



Customer Service

Operational

Purpose

This policy communicates standards and expectations for how library staff will interact with and support its customers.

Policy

The Brantford Public Library is committed to providing the community with exceptional customer service. We strive to provide individualized customer experiences that deliver services in a safe, comfortable, and welcoming environment.

The Policy aligns with the Brantford Public Library's Values:

- We serve our customers with professionalism, respect, and knowledge.
- We welcome everyone and strive to reduce barriers to access.
- We encourage curiosity and creativity.
- We work in partnership.
- We support lifelong learning and literacy.

Library staff exemplify our organization's values and recognize that the Brantford Public Library plays a significant role in the wellbeing and success of our community, taking great pride in their commitment to customer service. Brantford Public Library's Customer Service Policy is supported by four pillars, which serve as guiding principles in all interactions and experiences: authenticity, dependability, adaptability, and teamwork.

Authenticity:

We embrace authenticity by cultivating genuine relationships with our customers. We understand that everyone is unique, with their own preferences, needs, and backgrounds. To demonstrate authenticity, we will:

- Actively listen to and engage with customers to understand their specific needs, offering individualized recommendations and solutions.
- Maintain a friendly and empathetic manner, treating each person with respect and kindness.
- Communicate openly and honestly, building trust and being transparent to build strong connections.

Dependability:

We recognize the importance of being reliable and consistent in our interactions. To demonstrate dependability, we will:

- Ensure that the information we provide is reliable, relevant, and current, facilitating opportunities for customers to make informed decisions for their needs.
- Be approachable and visible to promptly and efficiently assist with queries, concerns, and feedback.
- Make every effort to meet customers' needs and provide consistent support, recommending alternative resources where appropriate.
- Ensure that privacy, respect, and professionalism are demonstrated in each interaction.

Adaptability:

We understand that the needs and preferences of our customers change over time. We are committed to being adaptable, continuously evolving to meet our communities' dynamic needs. To demonstrate adaptability, we will:

- Continuously assess and adapt our services to meet the evolving needs of our community.
- Pursue lifelong learning opportunities to stay engaged and relevant in the changing information landscape.
- Actively seek innovative training, tools, and partnerships to build our knowledge and skills.
- Seek community input and information to inform library service decisions and improvements.

Teamwork:

We believe it takes the combined efforts of all library staff to create exceptional experiences for our customers. To demonstrate teamwork, we will:

- Seek assistance and provide support to one another, sharing knowledge and expertise.
- Work together cohesively, as a coordinated team to provide integrated services.
- Support and build a collaborative and inclusive workplace culture that encourages open communication, mutual respect, and continuous learning.

Complaints and Feedback:

We value the input of our customers, as feedback helps us to improve and better serve the community. Customers can share concerns, suggestions, or compliments about our service, through comment boxes, online surveys, or direct communications with library staff and management. Management will strive to acknowledge feedback, as appropriate and when possible.

History

Supersedes: Not applicable

Background documents, related policies: *Brantford Public Library Information Services Policy; Brantford Public Library Accessibility Policy*

Approval Date: February 2024

Revision History: Not applicable

Projected Review Period: 2028

Author: Manager – Public Services

Approval Level: Brantford Public Library Board