We’ve all had really great customer experiences. You walk into a business or organization to get or solve something. You leave feeling like you were the most important customer ever. Like they knew who you were and what you wanted. 
**They put you first and created a great experience.**
*We too strive to create the same positive, memorable, and human experience.*

At the library, our guests come to us to find, explore, discover, solve, and do. We’re available, engaged, and responsive. We put the guest first. We listen to them. And we help them. Our positive attitude, meaningful interactions, and productive transactions make each and every guest feel like they’re the most important guest ever. And, along the way we’re creating relationships. *We’re creating a spark.*
### Choose your attitude

**I’m here for you.**
- Be visible.
- Be approachable.
- Be welcoming.
- Smile and have good eye contact and open body language.
- Have a friendly tone.
- Be positive and upbeat.

### Be there

**I see and hear you.**
- Know when & when not to help.
- Recognize that our guests have a variety of personalities and a variety of ways they want to interact.
- Listen and pay attention.
- Make them feel important.
- Have a two-way conversation (shows true engagement).
- Be non-judgmental.
- Approach each question like it’s the first time you’ve heard it.
- Use good discovery techniques and the Steps of Service.

### Make their day

**I’ll help you.**
- Be a problem solver. Find ways to say “yes”. If you can’t, offer an option.
- Provide the best solution for them regardless of time or other tasks.
- Be knowledgeable about our resources and services and share your knowledge.
- Be comfortable asking other staff for help to provide the best service.
- Know when to hand-off guests to another staff member. And, do it graciously.

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I’m happy to see you!

That’s interesting!

I know just how to help you!
THE BENEFITS OF A GX EXPERIENCE

THE CUSTOMER FEELS

**IMPORTANT**
The customer has your full attention.

**ACCOMPLISHED**
They completed their task.

**SMART**
They feel informed and educated.

**EMPOWERED**
They feel more confident and capable.

**VALUED**
They’re reminded that they are the reason the library exists.

**PROUD**
They feel pride in their local library.

THE STAFF FEELS

**IMPORTANT**
I am the expert they need.

**ACCOMPLISHED**
I make the difference.

**SMART**
My knowledge and expertise provides a solution.

**EMPOWERED**
I know the right things to do and do it.

**VALUED**
I make the library an important part of the community.

**PROUD**
I feel pride in myself & my library.
"I’m here for you."
A GX attitude means saying “anything is possible” when a guest needs your help. It means being more than your job title or task of the moment. It means going above and beyond expectations and doing what is right for the guest. Not because you have to, but because you want to.

**BE ACCESSIBLE**

You are the human face of the library. When a guest needs help, they turn to you. And you should always be open to guest questions.

**Be visible:**
- Be easy to find. Don’t hide behind a desk, a computer monitor, or in another room.
- Be easy to identify as staff. Wear your name badge prominently. Dress the part. Guests should be able to scan the room and find you.
- Walk around the library so that guests don’t have to come find you.

**Be approachable:**
- Be aware, whether you are at the desk or roaming, to see who needs help.
- Show that you are available, even from across the room.
- Be easy to approach and engage.

**BE MORE**

Our primary task is serving our guests. This comes before our job titles, tasks of the day, and to-do lists.

**Go above and beyond:**
- Go the extra mile even when you feel you don’t have the time. (Even when there is a line.)
- Put your task on the back burner when interacting with a guest. You can return to it after the guest’s needs are met.
- Provide a complete solution. Our guests expect more than a quick, easy solution.

**Look for ways to say “yes”:**
- Figure out what is possible. Find a way to make it a positive.
- Provide an alternative.

**BE PASSIONATE**

We all love the library—its books, programs, and each other. That passion should be passed on to our guests. Be passionate about the library and they will be too.

**Share your passion:**
- Recognize that people have feelings about the library. It’s not just a transaction.
- Show your enthusiasm. When you’re excited, they will be too.

**Have pride in your team:**
- Remember that we are all part of a team, whether that is your department or the entire library.
- Support each other.
- Know each other’s strengths. And use them when appropriate.
- Remind each other why we’re here each every day: to do great work for our great guests.
You are the front-line of the library, whether you work directly with guests or not. Your actions define their experience.

