

Sparkle Service E-Learning

Leadership and coaching skills for library staff



Modern technology now enables Libraries to provide relevant Sparkle Service Training to all their valued staff. In the past some staff and often volunteers would miss out on this valuable resource. Now we offer eight, 45 to 60 minute training sessions, which are conducted live with a small group of your people. The training is via video, using Skype for Business and is recorded. Once the session is completed, the link for the recording is sent to your Library so that all staff members can access and watch the video.







Suggested Sessions:

Module 1: Preparing to Sparkle the Library.

Pre work: Prior to this workshop participants will be invited to make a list of:

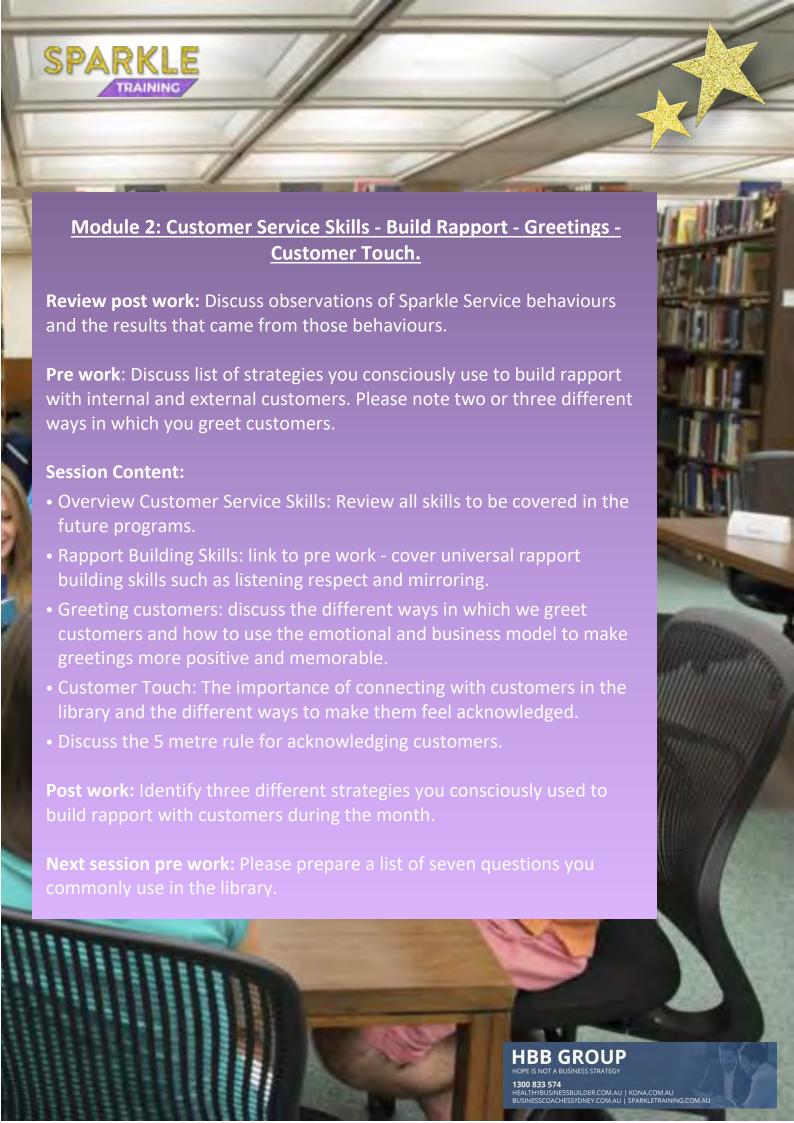
- What customers most appreciate from Service Providers and the Library.
- What it means to Sparkle in the Library.
- What they would like to improve on or further develop in their role as a service provider.

Session content:

- Welcome to Sparkle Service Strategies, review all future sessions, how the modules will be presented and the value of pre and post work.
- Introduction to customer service excellence.
- Review some of the personal goals from participants and why having goals helps us achieve results at work and gives us more control in our lives generally.
- Identify internal and external customers and the importance of providing Sparkle Service to colleagues.
- Discuss what it means to serve customers in relation to the emotional and business model.
- Introduce "The Emotional and Business Model". Link to what customers appreciate and expect from the library and what it means to Sparkle in the Library.
- Seven tips to enjoying a Sparkle Attitude.

