

# From aspiring to being WISE

**W**elcoming   **I**nspiring   **S**upporting  
**E**veryone

**...in all our interactions**

**...in building relationships**



## The 8 Pillars - “THE TRUST EDGE:

How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line” by David Horsager (Summerside Press, September 2011)

**Consistency:** Consistency is the way brands are built and character is revealed.

**Clarity:** clear about your mission, purpose, expectations, and daily activities.

**Compassion:** Think beyond yourself. Never underestimate the power of sincerely caring.

**Character:** Do what is right over what is easy. Character is integrity - being the same from beliefs to words to actions.

**Contribution:** Few things build trust quicker than actual results.

**Competency:** Staying fresh, relevant and capable builds trust

**Connection:** All relationships are best built by establishing genuine connection.

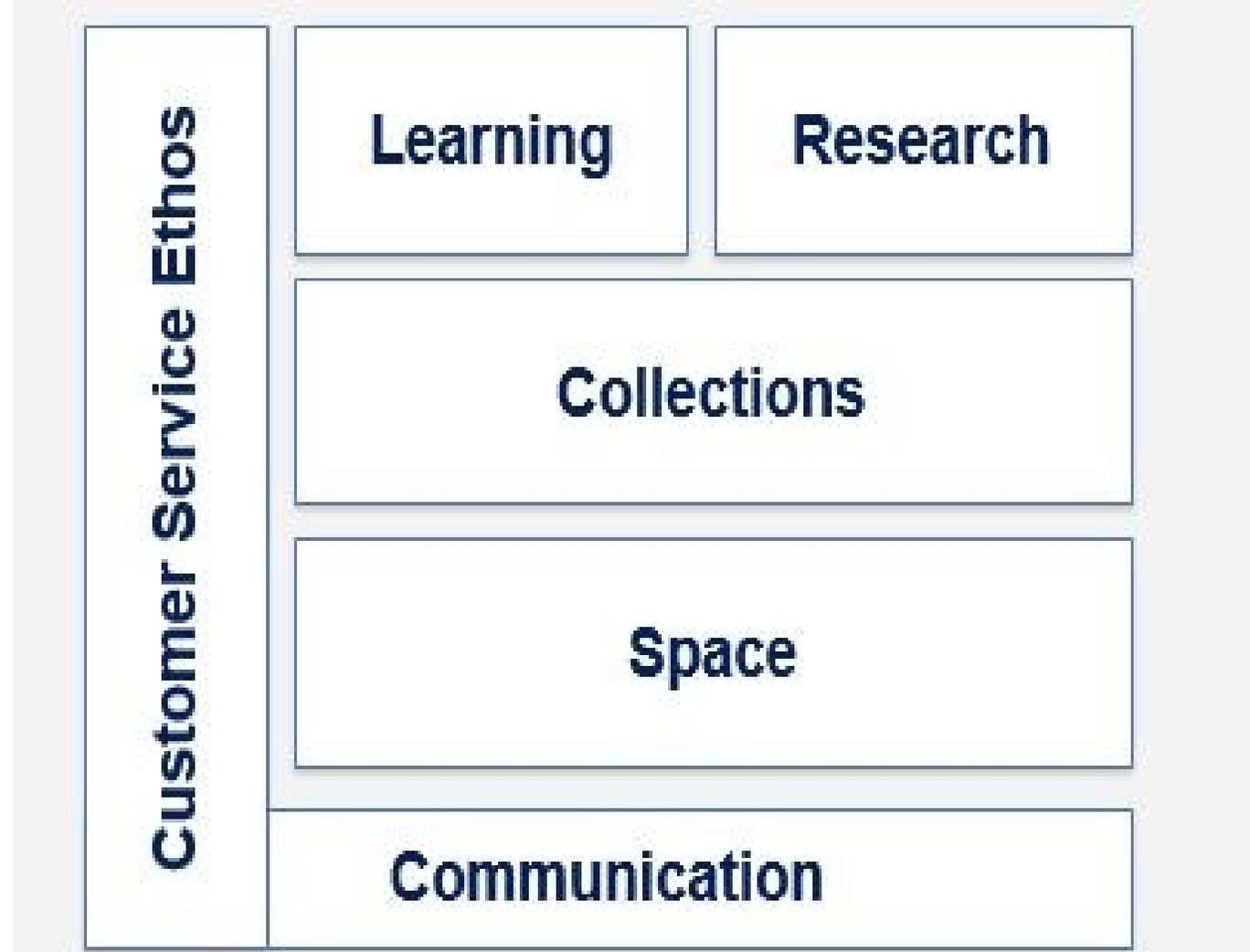
**Commitment:** Stick with it through adversity.

