red rectangular area, which is itself surrounded by a thick yellow border. The entire composition is set against a blue background. Overlaid on the center of the image is the number 391.65 in a large, bold, black font.

391.65

391.65

- Tattoos
- LF 1200

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Questions?



Book Cover Contest:
Design a new book cover for your favourite book

Magic Tree House

Junie B. Jones

Harry Potter

WCH



Book Title: WILD BEARS
Author: SEYMOUR SIMON
Don't forget to put your name and phone # on the back!

Thomas the Tank
Curious George