Post work: Note any examples of Sparkle Service behaviours you observe your colleagues or did yourself and any resulting outcomes that came from the behaviour.

Next session pre work: Please prepare a list of strategies you consciously use to build rapport with internal and external customers. Please note two or three different ways in which you greet customers.





Module 4: Customer Service Skills - Active Listening Skills - Wrap Up Conversation.

Review post work: Discuss the open questions that were consciously used when serving customers.

Pre work: Please list the three top reasons why being an active listener is important in your role in the library and three things you consciously do to actively listen to customers.

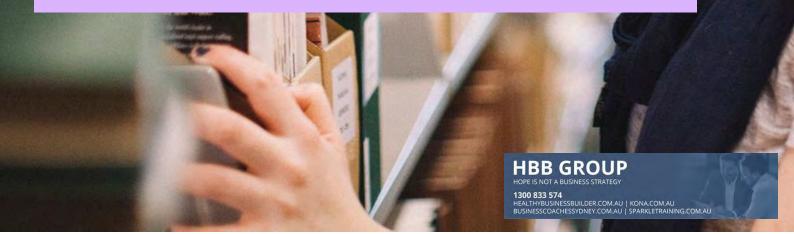
Session Content:

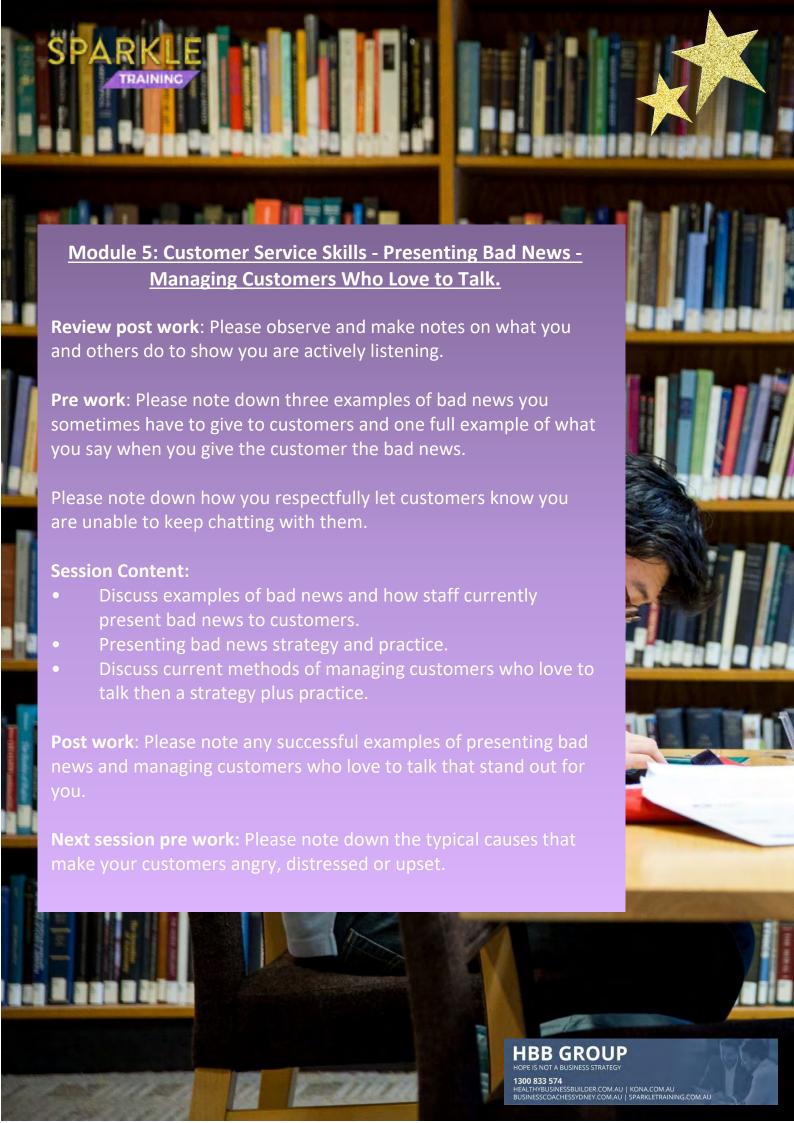
- Identify benefits to staff for being active listeners.
- Listening distractions.
- Strategies for being an active listener.
- How to show the customer you are listening.
- Wrap up conversation Discuss how to wrap up and leave best possible impression with customer.

