



RHODIUM RULES!

A 60-minute Webinar

1. Before digging deeper, let's make sure we have covered the _____.

2. What are some other things that tend to _____ you as a customer?

3. Now let's look at _____ where we can delight our customers.

What are you doing in the following areas that **create loyalty from your customers**? How have you made changes, adapted, grown, decreased, etc., in these areas to make sure your library works for **your** customers? People may want to read, study, reflect, learn, have fun, socialize or...

a) Processes _____

b) Programming _____

c) Placement _____

d) Signage _____

e) Rules _____

f) Equipment _____

g) Facilities _____

h) Ease of use _____

i) _____

4. What factors might influence those areas listed on page 1?

5. What are some **unique** ways your library is adapting to “entertainment rather than information”?

6. What might be some **under-used or inefficient** spaces in your library?

FOOD FOR THOUGHT – WHICH OF THESE ADDITIONAL TIPS AND IDEAS WILL YOU USE?

- Solicit their feedback. How? _____

- Watch your language. _____

- Consider using a mystery shopper. _____

- Install a suggestion box. _____

- No patron bashing. _____

- Regularly look “outside” for new ways to serve your customers better. _____

- Don’t think of them as simply “patrons” or “customers” – each individual that you interact with likely has a different need from the next person you’ll interact with. _____

- Make sure you and your co-workers aren’t focused only on enforcing the rules. _____

- As you think about making changes or adjustments to how your library “works,” remember to ask, “How will this look for our customers?”

What is one thing you’ll do differently to make sure your customers feel more valued than ever?
