



# **INSPIRING INNOVATION IN SERVICE**

**Bringing Customer Service Trends to  
Library Services**

# Join the Conversation

**#innovatelibs**  
**#OLASC17**

**Our story . . .**

*Please join us for a CSSC Forum...*

# *Library Services: Thinking Outside the Box*



*Tuesday, December 15  
at 2:00 pm in TSC 121*

*or*

*Wednesday, December 16  
at 10:00 am in TSC 120*

*RSVP to Doodle Poll  
by Friday, December 11*



“Patrons will judge the service they receive in a library against comparable retail experiences, whether it’s a bookstore or Apple store, [...] there’s an expectation in terms of how patrons interact with technology [and staff]...that they bring with them when they enter the library. For the library to remain relevant and continue to engage their users, they have to step up their game.”

Matt Enis, “Meet the Tabletarians” *Library Journal*

*Please join us for a CSSC Forum...*

# *Library Services: Thinking Outside the Box*



*Tuesday, December 15  
at 2:00 pm in TSC 121*

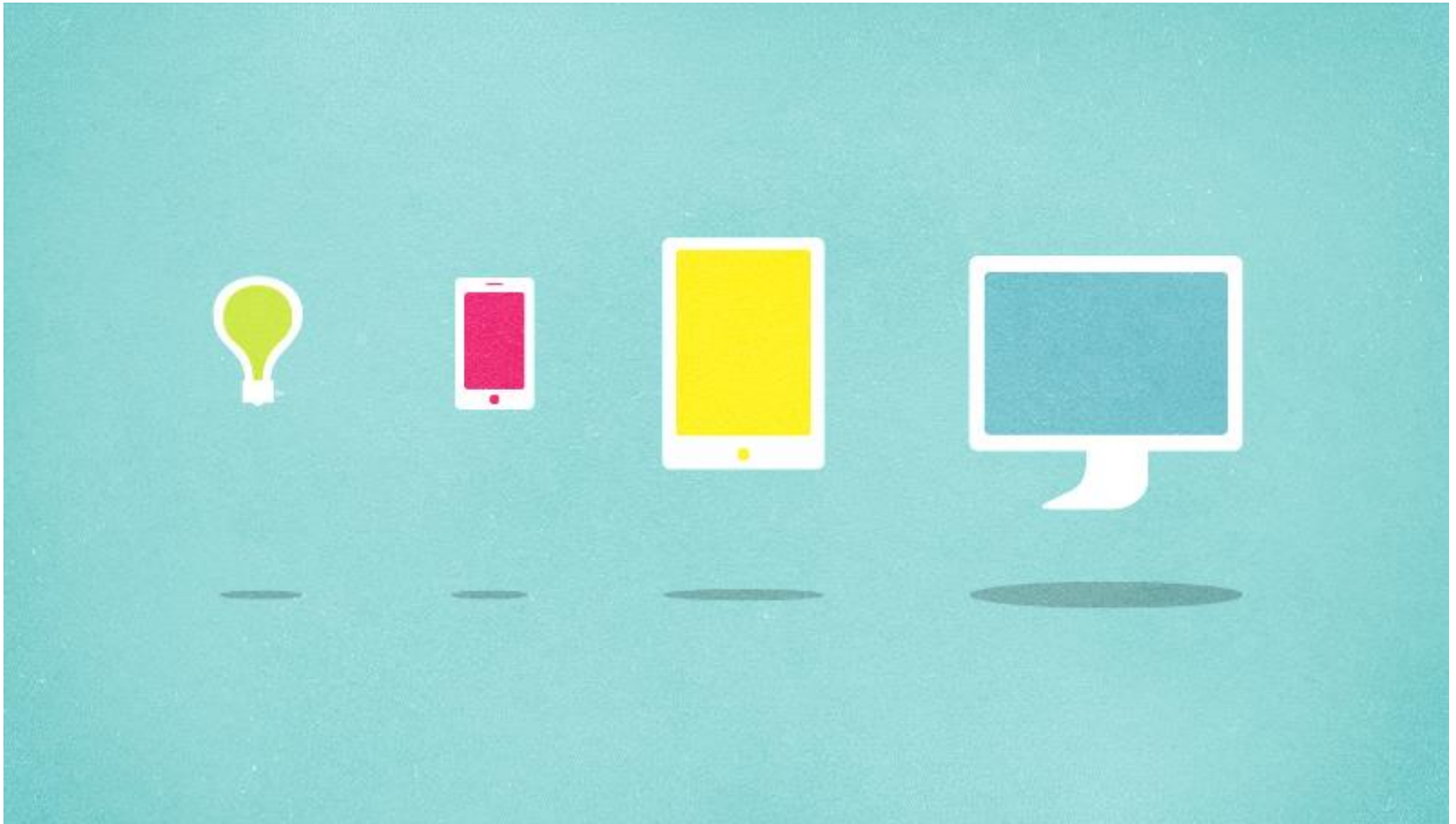
*or*

*Wednesday, December 16  
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# MOBILE FIRST



# MOBILE FIRST

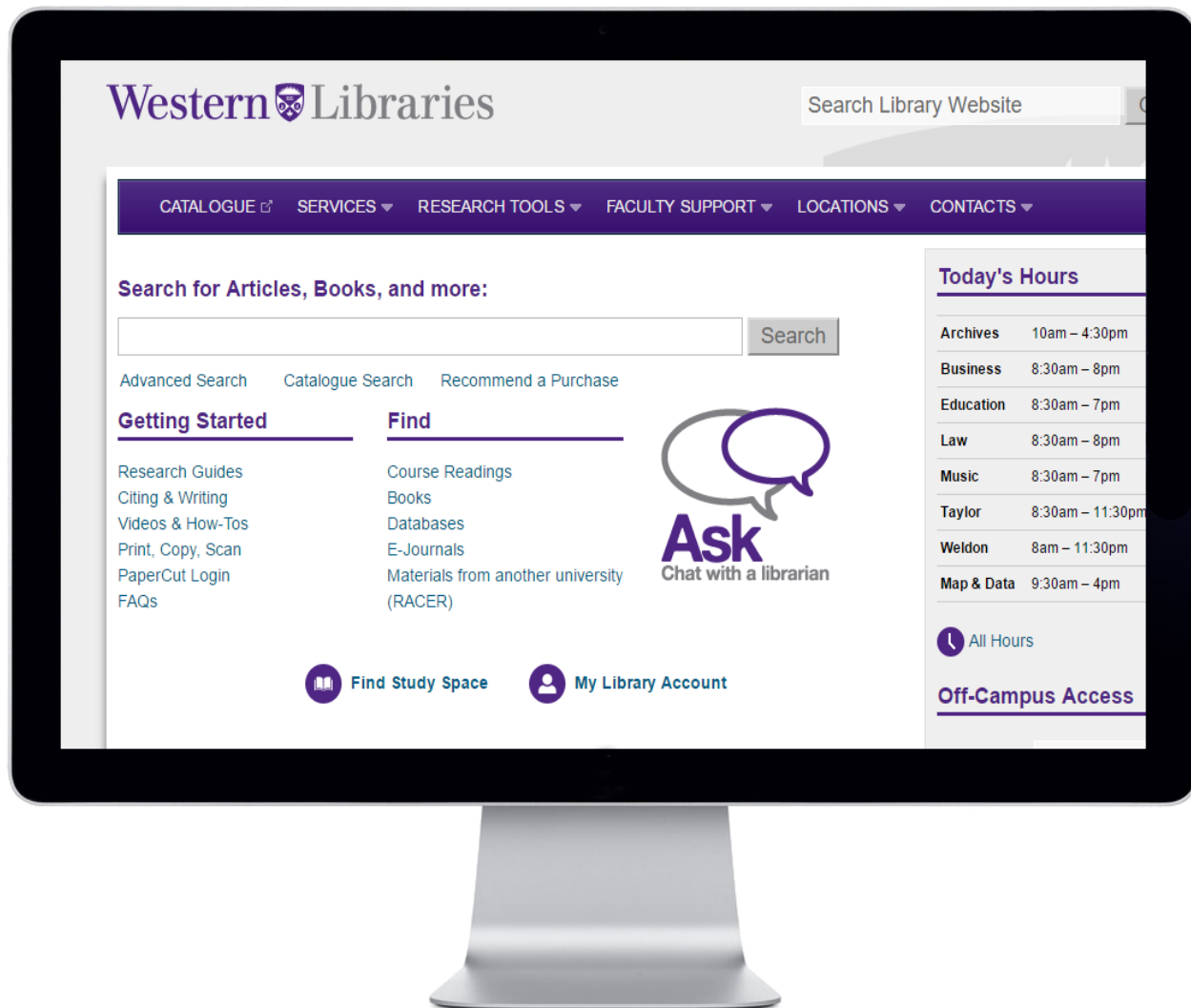
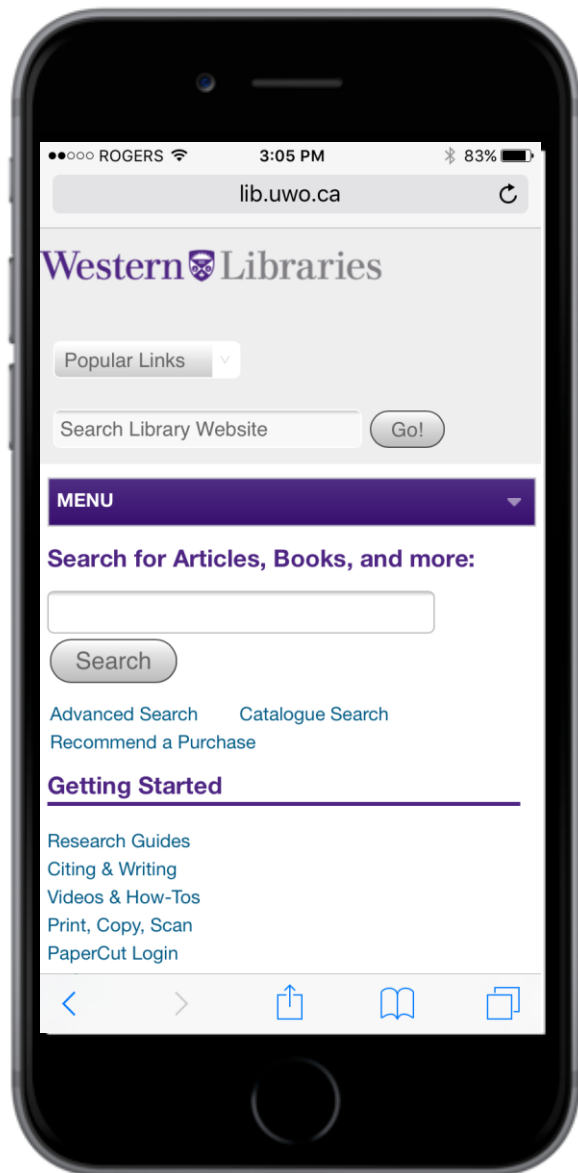
“Good for our catalogue”