“Ethos is character. Character implicates trust. Trust is based on relationship. Relationship persuades.”

Melissa H. Weresh, *Morality, Trust, and Illusion: Ethos as Relationship*, 9 J. ALWD 229, 231 (Fall 2012).



WISE is designed to be a memorable phrase and reflects the University's motto '*Sapientia urbs conditur*' - a city is built on wisdom.



**W**elcoming in our interactions within LRLR  
– culture and environment



Inspiring in our interactions within LRLR –  
culture and environment





Everyone in our interactions within LRLR – culture and environment





**Strategy** can build the path – **Culture** can deliver it

Our WISE **ethos** translated in our interactions with customers meets:

- ▶ the **vision** of a Library which puts students and academics at the heart of everything we do and works in partnership with Faculties and Schools.

## LRLR Customer Charter

We are committed to providing excellent services, resources and facilities to support your learning, teaching, research and enjoyment. This charter is our agreement with you

### We will...

- treat you with courtesy, consideration and respect at all times
- provide you with friendly, proactive, and timely customer service
- welcome your feedback and suggestions, and act on them appropriately
- ensure our six major libraries are open as advertised
- ensure all our services, resources and facilities are accessible and easy to use
- provide you with appropriate physical and virtual spaces for your needs
- provide a range of print, electronic and archival resources to support effective study and research
- develop and promote the use of technologically-enhanced learning
- train and develop our staff to help you make the most of our services
- use our expertise to enable the creation and exchange of knowledge

# WISE tools of persuasion



**“Enabling customers to find the books and online resources they need and space to study when they need them.”**





## WISE tools of persuasion

**“Developing refocused and targeted customer help to maximise use of available resources and to raise awareness of existing services.”**

# WISE Customer Journey

Roving - support at the point of need

Resource Champions - all about that database...

Library Ambassadors - peer-to-peer support

Targeted Support - 'Super Searcher' sessions,  
Library tours, Database on the spotlight

Staff training - annual plan



# WISE Customer Journey

Text Noise & Text Help services

One-stop help & support - Help & Enquiries Service (including off campus support)

