

TARGET REPORT



Mentor Group Training Inc. www.mentorgrouptraining.com
joan.giannone@mentorgrouptraining.com 416-219-9851

Positive First Impressions

By Joan Giannone

January was all about first impressions at MPL. Whether you were responding to the first assignment for the Pro-active Service Follow-up program, or were participating in the "Eye contact and a smile" month at your branches, all of you were more aware that first impressions DO count.

Studies show the importance of visual impressions

- A UCLA study has shown that 85% of all decisions are made with our eyes
- Human beings think visually!
- The 3 areas of personal presence we should all pay closer attention to, are:
the Visual – the Verbal – and the Vocal

And what is most interesting is that **the visual component has the most impact**

- Your personal appearance and demeanor affects how others view your intelligence, your character, your competency, and whether or not you would be a good person to listen to, learn from and value
- Libraries now understand the power of branding (or imaging) and spend significant amounts of their budgets to create the best "image" and "message" in for their patrons and the public
- Apply the principles of imaging when you are at work, to let Patrons and new Library customers alike see that you truly are a friendly, accessible and knowledgeable person – someone with the ability to help them achieve their goals!

INSIDE THIS ISSUE

Getting Started	1
Warm and Welcoming Service Tips	2
January Branch Performance Graphs	3
January Summary Data Charts	4

Monthly Target Report to Highlight MPL Customer Satisfaction

Starting with this issue, you'll be able to see the results of your increasing focus on positive first impressions, pro-active service and Roving in a monthly newsletter.

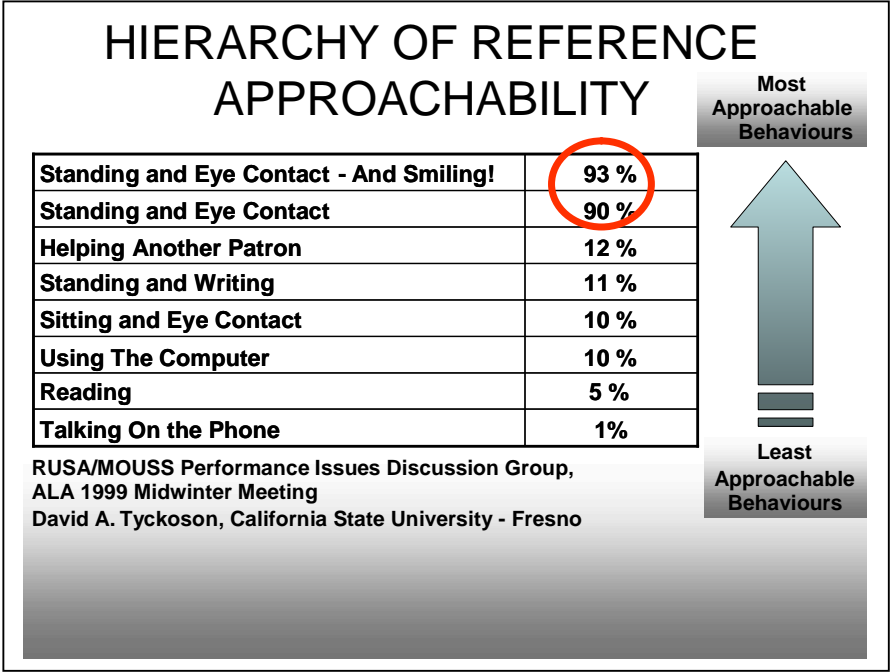


Performance charts and graphs display each Branch's performance against their own pre-set targets. All data is taken directly from the Counting Opinions Survey reports.

The 11 survey questions and performance targets were carefully chosen at a Mentor Group Training Inc. workshop last November by Managers, Supervisors and Staff representing all MPL branches. Targets were chosen by assessing Branch performance over the prior year, with an eye on the performance average for all Libraries subscribing to Counting Opinions.

Let's see what you all can achieve at MPL when you focus as a team on improving your customer satisfaction ratings!

