

Customer Education – What is the Point?

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Customer education:

- Been there?
- Done that?
- Or have you?
- Are traditional methods of customer education working?
- Do you need a training room?
- If the point of customer education is the customer then where are they?

These are some of the questions that may come to mind when customer education is once again brought up at a staff meeting. With little research being published in this area from a public library point of view we decided to review customer education to find what customers needed, when they needed it and how they wanted to receive it. In consulting nearly a 1000 customers some interesting results lead us to question assumptions and review our current procedures. The information gathered gave us a new starting point and lead us to:

Point of Need – When do customers want help and information?

Point of difference – Where staff make the difference and confidence is key

Point of Sale – Sell the library in 15 seconds or 15 minutes

The Way Forward – finding a new 'tipping point' for customer education, how do we reach further and wider to customers with effective use of our existing resources?