**Be proactive:**
- Greet guests by asking how you can help.
- Position yourself so the guest knows you are available.
- Approach guests who look like they are in need.

**Be adaptable:**
- Remember that every guest has different needs.
- Provide individualized solutions to each and every interaction.

**Know when and when not to help:**
- Go to guests who look like they need help but are hesitant to ask for it.
- Assess the situation. Do they need help or do they need space?

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**BE ENGAGED**

Our guests come to us because they seek knowledge or services we provide. Pay attention, listen, and show them that they are your first and only priority during any conversation.

**Make them feel like the most important guest ever:**
- Drop what you’re doing. When engaged with a guest, they are your first and only priority.
- Make eye contact.
- Be aware of and respect other guest factors such as time constraints, children, or other distractions.
- Provide a one-on-one conversation.

**Listen to their needs:**
- Listen fully. Understand what your guest needs. Don’t just hear.
- Remember that guests may not fully understand their own needs or be able to articulate their question.
- Ask questions or allow them to explain again if necessary to gain clarity.
- Repeat back to them what they’re asking. They will feel heard and you have clarity.

**Have a two-way conversation:**
- Let them dictate the pace and direction of the conversation.
- Help them be specific. This will help the conversation be more efficient, which will benefit you and the guest.
- Don’t answer until they are done talking.
- Let them end the conversation.
- Ask them if they got a full and complete answer.

**Be non-judgmental:**
- There are no stupid questions.
- Interact with guests equally regardless of who they are, how they act, or what they’re looking for.
- Remember that many of our guests come to us because they need help finding or doing.
- Provide unbiased information.
- Share your excitement of the discovery.
- Always be engaged with the guest, no matter how many times you answer the same question.

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“I see and hear you.”

A GX interaction means that our guests can ask us anything and know that we will have a productive, two-way, non-judgmental conversation where they feel heard and understood. When they feel they’ve got our full attention, they’ll have increased confidence in us.

Our guests come to us because they seek knowledge or services we provide. Pay attention, listen, and show them that they are your first and only priority during any conversation.

**Make them feel like the most important guest ever:**
- Drop what you’re doing. When engaged with a guest, they are your first and only priority.
- Make eye contact.
- Be aware of and respect other guest factors such as time constraints, children, or other distractions.
- Provide a one-on-one conversation.

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“I’ll help you.”

A Guest First transaction means helping our guests accomplish whatever they came to the library to do. Our job is to help them with that. Sometimes that means we do it ourselves – seeing them all the way through. And other times it means transitioning the guest to another staff member.

BE A PROBLEM SOLVER

Before you hand off a guest to someone else, do everything you can to solve the guests’ needs yourself. You were hired for your skills and knowledge. And our guests see you as a problem solver.

Share your knowledge:
✓ Share what you know about the library’s resources.
✓ Share the process of discovery.
✓ Stay with the guest until they have what they need to complete their task or until your knowledge ends and you bring in another staff member.

Provide the best solution:
✓ Be aware, whether you are at the desk or roaming, to see who needs help.
✓ Show that you are available, even from across the room.
✓ Be easy to approach and engage.

BE A CONDUIT

It’s ok to not know all the answers. We can’t know everything about everything. Luckily, our staff is a collection of an array of skills and knowledge. Know when to ask for help and whom to ask.

Know when to bring in additional resources:
✓ Know when you cannot provide any (or any more) helpful information.
✓ Know your team members’ areas of expertise.
✓ Act as an advocate for your customer when transitioning to another staff member.
✓ Stay involved as long as needed to make the transition as smooth as possible.

Use your coworkers’ knowledge and skills:
✓ Know what knowledge and skills your coworkers have.
✓ Share areas of expertise and interests with your coworkers so they know what you have to offer.
As we continue to remind guests and the community we serve of the importance of the library in their daily lives, we must remember that they use the library in ways that are as individual as they are. They are the reason we exist. And we are here to help and serve them.

We put guests first. They are our first priority.
Be there for them. See and hear them. Help them.

That’s what we do.