Re-thinking customer service training: A curricular solution to a familiar problem

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Customer Service Training at UMD

- Why?
- Buy in from staff
- Course development
- Navigation
- Lessons learned & next steps
- Questions

Why a Customer Service Training Program?

- Standardized & unified training
- Baseline level of job skills, knowledge
- Positively meet customer expectations
- Effectively deal with customers in stressful situations

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Why a Customer Service Training Program? cont'd

- Excellent service = Library highly valued
- Job satisfaction, motivation, innovation
- Greater staff recognition

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Staff Buy-In

- Customer Service Forums
- Staff Survey
- Stakeholder Meetings
- Reports: Senior Leadership, Staff Assembly
- Digital Badge

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Course Development

Committee Final Report
- Communication
- Job skills
- Job knowledge

Module Format
- Content
- Quizzes

Blended Learning Approach
- Online
- In-person workshops

Navigation & Implementation

- Consistency & Branding

- Testing links

- User support

Consistency & Branding

Content 1

Content 2

Quizzes

Testing & User Support

- Testing Links

- Staff/student User Guide

- Supervisor Guide

Lessons Learned

- Varied preferences for delivery of training
- Campus environments & cultures
- Communication: Progress Reports
- Field test all course aspects
- Ensure accessibility to all content

Lessons Learned cont'd

- Diversity of tech literacy
- Realistic timeframe for course development
- Plan logistics for implementation
- Technical expertise

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Next Steps

- Assessment
  - Improve staff performance
  - Better service to users
  - Completion rates

- Sustainability

Thank you

Questions?

Please contact us:
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