TITLE: Customer Service in Libraries
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ABSTRACT: A discussion of active and integral customer service by academic libraries.
KEYWORDS: customer service, reference, academic library, librarians
Customer Service in Libraries

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Goal

• Redefine Customer Service in Academic Libraries as Integral and Active
A New Twist on “Authority Control”
• David Lankes: What is the dewey number for books on tattoos?

• A librarian will be with you in about a minute. Please do not use your "back", "forward", or "refresh" buttons, or you will be disconnected.

• [ Librarian - A librarian has joined the session.]

• Librarian: hi. I'll try to find that for you.

• Librarian: The books in our library are at call number 391.65 and 391.6
Librarian: I'm answering your question from a library in Calif. What library do you go to? I could look and see whether there are books there on tattoos.

David Lankes: do you know the corresponding dewey that would be?

Librarian: Would you like for me to do that?

David Lankes: I don't need a specific book, just making a funny graphic for a talk I'm doing.

Librarian: Libraries use the same dewey number for the books. That way you could go to another library and look for a similar book in the same area.
Librarian: And you should find books in your library under the same dewey number I just gave you, if your library has books on the subject.

David Lankes: I know, but I would like to know the actual subject hitting that matches the dewey number.

Librarian: When I searched my catalog, I used the keyword term "tattoos".

David Lankes: Do you know a place on the web, or have access to the Dewey classification system?

David Lankes: Perhaps WebDewey?

Librarian: WebDewey? What is that? I looked up ...

Librarian: tattoos in our online system at Books In Print and found the book "Tattoo Icon" and they list it at 391.65

David Lankes: WebDewey is a way to look up terms in the dewey classification system...in essence the resource they used to assign that book to the number 391.65

David Lankes: It's no big deal. The number was a great help.
Librarian: Another title: "Tattoo Nation: Portraits of Celebrity Body Art" has the dewey number: 391.6/5

Librarian: Is there a site on the internet for WebDewey?

David Lankes: It probably is just called "tattoos" in dewey, but I'll be talking with catalogers and sometimes they actually know what names the actual numbers correspond to. Knowing a little about Dewey it might be either tattoos or body art or something else.


David Lankes: You have to pay for access.

Librarian: I'm not a cataloger. You probably have more knowledge on this than I do at the moment.

David Lankes: No problem. Thanks again. Have a good day.
Librarian: You are right that it could be found under different keywords. I was trying to find the most direct, quick answer to your question.

David Lankes: And I got it. I asked for the number. That's what I needed.

Librarian: You're welcome. Thanks for the challenge. Have a good day, yourself.

David Lankes: The name was just a follow-up if you knew.

David Lankes: bye.
Post Game Summary
## Post Game Summary

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- **Librarian:** 14 out of 29 messages (75%)
- **Dave:** 15 out of 29 messages (25%)
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(What is Web Dewey, Site for Dewey)
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Uncomfortable?

- Reference is at once both the most public, and private function the library offers.

- While we call it public service, we don’t have the same transparency as technical service.
Libraries Have it Backwards

- Reference is an Unnatural Act
- Admitting Ignorance is Uncomfortable - the Greedy Librarian Problem
- Self Promotion is Human Nature
Agenda
Agenda

• Overall Approach of Academic libraries
Agenda

- Overall Approach of Academic libraries
- Pick on Reference a Bit
Agenda

• Overall Approach of Academic libraries
• Pick on Reference a Bit
• Not Let Technical Services Off the Hook
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• Overall Approach of Academic libraries
• Pick on Reference a Bit
• Not Let Technical Services Off the Hook
• Present Some Ideas for Discussion
Old Model

• Library as a Separate Process and Collection from the Academy’s Core Business

• Enhance and Facilitate

• Emphasis on External Documents
Old Model

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New Model

• Library as Information “Collector” and “Enhancer” of the Organization’s Information
• Institutional Repository
• Emphasis on Synthesis
• Sees the Complexity of the Academy
What Does This Mean for Reference

• Don’t Wait...Burn the Desk
  • or at least use it as cool furniture in your home like the card catalogs you store CD’s in

• Get on Grants

• Attend Faculty Meetings
TAKE THE WEB!

Mrs. Angelina Eberly firing off a cannon
Do You Have Control of the Web?

- Can You Update Information on Your Web Site in 15 Minutes - From any Computer? From Home? From Tokyo?
- How Many “Brands” are on Your Web Site?
  - Library, Academy, EBSCO, ISI, OCLC...
- Is “Your Web Site” and the Academy’s the Same?
- What Does Your Site Promote...Librarians or Buildings?
Key Technologies

- RSS/Blogs
- Web/Wiki
- IM
- “Chat Reference” is not chat
- E-Mail
- 4 Color Offset Printers and Large Format Ink Jet Printers
“I'm not a cataloger”
Reference IS Tool Building

- Reference is a Delightful Island of Chaos in a See of Structure
- Pathfinders, Bibliographies
- Websites, Blogs, Wiki’s
- Who is Better Qualified to Design Cross-Content systems?
- Open Source Comes to the Masses
Beyond Reference

- Cataloging as Customer Service
- Organize Data and Materials for Faculty and Other Units
- Archiving and Preservation
- Document Management
Defining the Team

- Core Librarianship: Access, Organization, Design, Conservation
- Extended Family: Coders, Marketers, Content Experts
- Everything Old is New Again - Subject Scholars, Historians, etc...
Some Ideas
Projects and Tactics to Take Over the World
Be an Active Part of the Tenure Process

- Begin an “In Depth” Citation Review Service
- Make It Part of Standing Tenure Practices
Be an Active Part of the Research Process

- Be the Sustainability and Clearinghouse Portion of a Research Project
- Create a Depository Data Program
- Make It Part of Institutional Review
Be an Active Part of the Teaching Process

- Banish the following: Bibliographic Instruction, BI - Use “Instruction”
- Create (Jointly) the Following Course: “Hacking College”
- Become the Instruction Materials Archive and Outcomes Assessment Data Warehouse
Be an Active Part of the Dissemination Process

- Be the Full Service Web Host for the University
- More Than Just Space
- Design, Blogs, Content Management, Document Delivery
You Say You Want a Revolution...

- Recognize Your Own Strengths
- Make Those Indispensable to the Whole Academy
- Assimilate a Team
You Say You Want a Revolution...

• Recognize Your Own Strengths

• Make Those Indispensable to the Whole Academy

• Assimilate a Team
WARNING!
Weapons of Mass Instruction Ahead
And We’re Coming to You
Questions, Corrections, Arguments