

toronto
public
library
experience
360

Update
12.10.2019



**Creating an exceptional customer
experience and brand**

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library
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360



TPL Strategic
Plan Priority

transforming for 21st century **service excellence**

We will transform the library's capacity and culture to deliver **exceptional customer experiences** how, when and where our customers want and need them. Torontonians will benefit from a vibrant, revitalized, digitally-enabled and efficiently managed service.

Our customer like *what*
we do....

...but not always *how*
we do it.

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Our Goals

1. **Transform and modernize** our customers' experiences at their every point of need.
2. **Evolve our service channels** to deliver a consistently excellent and seamless omni-channel experience.
3. **Inform, engage and support staff** so they shape and champion this evolution.
4. **Foster a culture of exceptional customer service** with both internal and external customers.

Our Ongoing Journey:

We are building on a strong foundation and evolving to meet and exceed our customers' expectations in a consistent way.

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Toronto Public Library Experience 360

Our process was designed to **understand how to evolve and activate** a transformed customer experience and visual identity.

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Our Process

Phase 1: Experience

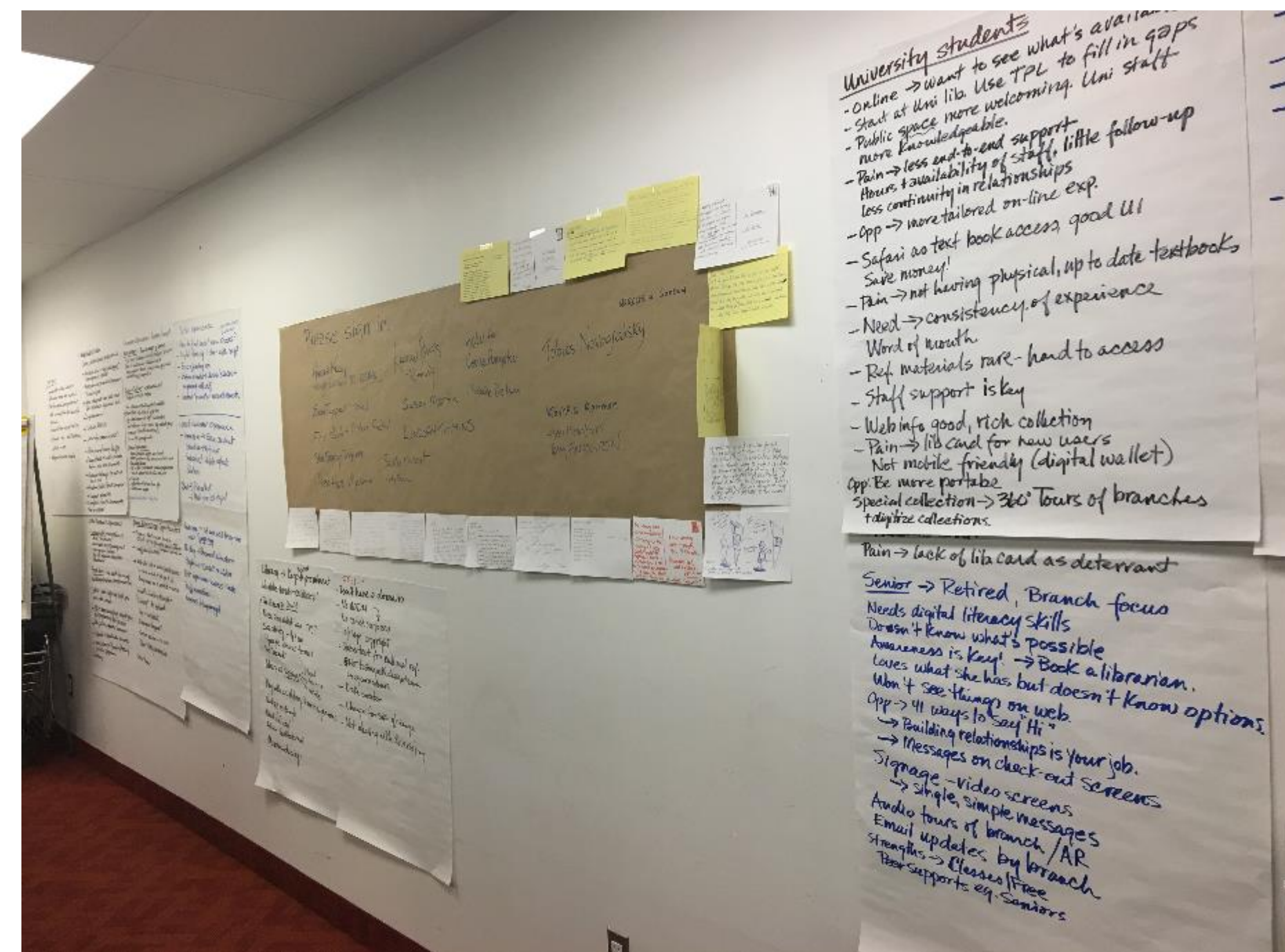
Best Practice Review

Audits

Stakeholder
interviews

Workshops

Public input
(online/offline)