PROVIDING "WARM AND WELCOMING" SERVICE



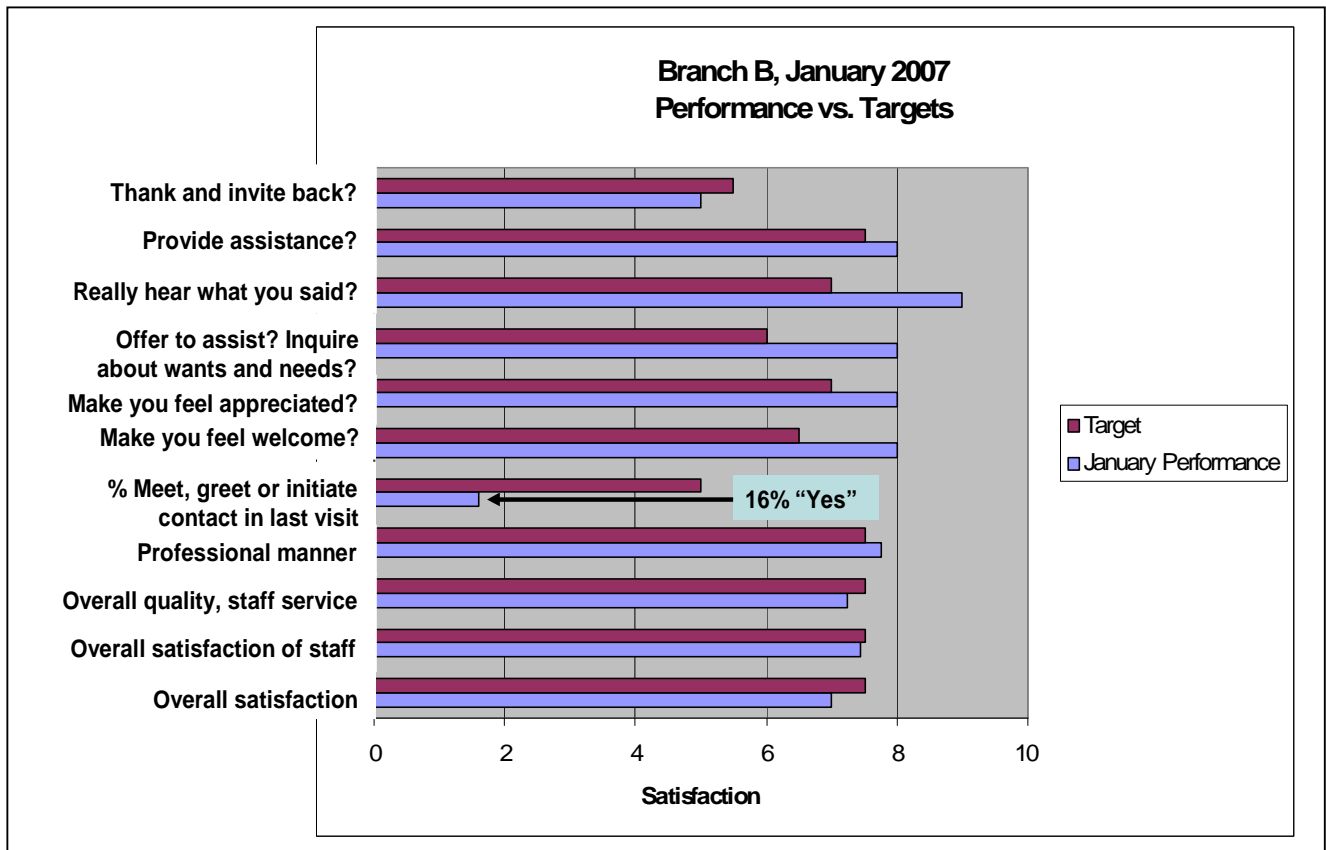
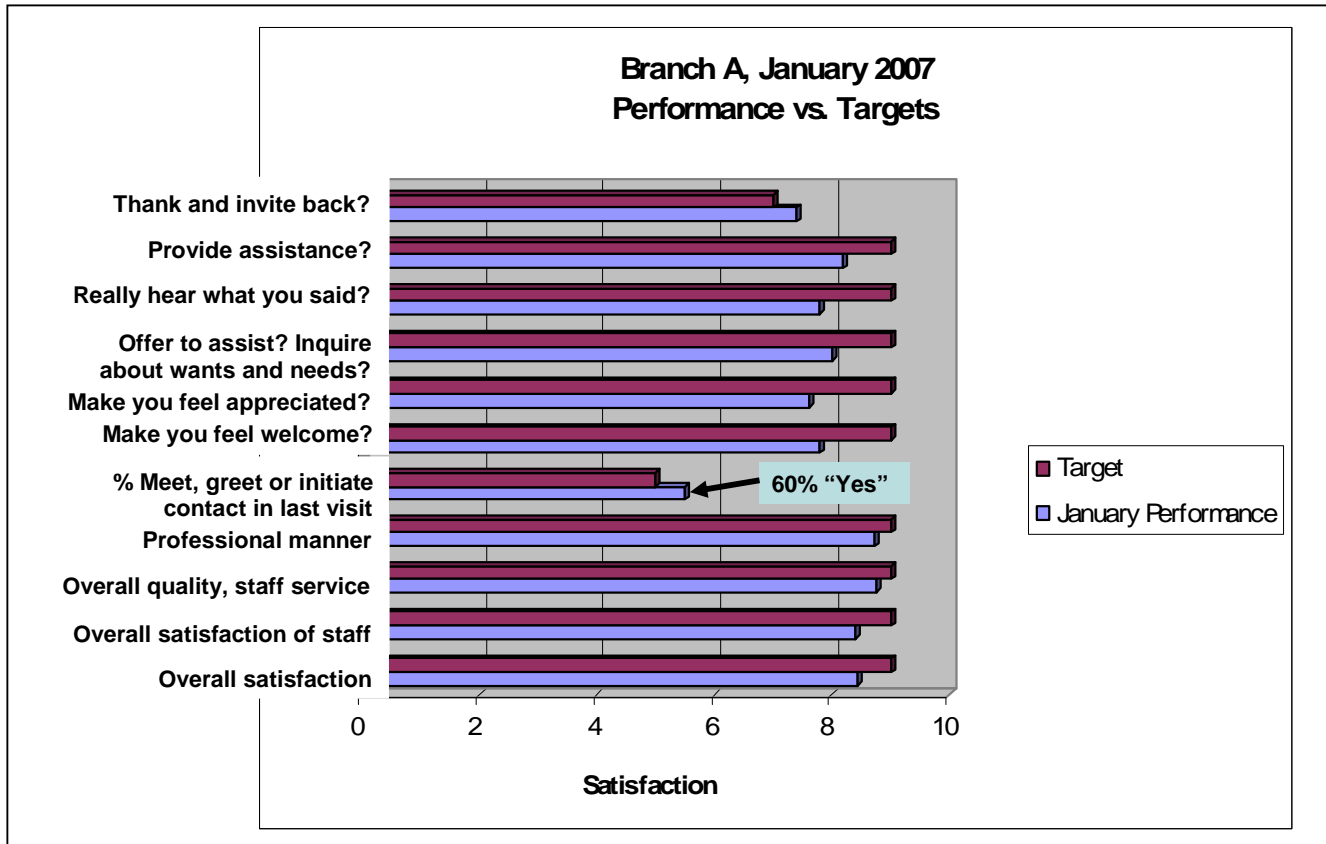
Based on the results of the video survey, when all other factors are equal, patrons choose the librarian that they will approach based upon these patterns.