Videos - using our collections, finding books and self-collection of holds

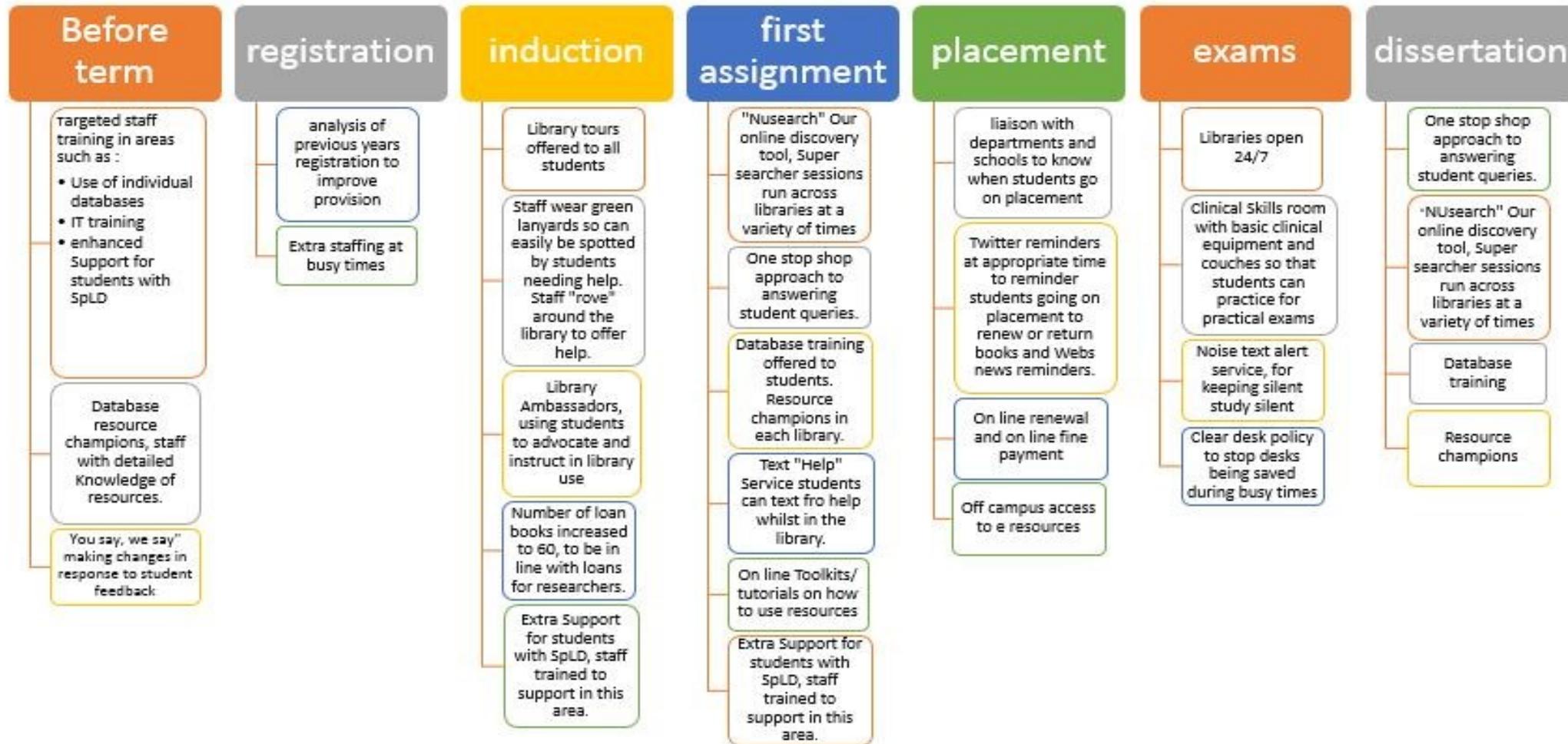
Twitter, Library website, blog

24/7 opening



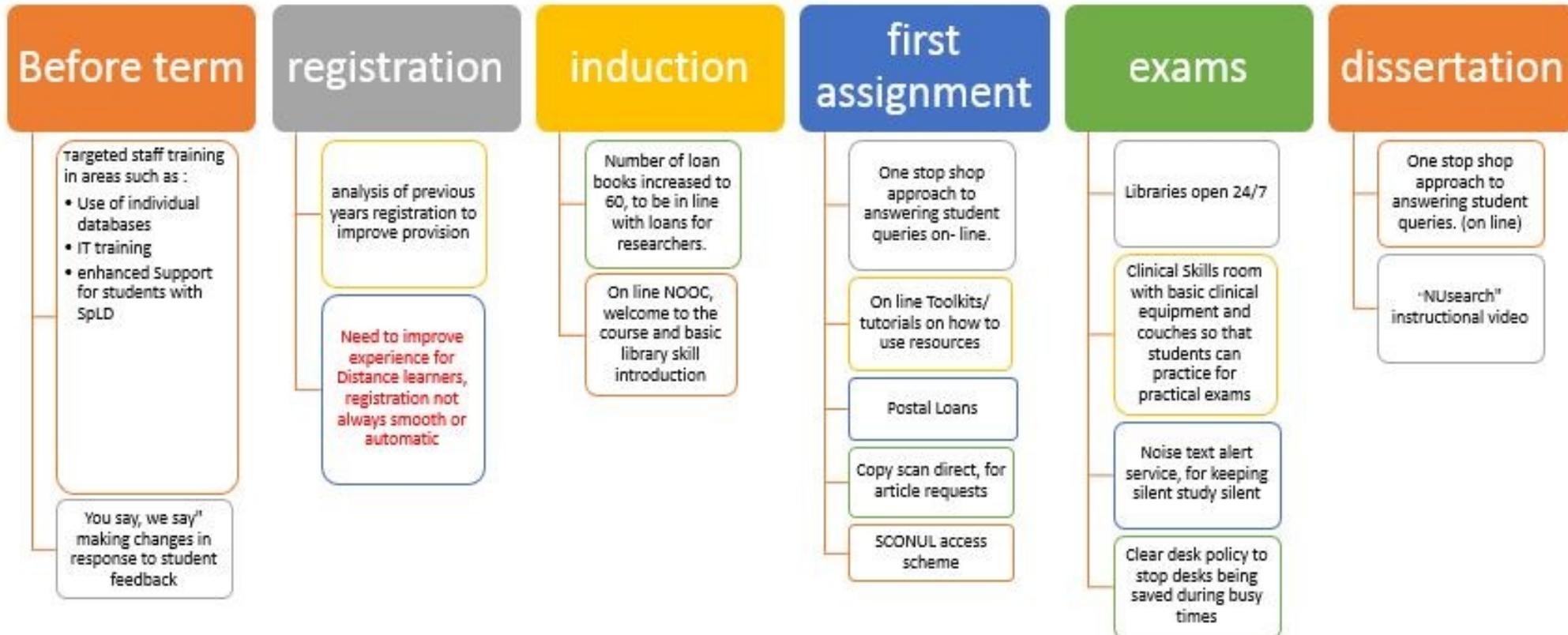
# WISE Customer Journey

## Undergraduate Nursing Student Journey- Our Targeted Support



# WISE Customer Journey

Distance Learners- Our Targeted Support



## Other

2,018 people fed back via other channels