toronto public library experience 360



100
branches
participated

2,000
written
comments
contributed

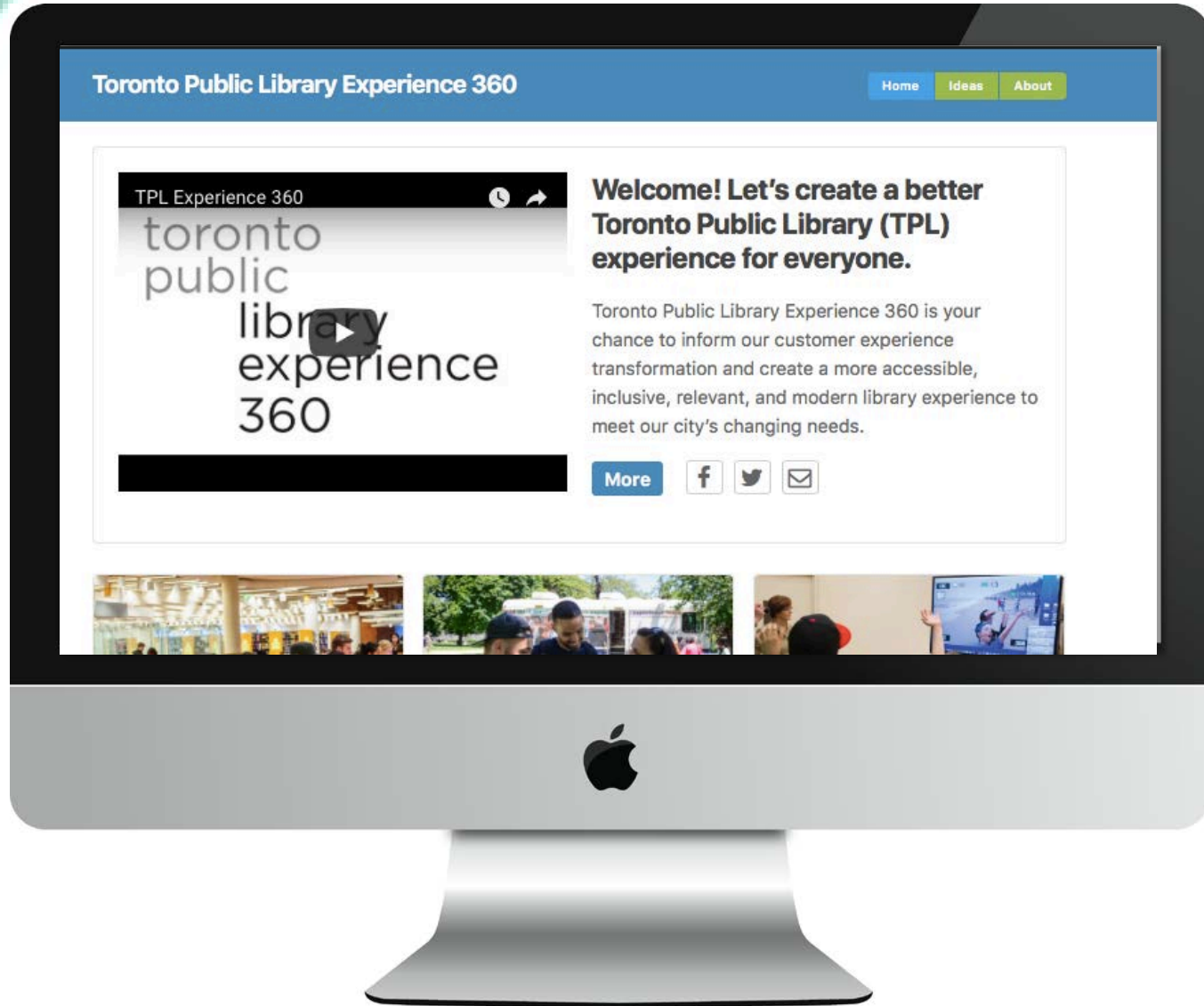
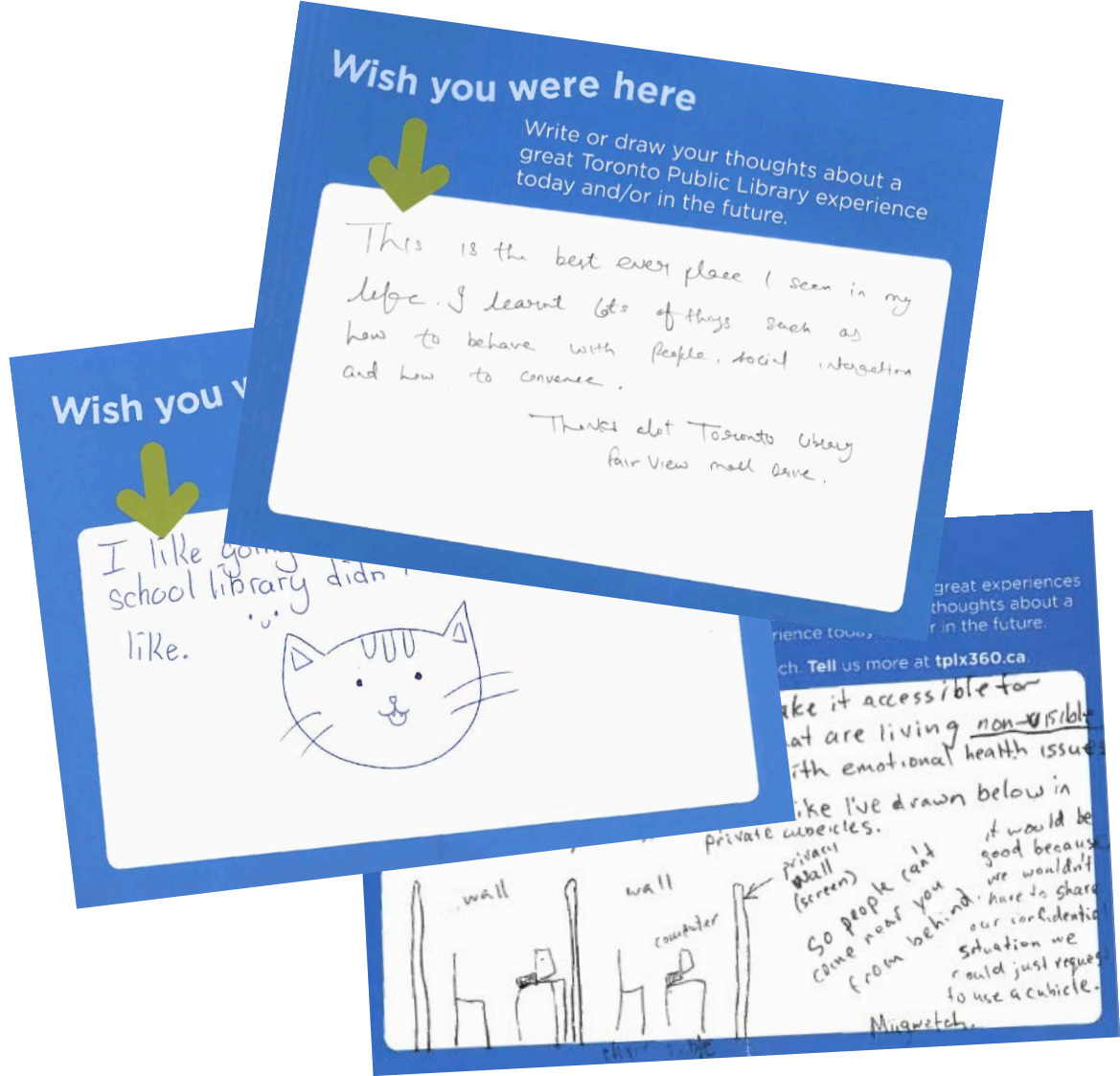
2
OCADU
reviews