RUSA/MOUSS Performance Issues Discussion Group,
ALA 1999 Midwinter Meeting
David A. Tyckoson, California State University - Fresno

7 Things That Will Help Your Customers Get That "Warm and Welcome" Feeling, Wherever They Encounter You In The Library.

1. **Develop customer "radar"; become keenly aware of customers whenever or wherever they are near you; either as they approach you or the desk, or as you walk by them**
Your customers are more aware of you than you might think, being affected by your demeanour.
2. **When people come near you, or approach you, make eye contact, smile, nod or greet them**
This seems simple, and perhaps obvious, but the effects are far reaching and profound.
3. **Try to do all major projects "off desk". If you are working on something at the desk, remember to look up frequently**
If you must work at the desk, try to work only on projects that will allow you to look up as each person walks by. This generally means projects that are not difficult or absorbing.
4. **Be careful about extended conversations with colleagues. Don't get so absorbed that you lose your awareness of nearby customers**
People nearly always talk with their desk partners when work is slow, and also to discuss work-related issues. Remember not to become so absorbed in conversation that you do not look up as each person passes by.
5. **Teach customers how to use the Library resources whenever you can**
Give people as much help as they need to do their work without doing it for them. There are times when giving the answer may be appropriate, especially when work does not involve a class assignment or when the person does not have time to learn the necessary skills.
6. **Balance your time, to ensure that as many customers as possible get the offer of some help**
Balance time spent with individuals so that each one is helped and no one is neglected.
7. **Use approachable body language like standing or walking around. Smile!**

JANUARY 2007 BRANCH PERFORMANCE



SUMMARY, JANUARY 2007, PERFORMANCE VS. TARGETS

Section 1 (3 Branches Shown)

Bright yellow indicates targets met or exceeded. <i>Congratulations!</i>	Branch A			Branch B			Branch C		
	January Performance	Target	Gap vs. Target	January Performance	Target	Gap vs. Target	January Performance	Target	Gap vs. Target
Overall Satisfaction	8.45	9	-0.55	7	7.5	-0.50	7.81	9	-1.19
Overall satisfaction of staff	8.4	9	-0.60	7.45	7.5	-0.05	7.74	9	-1.26
Overall quality of services provided by staff	8.75	9	-0.25	7.25	7.5	-0.25	7.55	9	-1.45
Professional manner	8.71	9	-0.29	7.75	7.5	0.25	7.66	9	-1.34
Did staff meet, greet or initiate contact at any time during your last visit? (Percentage of "YES" answers)	60%	50%	10%	16%	50%	-34%	62%	50%	12%
Make you feel welcome?	7.8	9	-1.20	8	6.5	1.50	7	9	-2.00
Make you feel appreciated?	7.6	9	-1.40	8	7	1.00	6.33	9	-2.67
Offer to assist or inquire about your wants and needs?	8	9	-1.00	8	6	2.00	6.16	8.5	-2.34
Really hear what you said?	7.8	9	-1.20	9	7	2.00	6.5	8.5	-2.00
Provide assistance?	8.19	9	-0.81	8	7.5	0.50	7	8.5	-1.50
Thank you or invite you back?	7.4	7	0.40	5	5.5	-0.50	5.33	8.5	-3.17