“Users won’t have to resize regular, full size catalogue or website”

“We need to make our library website responsive ASAP!”

“Could potentially increase use of our services like My Library Account.”





Search for Articles, Books, and more:

 Search

Advanced Search Catalogue Search Recommend a Purchase

Getting Started

Research Guides  
Citing & Writing  
Videos & How-Tos  
Print, Copy, Scan  
PaperCut Login  
FAQs

Find

Course Readings  
Books  
Databases  
E-Journals  
Materials from another university  
(RACER)



Find Study Space



My Library Account

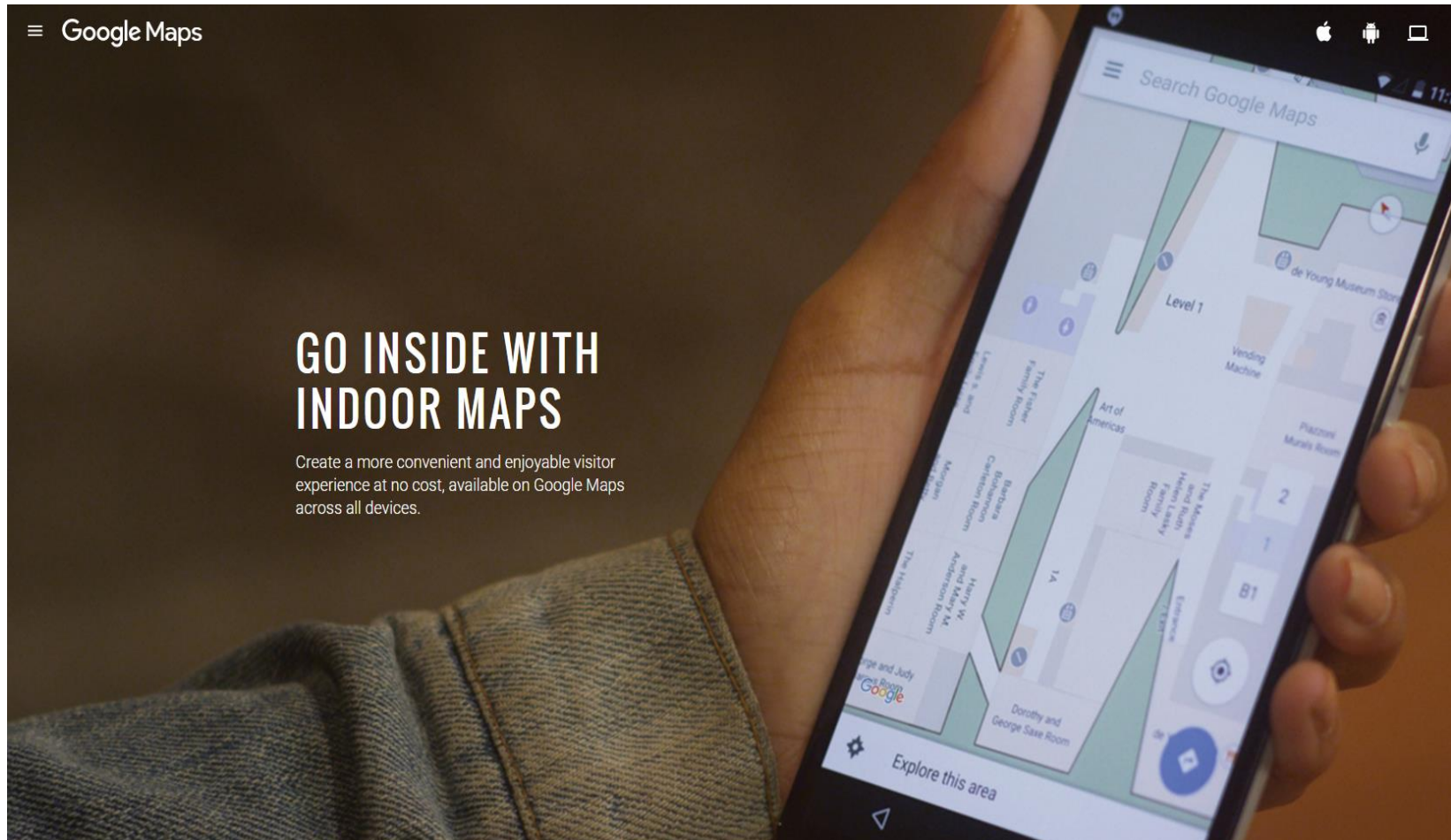
Today's Hours

Archives	10am – 4:30pm
Business	8:30am – 8pm
Education	8:30am – 7pm
Law	8:30am – 8pm
Music	8:30am – 7pm
Taylor	8:30am – 11:30pm
Weldon	8am – 11:30pm
Map & Data	9:30am – 4pm

All Hours

Off-Campus Access

# GOOGLE INDOOR MAPS



# GOOGLE INDOOR MAPS

“Could be across campus map”

“This would save library staff a lot of time.”

“It would be awesome if we could get call #s into it”

“It could show users where our learning zones are.”

“Yes Duh- NOW!”

# What did we learn?

- Stepping off point to developing innovative and user-centred services
- Foundation in building culture of innovation
- Taking risks
- Value in failing

# innovation, *n.*

a. The action of innovating; the introduction of novelties; the alteration of what is established by the introduction of new elements or forms. †Formerly const. *of* (the thing altered or introduced).