3,260
online votes
counted

270
online ideas
contributed

15+
workshops

2,740
unique online
users



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transforming for 21st century service excellence

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to deliver **exceptional customer experiences** how,
when and where our customers want and need them.
Torontonians will benefit from a vibrant, revitalized,
digitally-enabled and efficiently managed service.

Reaffirming the fundamentals: Who we are, what we do

Vision

Toronto Public Library will be recognized as the world's leading library by informing and inspiring Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful.

Mission

Toronto Public Library provides free and equitable access to services that meet the changing needs of Torontonians. The library preserves and promotes universal access to a broad range of human knowledge, experience, information and ideas in a welcoming and supportive environment.

Purpose

Vision/Mission

Read. Learn. Create. Connect.

Our purpose

How TPL uniquely serves the city and its residents

Purpose

Vision/Mission

Read. Learn. Create. Connect.

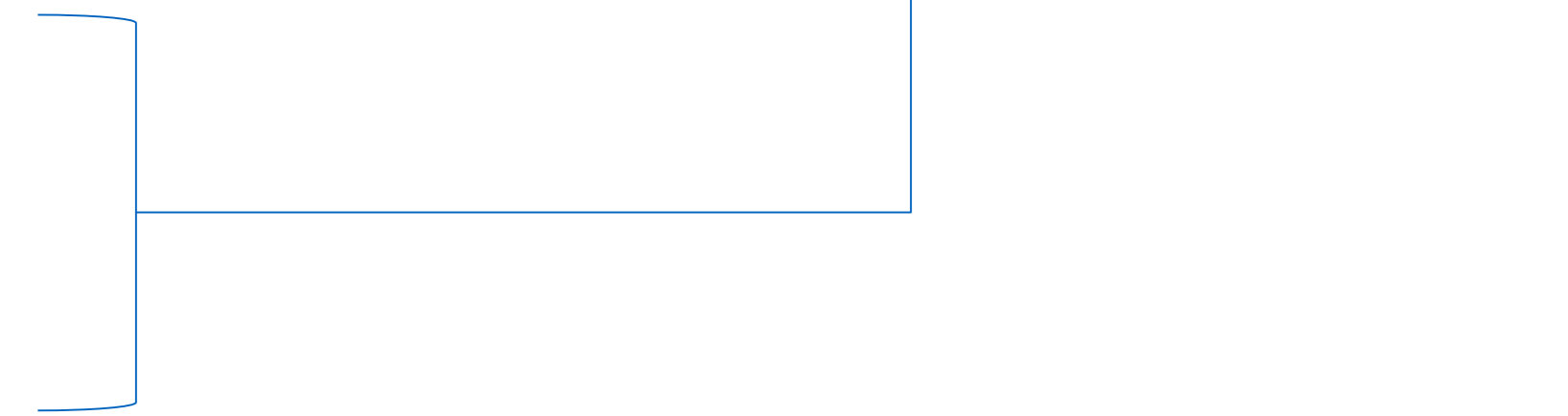


How TPL uniquely serves the city and its residents



Unique Value

Accessible free, local	Expert trusted, credible, neutral
Inclusive welcoming, supportive	Flexible self-directed, personal



Purpose

Vision/Mission

Read. Learn. Create. Connect.