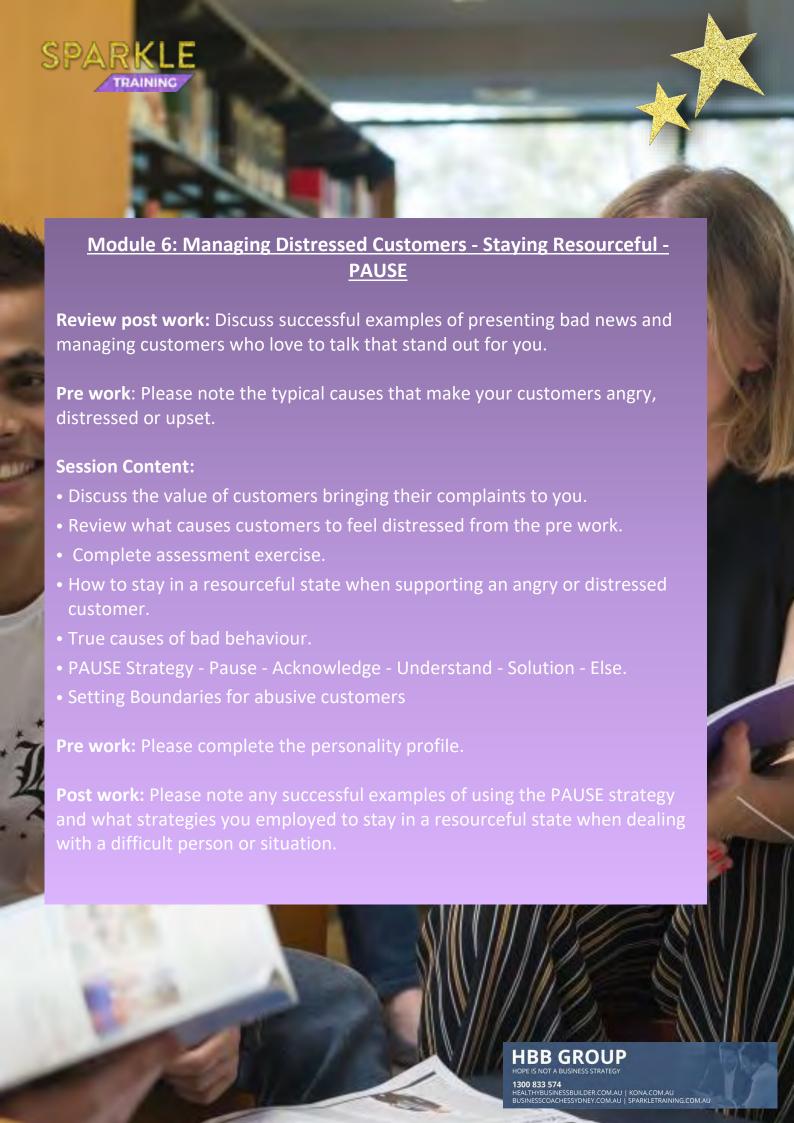
Pre work: Prepare three examples of bad news you sometimes have to give to customers and one full example of what you say when you give the customer the bad news.

Please note down how you respectfully let customers know that you are unable to keep chatting with them.

Post work: Please observe and make notes on what you and others do to show you are actively listening.









Module 7: Personality Profiling - Power - Popular - Pleaser - Perfectionist

Pre work: Please complete the personality profile.

Review post work: Discuss successful examples of using the PAUSE strategy and strategies employed to stay in a resourceful state when dealing with a difficult person or situation.

Session Content:

- Present the four personalities. Power Popular Pleaser Perfectionist.
- Review profiles.
- How to serve and meet the communication needs of each style.
- Do learning and integration exercises.

Post work: Please note any situations where you consciously modified your behaviour to meet the specific personality needs of your customers.

Testimonial Auburn Library:

'Customer Service is a primary component of our service, and receiving regular high quality training allows our staff to maintain their 'edge'. Having Carol train us in Customer Service via Video Conference every month keeps Customer Service at the forefront of our staffs minds, and improves their skills. Carol has almost become like a member of staff (who gives homework), and all staff relate well to her. The training is in short manageable chunks and for those on night shift, or on leave, the sessions are recorded so no one has to miss out. Carol has been training our staff for a year now and has had a noticeable impact.' Laurence McDonnell