b. Révolution (= Latin *novæ res*). *Obs.*





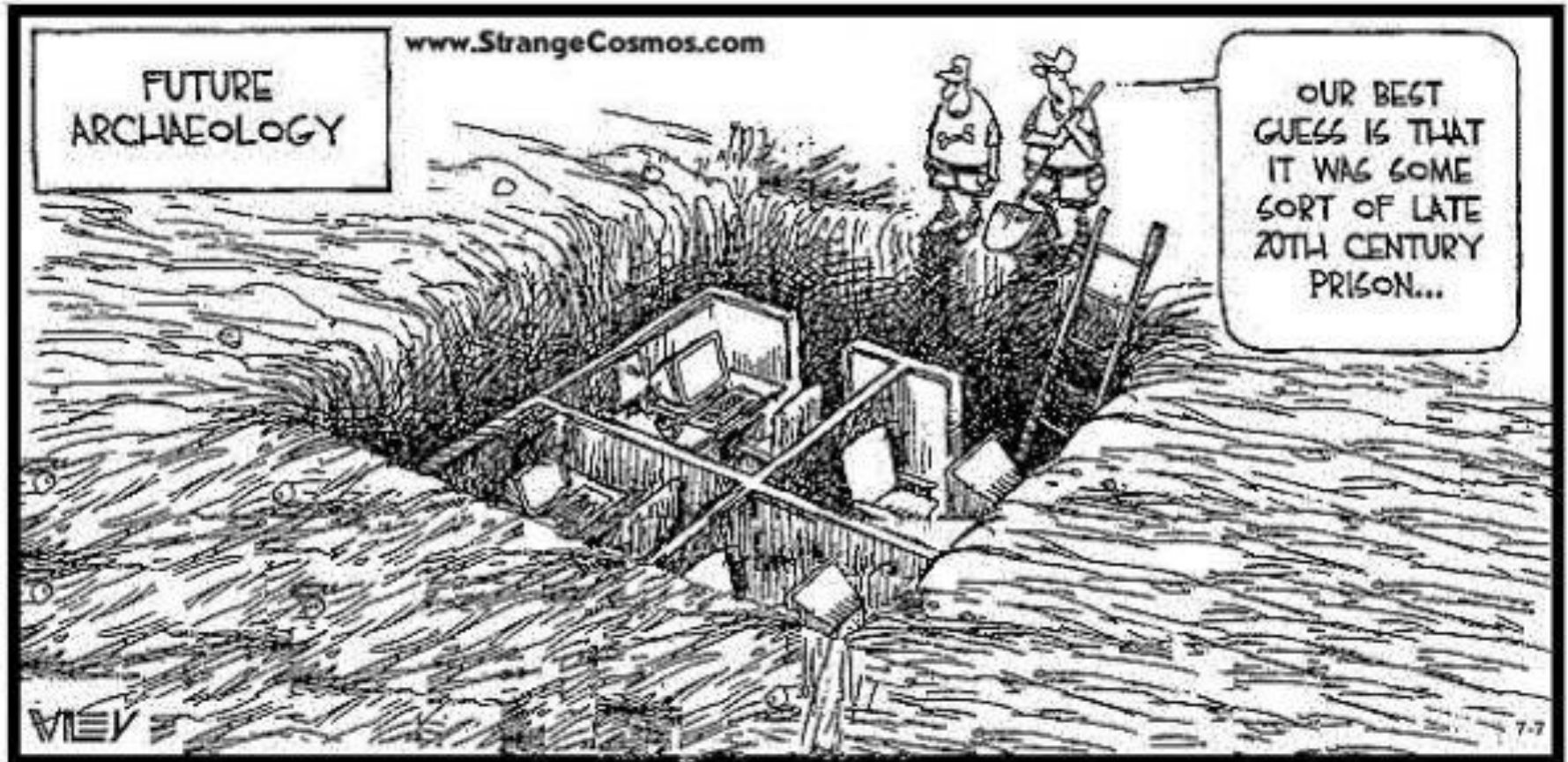








# Work + Play =



**“The options for incorporating play into the library workplace are numerous, but what is most important is that libraries provide environments that allow employees to dream.”**

Kurt, et al. Journal of Library Innovation (2010)

**“A rigid, overly structured environment can squelch the possibility for spontaneity and improvisation that lead to imaginative journeys.”**

Kurt, et al. Journal of Library Innovation (2010)





“Only libraries willing to step out of their  
comfort zone will thrive in the 21<sup>st</sup>  
Century.”