Service pillars

spaces

collections

programs

staff

technology

What we do

Our service pillars describe everything the library has to offer, the business that we're in

Unique Value

Accessible
free, local

Expert
trusted, credible, neutral

Inclusive
welcoming, supportive

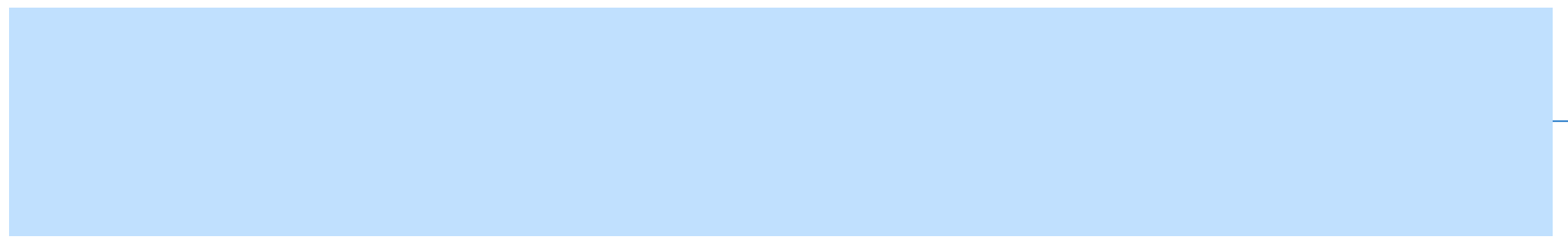
Flexible
self-directed, personal

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Read. Learn. Create. Connect.

Brand proposition



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Why it matters
Our brand proposition focuses on how we create **value**.
It connects what we do to why it matters

Purpose

Vision/Mission

Read. Learn. Create. Connect.

Brand proposition

vital active ingredient

Service pillars

spaces

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Unique Value

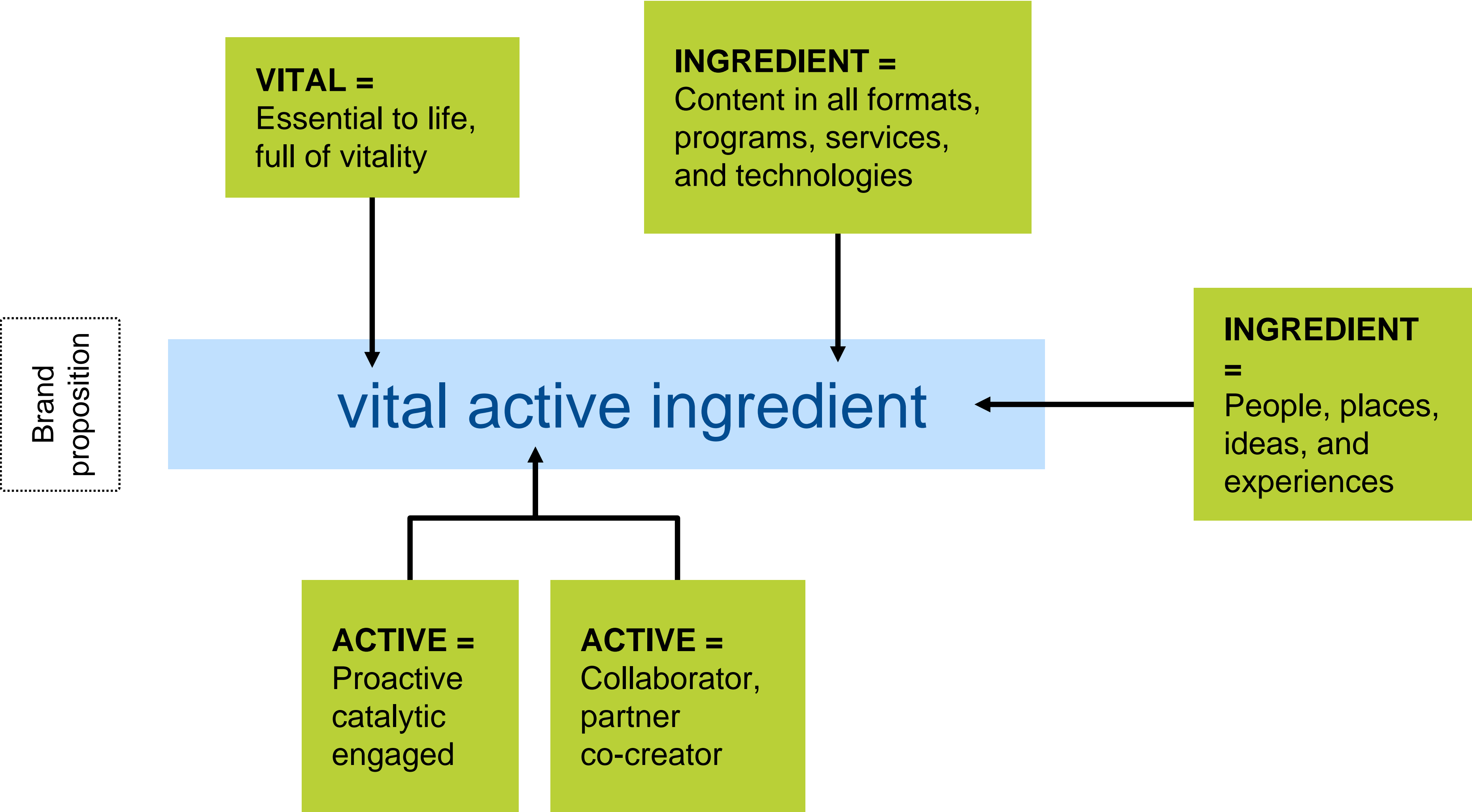
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Proof points