This included our 'green tokens in a box survey', customer journey mapping and UX testing.

## Key outcomes

- New library webpages
- New food and drink policy in all libraries
- New 'text help' and 'text noise' services in the Business Library and Greenfield Medical Library
- Improved help and enquiries service
- New library induction video

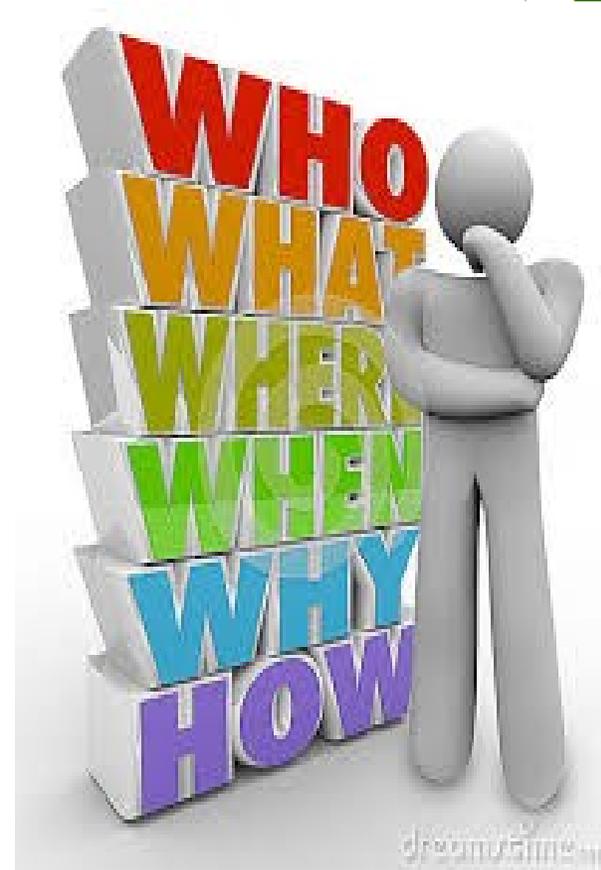
Thanks for the feedback - we are working to make your experience even better!