Coleman & Le May. Public Libraries (2016)

# Barriers to Library Innovation

- Conflict between efficiency and new ideas.
- Structure of library work
- Libraries are afraid to fail
- Lack of risk-taking behaviour

“Culture eats strategy for breakfast”

Peter Drucker, Management Consultant  
as quoted by Whitzman. Journal of Urban Design (2016)



“Without a structure established and legitimized, putting new ideas into practice is proving difficult”

“Overcoming” Accenture (2007)

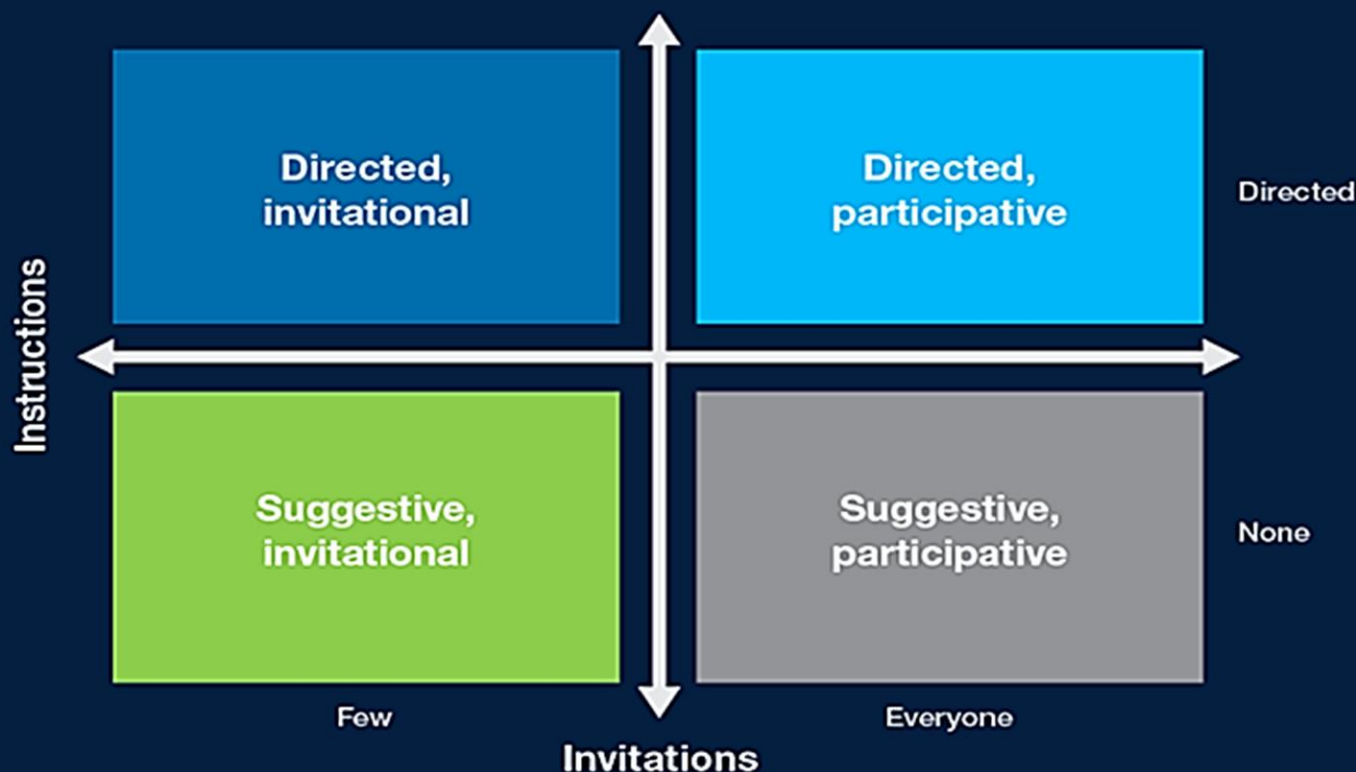
# Framework for Managing Innovation

1. Idea generation and identification
2. Concept development
3. Concept evaluation and selection
4. Development
5. Implementation

# Needs and Drivers for Innovation

Needs	Drivers
<ul style="list-style-type: none"><li>• Integration between Functions</li><li>• Exploitation of new innovations</li><li>• Open Innovation</li></ul>	<ul style="list-style-type: none"><li>• Market pull</li><li>• Technology push (IoT)</li></ul>

# Four Approaches to Open Innovation



[gartner.com/SmarterWithGartner](http://gartner.com/SmarterWithGartner)

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**Gartner.**

# Trendwatching 101

- Why? → Discover new user expectations.
- Trends vs. Fads
- Be universal → Step outside the box of library land
  - Hospitality, retail, technology industries
- It takes time → make it a habit
- Be curious and open minded
- Don't do it alone

# Trendwatching Sources

- Trendwatching
- Trendhunter
- Smallbiztrends
- PSFK.com
- Springwise.com
- TechCrunch
- Mashable
- Gartner
- Forbes
- Harvard Business Review
- Ted.com
- Blogs
- White papers
- News Reports

# Trends in Customer Service 2017

- Artificial Intelligence
- Social media → increased engagement
- Self-service
- Omnichannel
- Internet of Things
- Big Data
- Personalized Service

# Explore!

For each discuss:

- 1) Could we do this in a library setting? What could that look like?
- 2) What concerns do you have?