vital active ingredient

Vital:

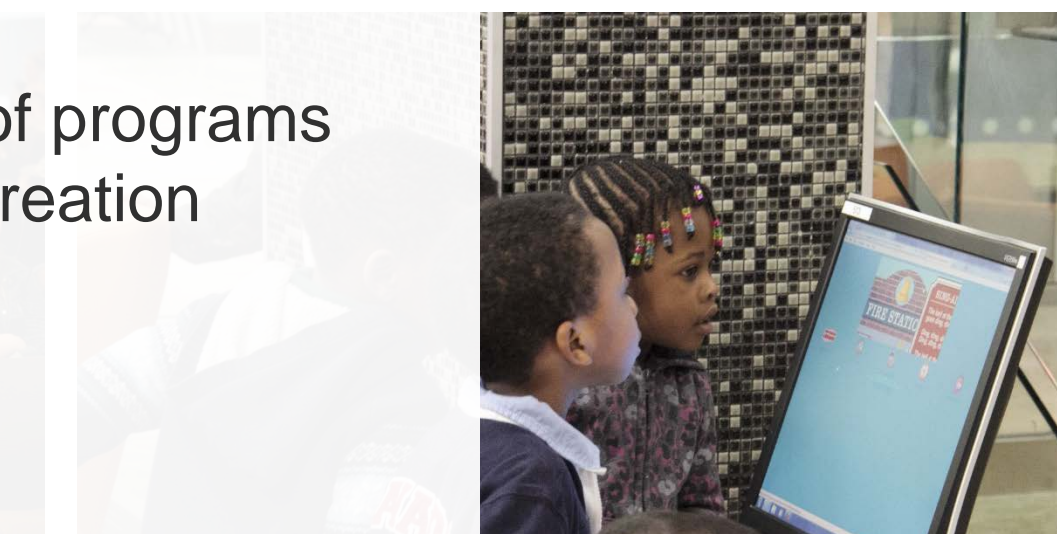
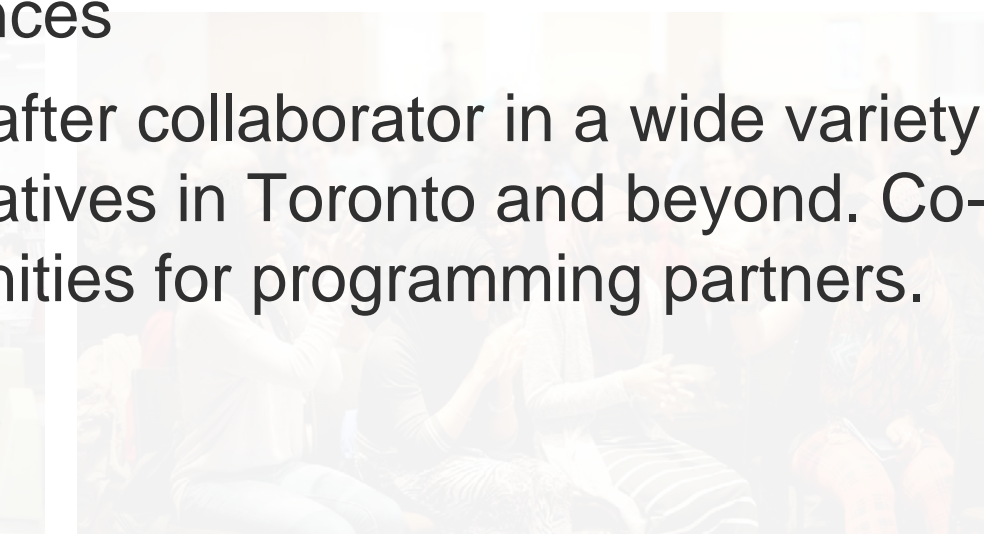
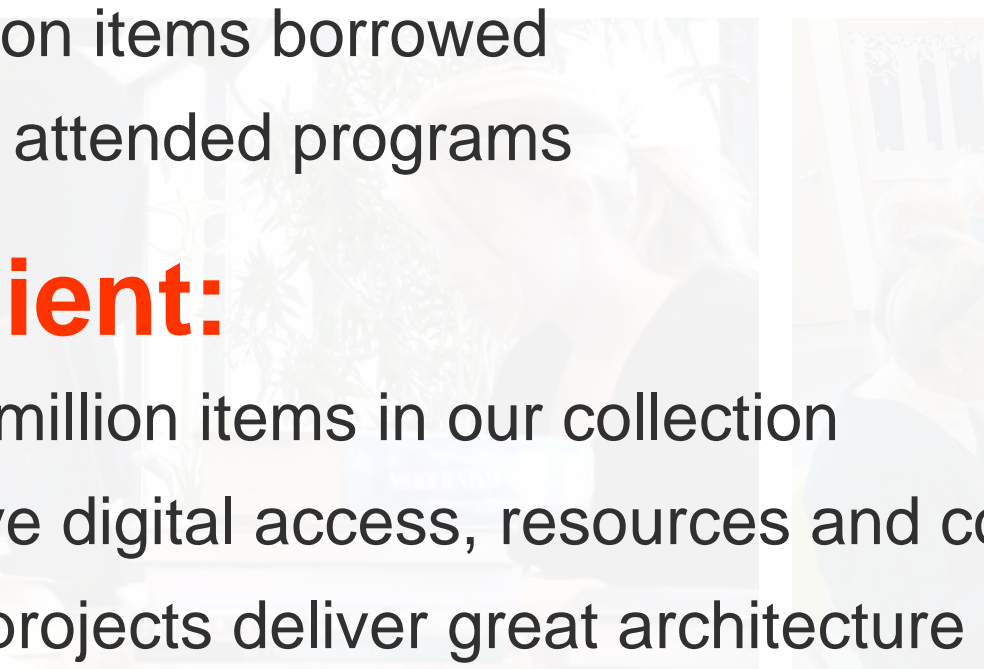
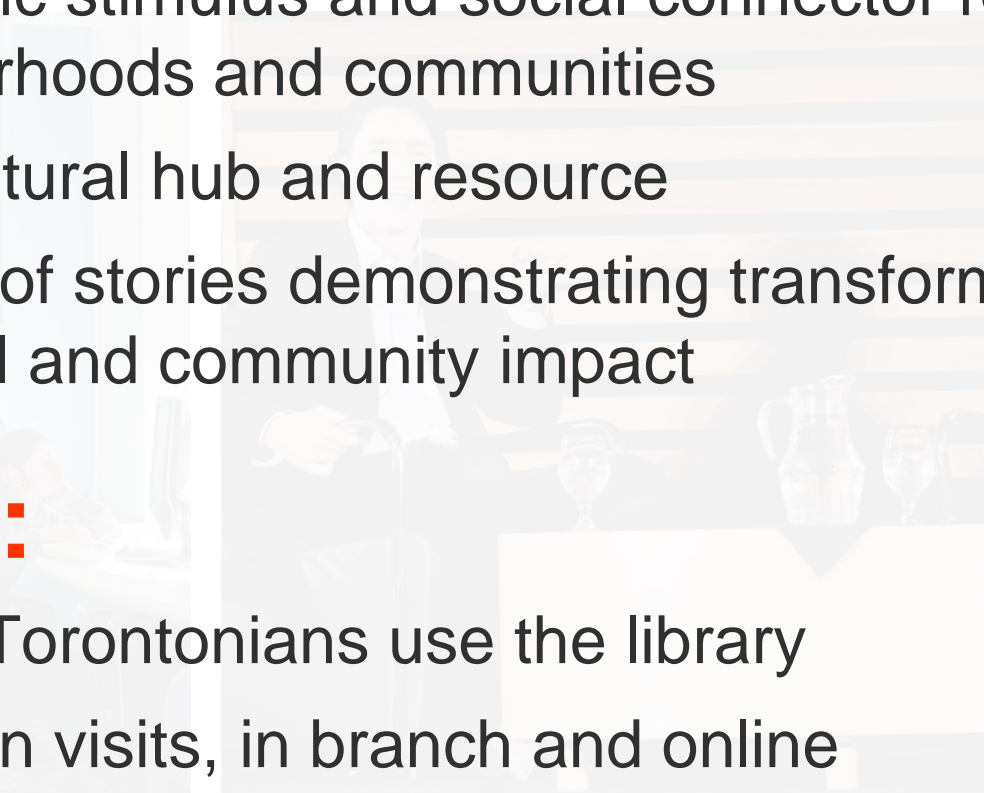
