Up close and personal?

SCONUL conference 2012: Future trends in personalisation
Thank you for your wonderful work - this has been a lovely space for working (and tea drinking!) Make sure the bean bags stay put! xx

Such a welcoming and lovely faculty and the staff have always been so friendly - will actually miss the library! Thanks for everything.

Every librarian has been great, especially 'Coves'. Everybody loves Coves xx This is the best faculty! Thank you!

I have been here almost everyday for three years. What a lovely place to work and make English friends. Definitely the most welcoming faculty - you've made my degree an absolute pleasure. Thank you so much!!

Where would we have been without you?! Thank you so much for being so warm & supportive, & going so far beyond what any of us would expect from a library (tea, poetry, branded mugs...) And thanks for teaching the freshers!!
Boutique Library Service Model
‘Chocolate on the pillow’ service
Communication.....
...not talking at them...
...but listening to them...
...checking we know what their needs are – and how that affects their behaviour.
Strategy for boutique service

‘You matter more than my service’

Planning ahead:
- Market research
- Segmentation to a high level
- Customer engagement
- Addresses known needs
- Looks to the future

Personalised mindset:
- Face-to-face interactions allowed to immediately trigger change
- Staff are trusted to break the rules when needed
- Subject specific
- User has permission to talk without us force-feeding, or problem solving
- Ability to change quickly
- Low levels of bureaucracy

Well- communicated SERVICE
Personalised, customised service is too staff intensive and therefore too costly.

Centralised services cannot be personalised.

Centralisation reduces costs more effectively than boutique services.

Efficiency and money are key criteria for decision making.
Hygiene
the ‘givens’

Motivation
the ‘differentiators’

Books
E-resources
Study Space

Personal recognition
Environmental adaptation
Customised service
Flexible use of study space

Herzberg’s Two-Factor Theory
(modified)
Examples

• One-to-ones for researchers
• Academic interaction at issue desk
• Clinical Librarian
• Researcher postcards
• Faculty referencing guidelines
• Open door policy
Personalisation and the future

* Impact and institutional agendas
* Ethnographic research for evidence based practice
* Agenda-less conversations
* Recruitment & selection policies
* Empowering the workers
* Become ‘them’
* Fostering grass roots initiatives
* Communication, communication, communication......
Personalising Library Services in Higher Education

The Boutique Approach

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