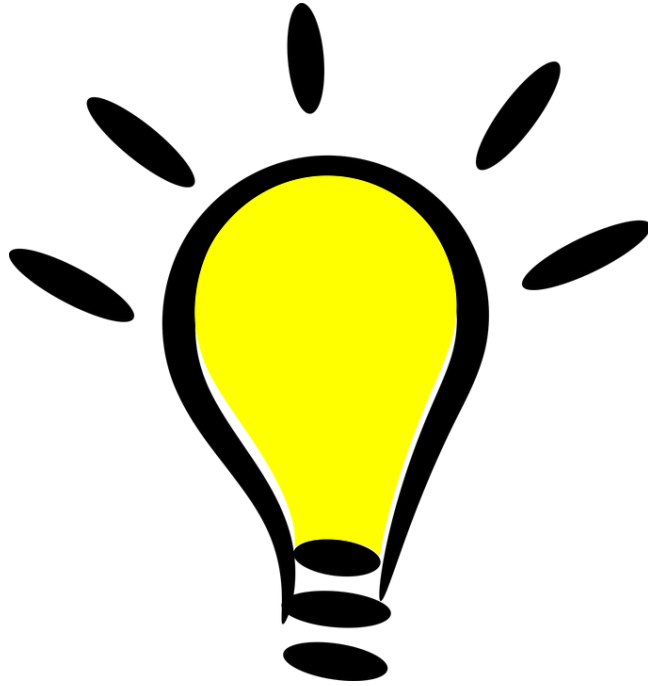
- Favourite example?
- Least favourite example?
- Any other ideas/additional thoughts?

**Discuss!**

# Key Takeaways



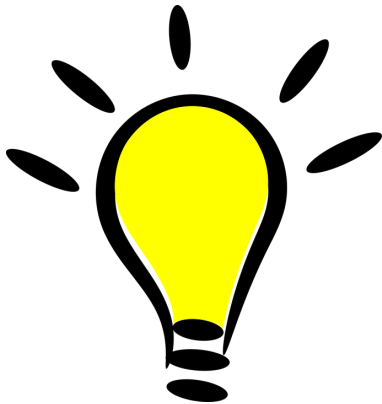
- Libraries are competing with industry.
- Embed innovation into library culture.
  - ✓ Strong leadership
  - ✓ Time/space to explore
- Leap! Try, fail, try again, succeed.
- Strategy is important.
  - develop an innovative framework



**Thank-You!**

# Keep the Conversation Going!

#innovatelibs  
#OLASC17



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# Images

“Mobile First”

<https://www.blendinteractive.com/news/an-introduction-to-mobile-first-design/>

“Google Indoor Maps”

<https://www.google.com/maps/about/partners/indoormaps/>

“Google HQ in Los Angeles”

[https://i.cbc.ca/1.3405451.1452873033!/fileImage/httpImage/image.jpg\\_gen/derivatives/original\\_620/google-drumkit-california.jpg](https://i.cbc.ca/1.3405451.1452873033!/fileImage/httpImage/image.jpg_gen/derivatives/original_620/google-drumkit-california.jpg)

“Google HQ in Toronto”

<https://www.flickr.com/photos/mathewingram/3082735263/in/album-72157611151307287/>

“Working in Van”

<http://thevanual.com/working-and-living/>

# Images

“London UnLab”

<https://wiki.hackerspaces.org/UnLab>

“Strange Cosmos Cartoon”

<http://www.sapphirealuminium.com.au/index.php?task=news&num=12>

“Markham Public Library TedX”

<http://www.accessola2.com/superconference2016/sessions/1200WE.pdf>

“Gartner Open Innovation”

<http://www.gartner.com/smarterwithgartner/develop-an-open-innovation-framework/>

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