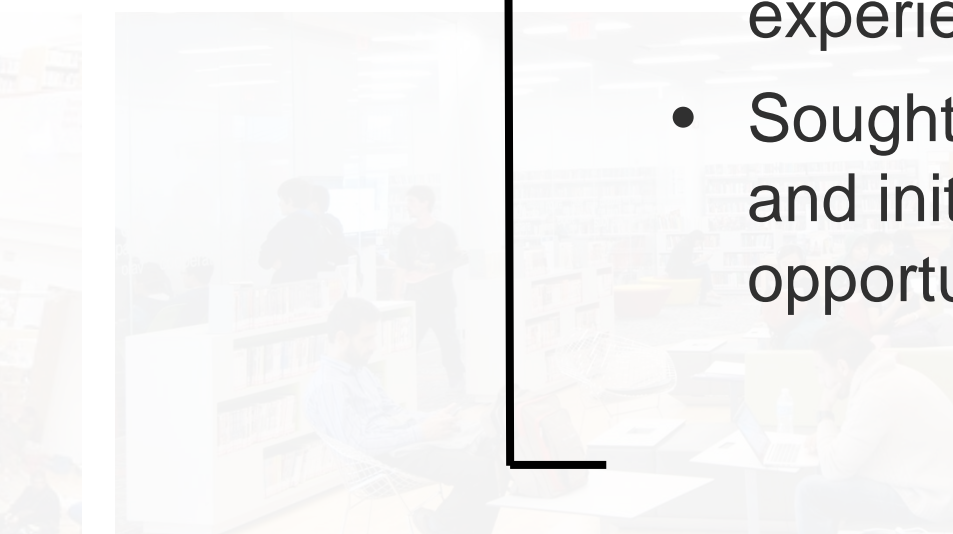
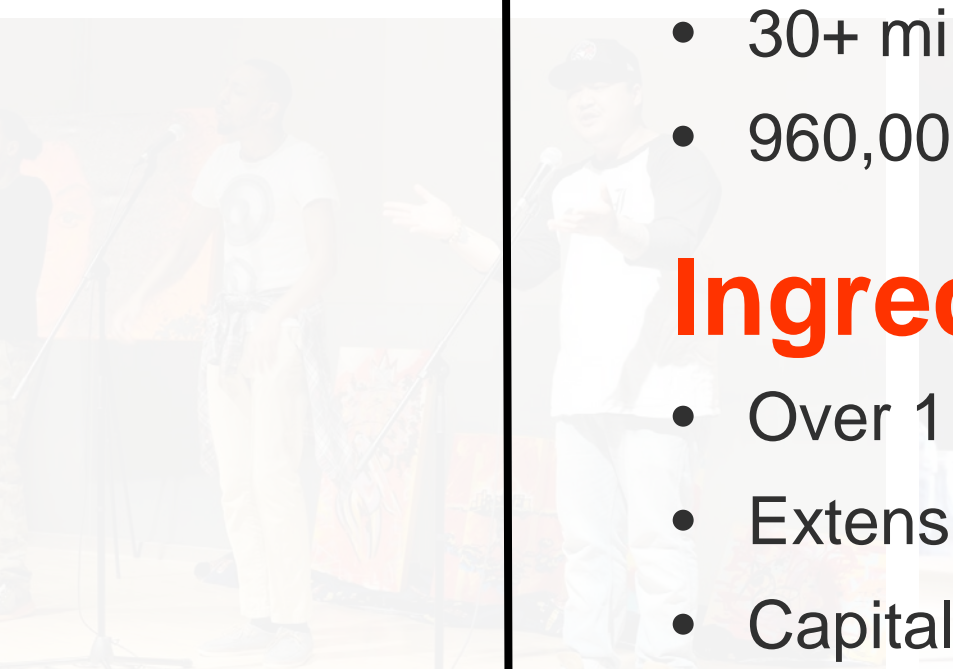
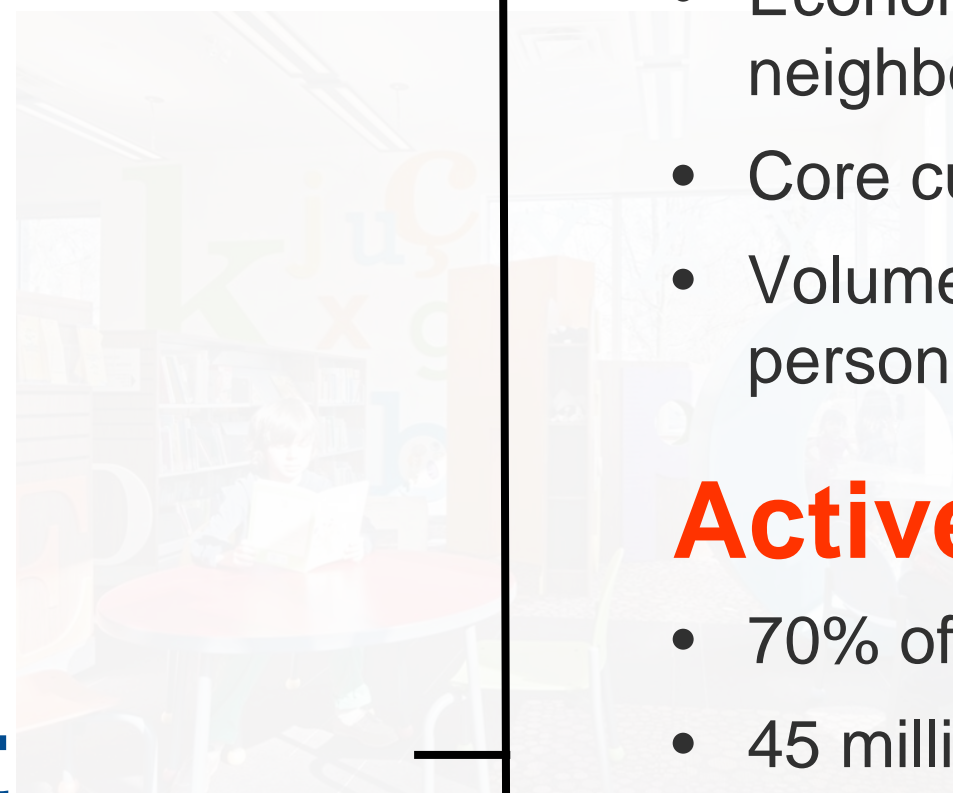
- Essential accessible resources for new Canadians' settlement and to bridge the 'digital divide'
- Economic stimulus and social connector role for neighborhoods and communities
- Core cultural hub and resource
- Volume of stories demonstrating transformative personal and community impact