# WISE in ensuring services, resources and facilities are accessible and easy to use

*Lean is a set of "tools" that assists in the identification and steady elimination of waste.*

*As waste is eliminated quality improves while production time and cost are reduced.*

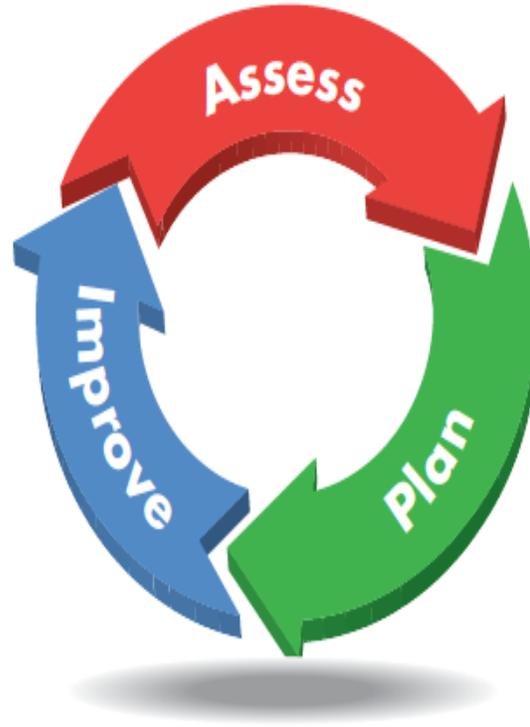


# WISE in ensuring services, resources and facilities are accessible and easy to use

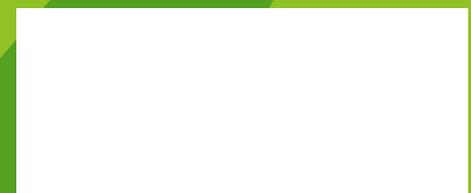
Customer values

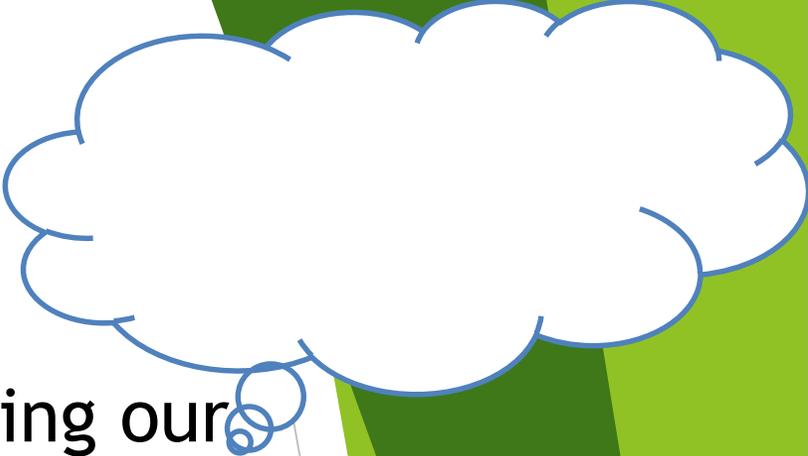
Metrics:

1. Aiding research
2. Ease of registration and log in
3. Presentation of resources
4. Convenience
5. Speed

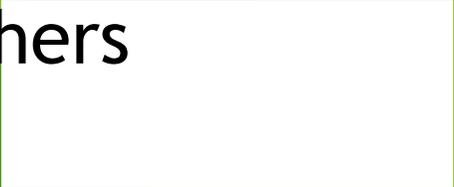


Process mapping  
Identifying waste  
Recommendations  
Implementation  
Review/continuous improvement





How can we successfully demonstrate we are valuing our relationship with different types of customers:

- a) the relationship that is forming ‘in the moment’ and we want to build momentum (i.e. new cohort of students representing the emerging relationship between unfamiliar others).
  - b) a relationship that is already established and we want to maintain momentum (i.e. existing staff and students representing an ongoing relationship between familiar others within a dynamic environment)?
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**Thank you**

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