Active:

- 70% of Torontonians use the library
- 45 million visits, in branch and online
- 30+ million items borrowed
- 960,000 attended programs

Ingredient:

- Over 11 million items in our collection
- Extensive digital access, resources and content
- Capital projects deliver great architecture and improved experiences
- Sought after collaborator in a wide variety of programs and initiatives in Toronto and beyond. Co-creation opportunities for programming partners.



vital active ingredient

Toronto Public Library is the **vital active ingredient** that informs and inspires Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful.

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Our brand proposition focuses on how we create **value**.

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TPL Channels

- branches
- community
- email
- social
- website
- internet
- mobile

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Customer Experience

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Customer Experience

To deliver exceptional customer experiences we need a powerful **call to action...**



Call to action

Activate something great!



Call to action

Activate something great!

For the library system

it's about leadership – how the quality and spirit of the library experience impacts the growth and development of the city

For staff

it's a service mantra to help customers in every encounter

For customers

it's about how access to TPL enables everyone to read, learn, create and connect in powerful ways



Call to action

Activate something great!

“Activate” can
be expanded
with many
complementary
actions...

Spark
Inspire
Fuel
Embrace
Learn
Achieve
Share...

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Customer Experience

Our call to action:
Activate something great!

What we heard:
6 activators of
great customer experiences

What we heard: great experience activators

1

More visibility

of spaces and
services

Customers want to find their way to and around the library with more ease, as well as streamlined ways of discovering and exploring new programs.

“I had no idea you had those services. Why didn’t you tell me?”

“I got off the subway and couldn’t find the branch.”

What we heard: great experience activators

2

More welcoming
online & in person

There are more opportunities than ever to engage customers through a multitude of welcoming service channels, including online environments.

“I need my quiet space away from all the busyness in the branch.”

“A more user friendly experience on your website (and on my phone) would make it easier for me to use the library.”

What we heard: great experience activators

3 More personalized

Customers want to easily find and access personalized library services that meet their unique needs. With flexible service offerings, the library can play a vital role in helping customers when, where, and how they need it most.

“How about providing book or program recommendations based on what I’ve read recently (like Netflix and Amazon)?”

“You know my home branch, please show me programs in my area.”

What we heard: great experience activators

4

Consistently
exceptional
customer service

Customers love our library staff. TPL must continue to build their skills, and provide opportunities for them to deliver consistently exceptional customer service.

“I wish more staff could support my technology needs at my local branch.”

“Why did it take so long to register me for a library card?”

What we heard: great experience activators

5

More ways to collaborate and engage with TPL

Internal and external customers both want more opportunities to collaborate and engage with the library to share their views and ideas for continuous improvement.

“I really liked the TPL Experience 360 process. Can I keep providing input as this goes along?”

“It’s my library. I like to help shape the services I need.”

What we heard: great experience activators

6 Stay true to our roots

The accessible, inclusive, flexible and trusted services TPL offers play a vital role in helping all Torontonians be successful. Customers have asked TPL to continue focusing on our core values and service pillars.

“All the new technology and 3D printers are great, but for me, it’s so important that I can get the books I want, for me and my family.”

“Please make sure there’s always space for me to just ‘be’ at the library”

What we heard: great experience activators

1 **More visibility**
of spaces and
services

2 **More welcoming**
online & in person

3 **More
personalized**

4 **Consistently
exceptional
customer service**

5 **More ways to
collaborate and
engage with TPL**

6 **Stay true
to our roots**

Customer Experience Strategy: Ingredients for success

1. Staff engagement & communication
2. Every TPL employee
3. Resources, tools & process for staff
4. Measurement and Evaluation

Staff engagement is essential
to the success of this project.

We want to hear from staff and
build our plan together.

Activate Something Great
is the service mantra for
all TPL employees

**Our staff need the right
resources, tools, and processes
in place to provide exceptional service.**

We will measure our success
using existing tools that have been
aligned and updated to better
evaluate our Customer Experience.

2019 Customer Experience Activators

- Transformed in-branch service delivery
 - Headsets, consolidated service points
- Proactive Service Delivery Training
 - “Let’s Go” Children’s Services training
- Technology Skills Development (Staff)
- Visual Identity
- ...

Milestones and next steps

Q4 2018

TPLX360 Update to TPL Board (December) and staff

Ongoing communications to staff throughout

Q1 2019

Introduction of new visual identity to Board, staff and public
Internal rollout of Customer Experience Strategy and new visual identity; ramp up staff engagement and build awareness

Launch staff engagement initiatives

2018

2019

← Ongoing execution and evaluation of Customer Experience initiatives →

← Ongoing consultation and engagement with staff and customers →

Q2-Q4 2019

External rollout of Customer Experience Strategy and new visual identity

Thank you